



Request for Proposal

Consultant – Communications Expert

for the project

**Valuing Nature and Nature-based Solutions for Sustainable Blue and Green
Pathways for the Tourism, Food and Urban Sectors in Saint Lucia**

GEF Project ID: 11264

Issued by:
Caribbean Natural Resources Institute
January 5, 2026

1. Introduction

Project title	Valuing Nature and Nature-based Solutions for Sustainable Blue and Green Pathways for the Tourism, Food and Urban Sectors in Saint Lucia (UNEP/GEF Blue Green Island Saint Lucia project)
Funder	Global Environment Facility (GEF)
Project number	GEF Project ID: 11264
Project Executing Partner	Caribbean Natural Resources Institute (CANARI)
Procurement title	Communications Expert
Objective of consultancy	To conduct a Knowledge, Attitude and Practice (KAP) baseline survey and produce a report of key findings in Laborie and Choiseul, Saint Lucia.
Reports to	National Project Coordinator
Location	Saint Lucia
Contract type	Fixed price – Professional services: Individual
Contract duration	2 months
Expected start date	February 2026

The Caribbean Natural Resources Institute (CANARI) invites a limited number of qualified persons (individual consultants) to submit a technical proposal and a financial proposal to provide services for the assignment as detailed below and in Annex 1 - Terms of Reference.

Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the services. They should also familiarise themselves with the local context and take this into account in preparing their proposals.

The Consultant who submits the highest ranked technical proposal, with a financial proposal which does not exceed the budget for the procurement, shall be selected and invited to negotiate a contract.

If there are any questions or clarifications, information can be obtained by contacting the National Project Coordinator, Caroline Eugene, at caroline@canari.org.

All queries or requests for clarification must be submitted by **January 15th 2026**, to ensure a timely response.

The deadline for submission of proposals is **January 30th, 2026, at or before 11:59 pm Atlantic Standard Time (AST)**.

2. Eligibility

Only a limited number of qualified persons are invited by CANARI to offer consulting services for the project.

3. Preparation of proposals

The Consultant is expected to examine the Request for Proposals (RFP) and Terms of Reference (TOR) in detail in preparing the proposal. Deficiencies in providing the requested information in the RFP and TOR may result in the rejection of the proposal.

The Consultant will bear all costs associated with the preparation and submission of its Proposal and CANARI will not be responsible or liable for those costs, regardless of the conduct or outcome of the selection process. CANARI is not bound to accept any proposal and reserves the right to annul the selection process at any time prior to the award of the contract, without thereby incurring any liability to the Consultant.

The proposal must include a technical proposal and financial proposal. See 3.1 and 3.2 below for further details on content and format of the proposal. The Consultant will provide information on commissions, gratuities, and fees, if any, paid or to be paid to agents or any other party relating to this proposal and, if awarded, for contract execution as part of the financial proposal.

The proposal, as well as all correspondence and documents relating to the proposal exchanges with CANARI, must be written in English.

The Consultant's proposal must remain valid for a period of 90 days after the submission deadline for the proposal. During this period, the Consultant will maintain its original proposal without any changes, including the proposed rates and the total price.

CANARI will make every effort to complete negotiations within the proposal's validity period. However, should the need arise, CANARI may request in writing or via email that all Consultants who submitted proposals prior to the submission deadline extend the proposals' validity.

If the Consultant agrees to extend the validity of its proposal, it will be done without any change to the original proposal. The Consultant has the right to refuse to extend the validity of its proposal in which case such proposal will not be further evaluated.

3.1. Technical proposal

The technical proposal must include the following:

- A brief description of the Consultant's experience that is most relevant to the assignment (no more than two pages).
- A description of the approach and methodology for performing the assignment specified in the TOR (no more than three pages).
- A proposed work plan.
- Any comments and suggestions on the TOR that could improve the quality and/or effectiveness of the assignment, including any technical or logistics support required from CANARI.
- The Consultant's CV, which should be no longer than two pages, and include contact details for three references.

The technical proposal must not include any financial information. A technical proposal containing any financial information will be declared non-responsive.

3.2. Financial proposal

The financial proposal must be submitted as a separate spreadsheet (XLS) file. It should list all the costs associated with the assignment, including remuneration for Consultant's services.

The financial proposal must be undertaken in US Dollars (USD).

The total available budget for this Fixed-Budget assignment is **Fifteen Thousand United States Dollars (USD 15,000)**, exclusive of taxes. Financial proposals exceeding the total available budget will be rejected.

The Consultant is responsible for meeting all tax liabilities arising out of the contract.

3.3. Clarification and amendment of the RFP

The Consultant may request a clarification of any part of the RFP, including the TOR, before the proposal submission deadline until **January 15, 2026**. Any request for clarification must be sent via email to CANARI at the email address indicated in section 1. CANARI will respond via email within two business days and will send copies of the response to all Consultants, including an explanation of the query without identifying its source.

