



REQUEST FOR PROPOSALS (RFP):

Development of a Strategic Plan for the Creative Industries
of Trinidad and Tobago (Film, Fashion Music)

TENDER DOCUMENT

Table of Contents

1.0 NOTICE OF REQUEST FOR PROPOSALS	2
2.0 TERMS OF REFERENCE	4
2.1 Background	4
2.2 Scope of Work for the Strategic Plan	9
2.3 Deliverables & Reports for the Strategic Plan	13
2.4 Artist/Artiste Survey	15
3.0 GUIDELINES FOR PREPARING PROPOSALS.....	16
4.0 INSTRUCTIONS TO TENDERERS.....	18
5.0 CHARACTERISTICS OF THE SERVICE	18
6.0 PAYMENT SCHEDULE	21
7.0 EVALUATION CRITERIA.....	22

Strategic Plan for the Creative Industries of Trinidad and Tobago (Film, Fashion, Music)

1.0 NOTICE OF REQUEST FOR PROPOSALS

The Trinidad and Tobago Creative Industries Company Limited (CreativeTT) invites Proposals from selected firms, to provide Consultancy Services for the preparation of a Strategic Plan for the development of the Creative Industries of Trinidad and Tobago.

This invitation is open to local individuals and corporations (tenderers).

ALL tenderers must submit:

1. One (1) original and five (5) hard copies of the Technical and Financial Proposals.

The Technical and Financial Proposals MUST be submitted in SEPARATE sealed envelopes, or it will be disqualified from consideration. (*Descriptions of the Technical and Financial Proposals are under Section 3.0 "Guidelines for Preparing Proposals"*)

The envelopes must be clearly marked on the outside as follows:

**Tender for a Strategic Plan for the Creative Industries of Trinidad and Tobago
Envelope #1 - Technical Proposal
Name of Firm
Address of Firm**

**Tender for a Strategic Plan for the Creative Industries of Trinidad and Tobago
Envelope #2 - Financial Proposal
Name of Firm
Address of Firm**

Envelopes must be addressed to:

**The Secretary
The Tenders Committee
Trinidad and Tobago Creative Industries Company Limited (CreativeTT)
47 Long Circular Road
St. James
Trinidad and Tobago**

2. A digital copy of the Technical Proposal stored on a Flash drive must be included in **Envelope #1 - Technical Proposal**

Submission Deadlines

**ALL submissions are due by
2:00pm (local time) on Friday 10th December, 2021.**

Please note:

- **ALL** hard copy proposals from tenderers must be deposited in the tender box located at the reception office at CreativeTT's office, 47 Long Circular Road, St. James, Trinidad and Tobago before 2:00pm (local time) on Friday 10th December, 2021.

Notes

- Proposals should be as thorough and detailed as possible so that the CreativeTT may properly evaluate the proposer's capabilities to provide the required services. Proposals are to be done following the "two-envelope system" and submitted in two parts:
1 Technical Proposal and 2 Financial Proposal.
- Late submissions will NOT be considered under any circumstances.
- The CreativeTT Tenders Committee is not bound to accept any proposal.
- The CreativeTT Tenders Committee reserves the right to cancel the bidding process, either in its entirety or partially, without defraying any cost incurred by any individual, firm or company in submitting their proposal.
- Any and all costs incurred by the Proposer associated with preparation of responses and/or participation in this RFP is entirely the responsibility of the proposer and shall not be chargeable in any manner to CreativeTT.

2.0 TERMS OF REFERENCE

2.1 Background

Government Policy

The Government of the Republic of Trinidad and Tobago's interest in the Creative Industry derives from the obvious need for the country to diversify its economy away from an over-dependence on revenues generated from the petrochemical sector.

The Creative Industries is defined as 'the interface between creativity, culture, economics and technology as expressed in the ability to create and circulate intellectual capital, with the potential to generate income, jobs and export earnings while at the same time promoting social inclusion, cultural diversity and human development' according to United Nations Conference on Trade and Development (UNCTAD)'s 2008 report Creative Economy.

The Creative Industry of Trinidad and Tobago cluster comprises the following eight- (8) subsectors/niche areas:

- Music
- Film
- Fashion
- Dance Theatre, (including visual arts and animation)
- Heritage
- Literature and Publishing
- Festivals (including Carnival)
- Broadcasting

CreativeTT and its Role

The Trinidad and Tobago Creative Industries Company Limited (CreativeTT) is a wholly owned state enterprise that was incorporated on July 29, 2013. It is mandated to stimulate and facilitate the business development and export development of the Creative Industries specifically Film, Music and Fashion to create national wealth.

CreativeTT, provides administrative and support services for all its subsidiaries companies; Trinidad and Tobago Film Company Limited (FilmTT), Trinidad and Tobago Music Company Limited (MusicTT), and Trinidad and Tobago Fashion Company Limited (FashionTT). CreativeTT is also responsible for their strategic and business development, including research and marketing; information technology; legal; finance and human resources. The subsidiaries would champion the development and commercialization of the local creative and cultural product in a sustainable manner.

The main functions of CreativeTT are to:

- ensure the harmonization of policy among the sub-sectors;
- be the central coordinating agency for commercialization of the creative product;
- promote the growth, development and global branding of the Creative Industry in Trinidad & Tobago;
- position Trinidad & Tobago as the “Creative Capital” in the Region;
- work with the subsidiaries to develop the creative product to become internationally competitive;
- assist in the marketing and export of the creative product;
- convert the creative talent into export models;
- harmonize an incentive programme for the creative industries;
- encourage private sector investment in the creative industries.

Background and History

A key theme of the National Development Strategy 2016-2030 (Vision 2030) is building globally competitive businesses by inter alia creating an environment that is conducive to entrepreneurship and enabling firms to produce high value products and services that can compete in export markets. In this context, the Creative Industries have been prioritized to assist in economic diversification, job creation and foreign exchange generation.

In an April 2014 publication from the World Bank entitled “Toward economic diversification in Trinidad and Tobago”, the underdevelopment of the non-energy sector was highlighted. The results of this publication indicated that “openness to foreign direct investment inflows is the most fundamental driver of diversification”. The business development of the Creative Industries is imperative in attracting such foreign direct investment.

In 1963, after more than six decades of oil exploration and organic sector growth in the country, the government of the day appointed a Commission of Enquiry into the Oil Industry, because they recognized the value of this natural resource, and the potential for exponential economic benefit. By the end of the 1970s, the infrastructure to strategically exploit the natural oil and gas resource was in place: there was Petroleum Legislation, a Ministry was created to manage the sector, The Petroleum Taxes Act, the discovery of natural gas, the creation of several state agencies to manage all streams of the value chain, and much more. The vast investment in infrastructure, talent, training, exploration, legislation and partnerships was driven by a vision for the potential impact that oil and gas would have on uplifting the T&T economy.

The same potential for exponential return exists in the Cultural and Creative Industries in Trinidad and Tobago; a clear vision for strategic investment in creative people, ideas and outputs as a natural resource is needed to maximize this potential.

The global creative economy has demonstrated consistent growth within the last decade. Due in large part to the resilient and sustainable nature of the resources on which this economy is based, creative industry internationally has continued to thrive, even in the face of economic downturn in more traditional sectors. Trends imply that the demand for creative products and services has remained stable or has shown positive growth in recent years, and that global trade in these areas demonstrates immense potential to be harnessed and exploited in the current environment.

According to United Nations Educational, Scientific and Cultural Organization (UNESCO's) *"Creative Economy Report 2013"*, "Figures published by UNCTAD in May 2013 show that world trade of creative goods and services totaled a record US\$624 billion in 2011, and that it more than doubled from 2002 to 2011; the average annual growth rate during that period was 8.8 per cent. Growth in developing-country exports of creative goods was even stronger, averaging 12.1 per cent annually over the same period."

The Report goes on to state that "UNESCO's work over the years has demonstrated that when the creative sector becomes part of an overall development and growth strategy, it can contribute to the revitalization of the national economy where hybrid and dynamic economic and cultural exchanges occur and innovation is nurtured. But that is not all. Investing in culture and the creative industry as a driver of social development can also lead to results that contribute to the overall well-being of communities, individual self-esteem and quality of life, dialogue and cohesion."