If it is deemed necessary to amend the RFP as a result of clarification, CANARI will do so as follows:

- At any time before the proposal submission deadline, CANARI may amend the RFP by issuing an amendment via email to all Consultants. The Consultant must acknowledge receipt of all amendments via email, and these amendments will be binding on them.
- If the amendment is substantial, CANARI may extend the proposal submission deadline to give the Consultants reasonable time to take into account the amendment in their proposals.

The Consultant may submit a modified proposal, or a modification to any part of it, at any time prior to the proposal submission deadline. No modifications to the technical or financial proposals will be accepted after the deadline.

4. Submission process

The shortlisted Consultants must submit their technical and financial proposals accompanied by the contact details of three references.

Proposals should be submitted to the Executive Director, CANARI via email to info@canari.org by **11:59 p.m. AST on January 30, 2026**, with the subject line **"RE: Communications Expert – UNEP GEF NBSS Project"**.

The technical proposal and financial proposal must be submitted as separate PDF and XLS files to the same email. Failure to comply with this requirement will render the proposals non-responsive.

Any modifications, erasures or overwriting will be valid only if they are signed or initialled by the authorised representative signing the proposal.

The deadline for submission of proposals is **January 30, 2026, at or before 11:59 pm Atlantic Standard Time (AST)**. Any proposal or modification received after the deadline will be declared late and rejected.

5. Opening and evaluation of the proposals

CANARI will conduct the evaluation solely based on the submitted technical and financial proposals. The Consultant is not permitted to alter or modify its proposal in any way after the proposal submission deadline except as detailed under section 3.

The RFP evaluation committee will open and review only the technical proposals submitted by the Consultants and will have no access to the financial proposals until the technical evaluation is concluded.

The RFP evaluation committee will evaluate the technical proposals based on their responsiveness to the TOR and RFP, applying the evaluation criteria and point system specified below in 5.1. Each responsive proposal will be given a technical score. A proposal will be rejected at this stage if it fails to achieve the minimum technical score indicated in 5.1 or does not address important aspects of the RFP.

Following the evaluation of the technical proposals, the financial proposals will be opened for those Consultants whose proposals have met the minimum technical score. Financial proposals that exceed the budget as indicated in section 3.2 of the RFP will be rejected. Financial proposals within the budget will be ranked according to their technical score, and the Consultant who has submitted the highest ranked technical proposal of those within the budget will be recommended for award of contract.

Activities and items described in the technical proposal but not priced in the financial proposal, will be assumed to be included in the prices of other activities or items, and no corrections will be made to the financial proposal.

After the evaluation is completed, CANARI will notify those shortlisted Consultants whose proposals were not invited to negotiate for the contract via email, including a breakdown of their technical score or any reasons for their proposal being non-responsive or rejected.

5.1. Evaluation criteria

Proposals will be evaluated using the below evaluation criteria and point system.

For technical proposals, Consultants must meet a **minimum score of 55 points** on the following evaluation criteria to be considered in the financial opening:

Table 1. Evaluation criteria

		Maximum Score	Minimum Score Required
CRITERIA FOR TECHNICAL PROPOSAL		70	55
1.	Qualifications	10	10

1.1	Does the applicant have at least a bachelor's degree in social sciences (e.g., sociology, anthropology, development studies), environmental studies, natural resource management, communication for development, behaviour change communication or a related field from a recognised and reputable institution?	10	10
2.	Experience	20	15
2.1	Does the applicant have at least 5 years demonstrated experience working in designing, implementing and analysing KAP surveys or similar socio-economic or behavioural studies?	4	3
2.2	Does the applicant have experience with qualitative research methods, including key informant interviews and participatory rural appraisal techniques?	4	3
2.3	Does the applicant have demonstrated expertise in survey methodology, data analysis and report writing?	4	3
2.4	Is the applicant familiar with statistical and data analysis software (e.g., SPSS, R, or Excel-based tools)?	3	2
2.5	Does the applicant have an understanding of behaviour change communication and community engagement approaches, preferably within environmental or sustainable development contexts?	3	2
2.6	Does the applicant have experience working in the Caribbean, including in Saint Lucia or another Small Island Developing State?	2	2
3.	Skills	15	10
3.1	Does the applicant have strong communication and interpersonal skills, and the ability to engage effectively with diverse community groups and stakeholders?	5	4
3.2	Does the applicant have excellent oral and written communication skills and fluency in English?	5	3
3.3	Does the applicant have strong skills in data visualisation, presentation and writing reports for technical and non-technical audiences?	5	3
4.	Approach and Methodology	20	15
4.1	Is the proposal clear and complete?	5	3
4.2	Are the proposed concepts and methods appropriate for the scope of the project?	15	12
5.	References	5	5
5.1	Has the applicant supplied references that can verify the quality of their work?	5	5
Total		70	55

Financial proposals will only be opened for consultants that have a technical score of 55 or above.