The proposed overarching approaches for developing the identified sectors in the Creative Industries specifically Film, Music and Fashion speak directly to the first two goals of the Ministry of Trade and Industry's Strategic Plan 2016-2020 and are aligned to the National Policy Framework and the National Development Strategy (Vision 2030):

- **Goal 1 – diversified and competitive business output** – the film, fashion and music sectors all depend on the creation of high quality, saleable content that audiences want (and are willing to pay) to consume, in order to be successful. The strategic plans of FilmTT, MusicTT and FashionTT all will/do identify* building the capacity of product creators, as well as the infrastructure within which they can operate effectively, as critical to the successful establishment of the industry, and to the sectors' ability to eventually reach critical mass and increase overall contribution to the country's GDP. (*strategic plans are in various stages of completion: FashionTT is in the process of executing, MusicTT is in the beginning stages of implementation, and FilmTT is in the process of completing a strategic plan)

- **Goal 2 – increased and diversified quality of investment** – each of the sub-sectors has the capacity to attract investment to T&T: in film, the value of productions that choose Trinidad and Tobago over other countries as an ideal shooting location; in music, the high quality of talent across all genres of music, especially those that are export-ready with strong, cohesive branding and artist development; in fashion, consistent fulfillment of global orders resulting in increased revenue generation into T&T via Inward Buyer Missions, whereby representatives from foreign department stores and boutiques visit commencing trade relations with local designers. The stronger and more effective the infrastructure for the Creative Industries here in Trinidad and Tobago, the more likely we are able to attract quality inward investment in film, music and fashion; the strategic plans of FilmTT, MusicTT and FashionTT do/will identify* (*see above*) how to do so.

Given Trinidad and Tobago’s diverse cosmopolitan society, our history rich with the influences of the oldest cultures on the planet, and the dynamic integration of said influences into our own unique creative expressions and manifestations, it is clear that we possess a boundless supply of necessary resources to fuel a sustainable, vibrant and profitable creative economy.

Our film, music and fashion sectors have grown organically over the course of decades to generate income and international acclaim for individual pioneers. Successive governments have recognized the opportunities inherent in these sectors, their critical role in the diversification agenda, and the need to invest in supporting infrastructure to create a much-needed organized, enabling environment.

The National Policy Framework of GORTT maintains a focus on the creative industries, “Creative, adaptable and resilient people with appealing artistic and cultural expressions” as one of the potential areas of strength. Furthermore, the Creative Industries – film, music, entertainment, fashion and design – have been highlighted among the industries which are seen to possess the ingredients necessary for successful penetration of international markets which the Government will support.

Brief Sector Profile

Through this project, we seek to address several questions surrounding our national Creative Economy:

Focus on employment as a measure of an economic sector comprised of arts/culture nonprofits, for-profit creative businesses, and creative workers (including artists/artistes) that work in various settings (Income):

- What is the current employment and demographic profile of the Creative Sector including arts/cultural nonprofits, Creative Businesses, and Creative Workers?
- How does Creative Sector employment compare to employment in other sectors? ...

- Is the Creative Sector growing more or less than other economic sectors?
- What specific creative occupations and industries are most growth oriented?
- What economic conditions foster or hinder creative sector growth?
- What are the areas of growth and need, by locality, industry, and occupation, for the Creative Sector?
- How does the presence or absence of Creative Sector activity relate to other community conditions?

Trinidad and Tobago's Film, Music and Fashion industries have grown both qualitatively and quantitatively over the last three (3) decades. The number of practitioners in each sub-sector increases annually according to stakeholder registries, in no small measure due to the accessibility of local and international training and development programmes in these fields.

Over the last five (5) years, we have seen a clear increase in the local demand for products and services generated by the sub-sectors, as evidenced by the number of retail outlets and channels for local fashion products, increasing local audience attendance at indigenous film festivals and the number of locally-produced films showcased therein, and the proliferation of our own unique music at events and festivities throughout the year.

Internationally, fashion designers, with the support of CreativeTT, have gained exposure in global trade publications, have shown at various fashion shows and events, and have commenced exports through targeted trade missions. Locally-produced films are supported at the production stage as well as in their international marketing, branding and distribution efforts with some productions reaching broader audiences at international film festivals and commercial screens. Our music industry continues to grow with the support of the company in building capacity in areas, which bolster quality, commercialization and exportability.

Despite these successes, there remain gaps in the foundation needed for a sustainable Creative Industry: for example, a need for robust primary and secondary data to guide decision-making, to support the work of the industries through the monitoring of trends and bolster the implementation of programmes which build capacity in the subsectors, and provide essential exposure to international best practices, networking, and local and international marketing; a need for internationally-recognized certification and direct connections into the international industries, etc.

The strategic plan for the fashion sector has addressed this need with regard to that specific sub-sector to a certain degree, and it is expected that the strategic plans for the music and film sectors will do the

same. Nonetheless, a project focused on building the research and statistical base for the sub-sectors is clearly identified as a critical need.

2.2 Scope of Work for the Strategic Plan

Purpose: To develop a Strategic Plan for the CreativeTT and its subsidiaries (Film, Music and Fashion) for a five (5) year period – 2022 to 2026 and paying particular attention to the strategic plans completed by FilmTT, MusicTT and FashionTT.

Rationale: The Creative Industry continues to assume great significance globally and has been responsible in many countries for effective diversification of their economies. Our intent is to enable growth through the crafting of a robust Strategic Plan.

Scope: The Creative Industries span, but are not limited to music, film and fashion. We are seeking the broader input of any other subsectors within the scope of this initiative.

Strategic Prioritization: Key to this process would be a ranking and prioritization of the strategic initiatives to be undertaken.

In the context of MTI in these three (3) sectors as well as GORTT, the selected Consultant will be required to assess the current state of the Trinidad and Tobago Creative Industries (limited to the Film, Fashion and Music sectors), identify gaps based on international best practices, and make recommendations for strategic growth and development in all appropriate areas, through the research and preparation of a five (5) year plan.

The following components will be required for the Strategic Plan, including but not limited to Film, Fashion and Music sectors:

- Literature review – starting with the Strategic Plans of Fashion, Film and Music and moving into the broader cultural and creative industries
 - Trade agreements
 - Treaties
- Case studies of successes in the local Creative Sector (with specific focus on Film, Fashion and Music)
- Map of the sector – case studies and identify areas of focus and priority
- External and internal environmental scans
- Impact assessment on the role and validity of existing Creative Programmes in the development of the sector.
- SWOT/PESTLE analysis

- Identify strategies to overcome challenges, take advantage of opportunities, achieve objectives and fulfil the overall vision for the industry, as well as clearly defined projects and activities to execute same.
- Develop a 5 year implementation plan using GORTT fiscal structure with a format to be issued by CreativeTT including:
 - Time duration with proposed start and finish dates
 - Estimated budget for activity, project and plan level
 - Responsibility matrix
- Establish key performance indicators to track the performance of the 3 subsectors in a manner that is comparable and consistent as it relates to the development of the Creative Industries.

The Strategic Plan must facilitate direct comparisons between data and input from national and regional stakeholders

- Report employment of the Creative Industries and occupations
 - Industry employment
 - Percentage of total employment that is creative for Trinidad and Tobago
 - Relative position of industry employment in Trinidad and Tobago
 - Top 5 industries in Trinidad and Tobago
 - Workforce employment for Trinidad and Tobago
 - Percentage of the workforce within the Creative Industry for Trinidad and Tobago
 - Percentage of artists/artistes for Trinidad and Tobago
 - Concentration of artists/artistes types within Trinidad and Tobago
 - Which industries employ the most Creative Workers and why?
 - Workforce and artists/artistes demographics on a national level.
- Age
- Gender and Marital Status

- Ethnic Composition
- Educational Attainment
- Weeks Worked and Unemployment
- Type of Employer
- Earnings and Income range
 - Identify trends of growth or recession
 - Separate out employment of arts/culture nonprofits
 - Include analysis of artist/artiste survey data (see below)

Include other economic indicators most relevant to Creative Industry and occupation employment.