6. Negotiations and award of contract

The negotiations will be held between CANARI and the selected Consultant.

The negotiations will include discussions of the TOR, proposed methodology and work plan and finalising the description of services as part of the Consultant's contract. These discussions should not substantially alter the original scope of work under the TOR or the terms of the contract, such that the relevance of the initial evaluation is affected.

After completing the negotiations, CANARI and the selected Consultant will sign the contract as agreed and CANARI will notify its project partners and other Consultants who applied but were not selected.

The Consultant is expected to commence the assignment on the date and at the location specified in section 1.

ANNEX 1 – TERMS OF REFERENCE

Consultant – Communications Expert

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Reports to	National Project Coordinator
Location	Saint Lucia
Contract type	Fixed price – Professional services: Individual
Contract duration	2 months
Expected start date	February 2025

1. Background

The Caribbean Natural Resources Institute (CANARI) is the Executing Agency for a Global Environment Facility (GEF)-funded project titled, *Valuing Nature and Nature-based Solutions for Sustainable Blue and Green Pathways for the Tourism, Food and Urban Sectors in Saint Lucia (UNEP/GEF Blue Green Islands Saint Lucia Project)*. The project seeks to remove technical, financial and policy bottlenecks to nature-positive development in Saint Lucia’s tourism and agri-food sectors.

The project is being executed over a five-year period (May 2025 – April 2030) in partnership with the Saint Lucian Government’s Department of Sustainable Development (DSD) and is being implemented by the United Nations Environment Programme (UNEP). Other partners include the UNEP Economics of Nature Unit (TEN), the Laborie Development Foundation, and the Inter-American Institute for Cooperation on Agriculture (IICA). This national ‘Child Project’ falls under the overarching GEF [Blue and Green Islands Integrated Programme \(BGI IP\)](#) led by the United Nations Development Programme (UNDP).

The geographic focus of the project is the southwestern corridor of Saint Lucia, particularly the Laborie to Choiseul region, selected for its potential in tourism and agricultural development and its vulnerability to environmental degradation.

The project includes five key components:

- **Component 1:** Leveraging Natural Capital Accounting, ecosystem service valuation, and scenario modelling to enable Nature-positive development (NbS) in tourism, agri-food, and urban sectors.

- **Component 2:** National investment model for sustainable tourism development that balances costs and benefits to tourism, agriculture and urban sectors and leverages private sector investments.
- **Component 3:** Direct landscape and seascape-level interventions and on-the-ground implementation of NbS.
- **Component 4:** Knowledge Management and communication.
- **Component 5:** Monitoring and Evaluation (M&E).

CANARI is seeking a consultant to provide technical assistance under this project and now invites eligible Consultants to indicate their interest.

2. Objective and scope of work

The overall objective of this consultancy is to conduct a Knowledge, Attitude and Practice (KAP) survey to establish a baseline understanding of community awareness, perceptions and behaviours related to nature-based solutions (NbS) and ecosystem service valuations in the communities of Laborie and Choiseul.¹

Findings will inform communication, community engagement, and knowledge management strategies under the project. Specifically, the baseline KAP report will:

1	Identify the most effective channels, messages, and approaches for raising awareness and changing behaviours to be outlined in the final version of the Stakeholder engagement, Communications and Knowledge Management Strategy, including which topics (e.g., nature-based solutions, ecosystem services) require more targeted outreach.
2	Reveal existing attitudes, motivations and barriers that influence people's behaviours toward the environment and natural resources and inform the design of incentives and interventions that encourage positive behavioural change.
3	Highlight areas where community members need additional knowledge, training, or support to adopt sustainable practices.
4	Provide support through recommendations regarding the integration of local perceptions and priorities into national policies and frameworks to strengthen community-based environmental governance.
5	Identify differences in knowledge, attitude and practices between gender groups, youth, the elderly, disabled persons, and other vulnerable categories to ensure equitable and inclusive community engagement.

3. Deliverables

The Consultant is expected to produce the following deliverables within the time frame specified in Table 1 below.