For example:

- Population density per square mile
- Percentage self employed
- Population
- GDP
- Compare scope of the creative sector to other areas of investment for each state
- Make recommendations for the sector and for further research and investment
- Provide a clear description of the report methodology.
- Make meaning of the data with narrative descriptions that give context to the analyses in basic terms
- Advise on which charts and data visualizations would best illustrate the data

- Recommend additional data sources
- Determine which local data are usable
- Mission and Vision Statements

Any questions regarding the Scope of Works for the Strategic Plan must be submitted **by 2.00 p.m. on Friday 26th November, 2021** to:

**The Secretary
The Tenders Committee
Trinidad and Tobago Creative Industries Company Limited (CreativeTT)
47 Long Circular Road
St. James
Trinidad and Tobago
Fax: 868-622-1080
Email: tenderscommittee@creativett.gov.tt**

2.3 Deliverables & Reports for the Strategic Plan

Report Design and Data Visualization

The user-friendliness of the Strategic Plan is extremely important. Graphics and data visualization should be used to convey information clearly and meaningfully; simplifying important points through visual language. The design of the report as well as all surveys and collateral should remain consistent with CreativeTT's brand and demonstrate the creative skills of the sector the report describes.

The research consultant/team should:

- Include design and data visualization in your proposal only if you have related experts on your team with whom who have previously worked.

The selected Consultant's key deliverables for the Strategic Plan are:

1. An **Inception Report** outlining the approach to the project, including a detailed work plan and Gantt Chart. The Consultant should clearly indicate the methodology to be used, and the stakeholder consultation process that will inform the preparation of the Strategic Plan. The Inception Report should also include an outline of the Strategic Plan.
2. A **Stakeholder Database (Local and International)** that identifies stakeholders, target groups and linkages that collectively comprise the Creative Industries, and those that lie between the Film, Fashion and Music Sectors. This database should include, but is not limited to, the following categories: contact details, core business, annual sales turnover, export markets, import markets, value of exports, number of employees, employee skill sets, goods and services obtained locally, goods and services imported. This database will be a vital source of information on the Creative Industries, and will provide a mechanism to track the progress made because of implemented strategic activities.
3. An **Interim Report** on the progress made, findings, issues and limitations, data report design and data visualization.
4. A **Draft Strategic Plan for** the Creative Industries, outlining the findings as per scope of works.
5. A **Final Strategic Plan** (incorporating an Implementation Plan) reflecting amendments based on feedback by key stakeholders.

The Timeframe for deliverables is outlined in the table below:

Name of Report	Timeframe
Inception Report	No later than the 3 rd week from the commencement of the contract.
Stakeholder Database	No later than the 8 th week from the commencement of the contract.
Interim Report	No later than the 15 th week from the commencement of the contract.
Draft Strategic Plan Report	No later than the 20 th week from the commencement of the contract.
Final Report	No later than the 24 th week from the commencement of the contract.

2.4 Artist/Artiste Survey

In order to complement the employment analysis above to include a broader and deeper data set for local artists/artistes, an online artist/artiste survey will capture information on the circumstances and needs of artists/artistes living and working in Trinidad and Tobago including income, demographics, existing support, and areas of needs.

The research consultant/team should:

- Review any existing published data.
- Consult published sources
- Design/edit the survey instrument to be accessible and manageable for artists/artistes.
- Establish expectations for a representative sample of responses
- Help determine incentives for robust participation
- Analyze the data collected for the country, where possible East, West, North, South, in Trinidad and Tobago.
- Include findings in the regional employment study

3.0 GUIDELINES FOR PREPARING PROPOSALS

According to established procurement regulations, tenderers must submit two **SEPARATE** documents: The Technical Proposal and the Financial Proposal.

The **Technical Proposal** must detail the following:

- **Methodology for conducting the Consultancy:** The detailed approach to be used by the Consultant to execute the Scope of Works for the Strategic Plan, including research and implementation methodologies.
- **The time frame** required to complete the Consultancy: This timeframe should be in the form of a Project Plan and Gantt Chart.
- **Specific company experience:** Detail the organization's work experience in undertaking consultancies of a similar type in developed or developing countries, as well as their relevant experience in the international Creative Industries.
- **Names and CVs of key personnel undertaking the Consultancy.**
- **List of references:** Three (3) current professional references for whom the Consultants have performed similar types of services. Include the organization's name, name and designation of contact, e-mail address, address, telephone number and client relationship synopsis.
- **Tenderers incorporated in Trinidad and Tobago must submit the following documents:**
 - A valid certificate from the Chairman of the Board of Inland Revenue, not more than six (6) months old on the submission deadline date, showing that the tenderer has complied with the provisions of and has fulfilled all its obligations under the Income Tax Act of Trinidad and Tobago, Chapter 75:01 (as amended) to the satisfaction of the Chairman.
 - A valid Value Added Tax (VAT) Certificate.
 - A valid Certificate of Compliance issued in accordance with the National Insurance Act of Trinidad and Tobago, Chapter 32:01 (as amended).
- **ALL tenderers must submit:**
 - A copy of the Certificate of Incorporation, Certificate of Continuation **OR** Certificate of Business Registration (whichever is applicable).
 - A current copy of the Notice of Directors identifying the principal officers of the business, if the tenderer is a lawfully incorporated limited liability company, or if the tenderer operates as a sole proprietorship or partnership.
 - Audited Annual Financial Statement not older than one (1) year.
 - A Company Profile, which must include:

- The company's official registered name (corporate, partnership or sole trader), its registered address, main telephone number, facsimile number, key contact's name, key contact's designation, address (if different from the above address), direct telephone number and facsimile number
- Name of the person(s) authorized to contractually bind the organization
- Brief history of the organization including the year of its establishment
- Number of years the individual, partnership or corporation has been offering the relevant services

The **Financial Proposal** must detail the following:

- ***Estimated total cost of the project:*** This section should state the estimated total cost of the project, including a detailed breakdown of the fixed and variable costs for undertaking the Consultancy. This section should also indicate the number of man-hours to be expended on the project, with the applicable cost.

All prices for the tender must be stated in **BOTH** Trinidad and Tobago currency and in the currency of the Consultant's home country (if applicable), with the Value-Added Tax (VAT) identified separately.

4.0 INSTRUCTIONS TO TENDERERS

Each tenderer is expected to:

- Note and agree that its intellectual property rights including copyright (with all data supplied) are to be assigned to the Government of Trinidad and Tobago.
- Guarantee that the proposed costs be valid for a period of at least **120 days** from the date of submission of the proposal.
- Note that the Tenders Committee is not bound to accept any proposal.
- Note that it may be required to make a formal presentation of its proposal at a location to be selected by CreativeTT. Key members of the team assigned to the project should be present to make the presentation.
- Note that if, for any reason, it becomes necessary to replace any of the Key Personnel, the Consultant will provide as a replacement a person of equivalent or better qualifications.

5.0 CHARACTERISTICS OF THE SERVICE

Type of Consultancy

This proposal requires the consulting firm to prepare a Strategic Plan for the Creative Industries of Trinidad and Tobago, focusing on the Film, Fashion and Music sectors. Given the nature of the proposed Consultancy, consultations will be required with public and private stakeholders in a wide range of organizations across all sectors involved in the industry.

Research Meetings

To further inform the Strategic Plan methodology and update the insights the successful consultant will convene arts researchers and creative industry leaders for knowledge sharing and collaboration.

The research consultant/team should:

- Facilitate the discussion of the scope of the works with stakeholders and Creative TT and its subsidiaries
- Present interim findings and solicit feedback.
- Present highlights of final report to the Creative TT Board by Thursday 6th January, 2022 (or an earlier date, once agreed upon).

Transfer of Knowledge

This Consultancy will also require periodic meetings and consultations with the executing agency CreativeTT, the Ministry of Trade and Industry, and other stakeholders; they will be arranged by CreativeTT at each appropriate stage of the Consultancy.

Required Expertise

The Consultant team must be suitably qualified and have extensive knowledge of the local and international creative industries. Qualifications and skills of the Consultant **AND/OR** its personnel:

- Masters of Business Administration (MBA), Master of Science in Economics, International Public Policy, Strategic Marketing, Educational Policy, Media, or any other relevant qualification.
- At least five (5) years of expertise in the local **AND** international film and audio-visual industries.
- Experience in cluster mapping value chains.
- Fluent in oral and written English.
- Deep knowledge of the components, challenges, and opportunities of the national creative economy sector, as related to other economic sectors
- Demonstrated experience designing and implementing research methodologies, data collection, data analysis, and comprehensive reporting on Creative Industries, arts/culture nonprofits, and artists/artistes
- Skill in summarizing and translating data findings clearly in writing and in person
- Expertise working with and mapping local creative sector data
- Experience building artist/artiste surveys that successfully collect a large sample of data and yield useful analysis
- Strong track record of organizing multiple stakeholders and delivering materials according to budget and timeline of contract
- Well-articulated process of keeping Creative TT Board through its Corporate Secretary and other stakeholders informed in writing of project progress on at least a monthly basis
- Demonstrated experience in suggesting effective approaches to Strategic Planning and end-use

Reporting Relationships

- CreativeTT is the lead executing agency for the strategic plan. Therefore, the Consultant will be required to work closely with CreativeTT in the execution of this project.
- The Consultant will submit deliverables by 4:00 p.m. on the agreed date. **Four (4) copies** of the relevant deliverables should be addressed and submitted to CreativeTT's authorized representative. A soft copy of all deliverables and reports should also be delivered to an e-mail address specified by CreativeTT, and delivery must occur within the agreed timeframe.

- CreativeTT will provide comments to the Consultant on relevant deliverables/ reports /outputs by 4:00 p.m. within 10 working days of receipt of the said deliverables/ reports/ outputs.
- CreativeTT and the Ministry of Trade and Industry will facilitate consultations with stakeholders.
- The Consultant must be in the country to personally present the Final Strategic Plan for the Creative Industries in Trinidad and Tobago.

Place of Work

The Consultant's office and field work.

Geographic Area

The geographic area covered by this initiative is Trinidad & Tobago.

Starting Date/Duration

Proposed starting date is with immediate effect upon execution of the contract. The maximum expected duration of this assignment is **six (6) months**.

Language

All deliverables/reports/outputs must be in English.

6.0 PAYMENT SCHEDULE

CreativeTT will disburse payment in tranches, and based on successful completion, submission and acceptance of the identified deliverables, reports and outputs of the Consultancy, as follows:

- 15% on signing of the contract.
- 15% on the timely submission and acceptance of the **Stakeholder Database**.
- 20% on the timely submission and acceptance of the **Interim Report**.
- 25% on the submission and acceptance of the **Draft Final Strategic Plan for the Creative Industries in Trinidad and Tobago**.
- 25% on the submission and acceptance of the **Final Strategic Plan for the Creative Industries in Trinidad and Tobago**.

Acceptance of each deliverable, report or output will be communicated via letter from the Chairman or an authorized representative of CreativeTT to the Lead Consultant.

Final payment will only be made when the deliverables, reports or outputs have been completed to the full satisfaction of and acceptance by CreativeTT.

NOTE: If the Consultant is found guilty of any misconduct or any breach or non-observance of any of the requirements of the Scope of Works and the Request for Proposal, or shall neglect or fail or refuse to carry out the duties assigned to it, CreativeTT shall be entitled summarily to terminate the Agreement without notice and without payment in lieu of notice.

CreativeTT will also be entitled to receive a refund of the fees paid to the Consultant on signing of the contract.

7.0 EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

Item	Criteria	%
Technical Evaluation		
1	<u>Specific Experience</u> Specific experience of the Consultants in the field of the assignment (similar projects in similar countries)	25%
2	<u>Methodology</u> Adequacy of the proposed methodology, including quality management and a executable work plan with realistic achievable milestones, in responding to the Terms of Reference	25%
3	<u>Key Professional Staff</u> Qualification and competence of Team Leader and other key staff proposed for the assignment	30%
4	<u>Transfer of Knowledge</u> Adequacy of the proposed methodology with regard to the knowledge transfer during the assignment.	10%
5	<u>Local Participation</u> Participation by nationals among proposed key staff	10%
	Technical Evaluation Total	100%
Financial Evaluation		
6	<u>Cost</u> Adequacy of the proposed estimated total cost of the project	100%

A technical proposal must score a minimum total of 75% to be deemed successful.

A weight of 80% technical and 20% financial will be applied to arrive at the overall score.