Table 1 Deliverables and timeframe for consultancy

Deliverable	Contents	Timeline for delivery
1. Work Plan	Detailed work plan including enumerator training and survey scheduling	Week 1
2. Enumerator Training Summary Report	Documentation of the recruitment and training of local enumerators within Laborie and Choiseul, including training agenda, training manual, participant list, and summary of key topics covered such as survey techniques and ethical considerations. Enumerators should also receive training on gender-sensitive interviewing, confidentiality, and safeguarding, in which should be highlighted in the training summary report.	Week 3
3. Draft Baseline KAP Report	A report presenting preliminary findings and analyses including: <ul style="list-style-type: none"> • Overview of methodology and sampling design that ensures inclusive representation. • Respondent demographics • Identification of key barriers, motivators, and behavioural trends • Preliminary recommendations for targeted communication and engagement strategies 	Week 5
4. Final Baseline KAP Report	A final, comprehensive report incorporating: <ul style="list-style-type: none"> • stakeholder feedback • key findings, analyses, insights, and actionable recommendations to the project team 	Week 8

Note: The total available budget for this assignment is **Fifteen Thousand United States Dollars** (USD 15,000), exclusive of taxes. Financial proposals exceeding the total available budget will be rejected. Refer to Section 3.2 of the Request for Proposals for more details.

4. Reporting

The Consultant will report to the National Project Coordinator at CANARI.

5. Location and duration of assignment

The consultancy will be based in Saint Lucia and has a duration of two months.

6. Qualifications and experience

Communications Consultant	
Education	Master's degree (preferred) in one of the following fields: <ul style="list-style-type: none"> • Social Sciences (e.g., Sociology, Anthropology, Development Studies) • Environmental Studies, Natural Resource Management • Communication for Development, Behaviour Change Communication

	Bachelor's degree (minimum requirement) in any of the above or a related discipline, with at least five years of relevant professional experience.
Experience and Competencies	<ul style="list-style-type: none"> • At least five years of proven experience in designing, implementing, and analysing KAP surveys or similar socio-economic or behavioural studies. • Demonstrated expertise in survey methodology, data analysis and report writing. • Demonstrated experience in gender analysis, intersectionality, and social inclusion, preferably in Caribbean SIDS contexts. • Familiarity with statistical and data analysis software (e.g., SPSS, R, or Excel-based tools). • Strong skills in data visualisation, presentation and writing reports for technical and non-technical audiences. • Experience with qualitative research methods, including key informant interviews and participatory rural appraisal techniques. • Understanding of behaviour change communication and community engagement approaches, preferably within environmental or sustainable development contexts. • Experience working in the Caribbean region, particularly Saint Lucia or another Small Island Developing State, is a strong asset. • Knowledge of nature-based solutions, ecosystem services and ecosystem service valuations will be an advantage. • Excellent communication and interpersonal skills. • Experience working with a wide cross-section of community groups women, men, youth, fisherfolk, farmers, LGBTQI+ individuals and persons with disabilities. • Ability to design and deliver culturally sensitive and gender-responsive data collection tools, including enumerator training.
Language requirement	<ul style="list-style-type: none"> • Fluency in English is required. Familiarity with Saint Lucian Creole (Kwéyòl) will be considered an asset.
Other requirements	<ul style="list-style-type: none"> • Possession of relevant survey equipment such as tablets will be considered an asset.

7. Payment schedule

Payments will be made in three (3) instalments based on the fixed contract price as follows:

Deliverable	Timeline for delivery	% contract value
1. Work Plan	Week one	20%
2. Enumerator Training Summary Report and Draft Baseline Report	Week three	55%
3. Final Baseline KAP Report	Week eight	25%

8. Conflict of Interest

The Consultant shall have no conflict of interest. Accordingly, it is required that the Consultant:

1. Provide impartial, objective and professional advice.
2. Provide advice that does not conflict with other assignments nor their corporate interests.

3. Shall not have any prior or current obligations/assignments to/with other clients that conflict with the assignment and must be in a position to complete the assignment in a manner consistent with “1 and 2” above.
4. Shall not be hired, who has a close business or family relationship with a professional staff of CANARI that is involved (directly or indirectly) in any part of: 1) the preparation of the Terms of Reference (TOR) related to this assignment; 2) the selection process for the award of contract; and 3) the supervision of the contract.

ⁱ The Draft instrument is attached for your guidance

9. Selection Criteria

Applications will be assessed based on the following criteria.

Assessment Criteria	Maximum Points (100)
1. Technical Capacity and Related Qualifications	70
2. Financial	30

10. Application Process

The Consultant must submit his/her expressions of interest including their CV, technical and financial proposals. Applications must be submitted in English via email to info@canari.org by 12:00 p.m. AST on, January 30, 2026.

Documents to be included for submission:

- **Cover letter:** outlining the Consultant’s suitability for the role.
- **CV:** in alignment with the required qualifications and relevant experience.
- **Technical Proposal:** The Consultant must submit their technical proposal outlining a detailed methodology to the consultancy.
- **Financial Proposal:** The Consultant must submit the financial proposal containing all associated costs for the full range of services required.