

TERM OF REFERENCE

Social Market Research and Communications Services

Type of Subcontract	Firm-Fixed Price	Subcontract Duration	5 months
Application Deadline	11 August 2023		
Positive Pathways Partner Communities	Kingston/St. Andrew: Denham Town, Hannah Town, Jones Town St. Catherine: Naggo Head, Gregory Park, Newland Clarendon: May Pen, Effortville, Palmers Cross St. James: Flanker, Norwood, Salt Spring		
Subcontract Objective	Conduct a Review of the available Alternative Dispute Resolution Services/Alternate Justice Services and Design a Public Education Campaign		
Application Instructions	Please submit all required documentation to infojamaica@democracyinternational.com . Detailed information on the application requirements can be found below.		

Background

The Caribbean nation of Jamaica is categorized as medium by the Institute for Economics & Peace (IEP), which produces the Global Peace Index (GPI). The GPI covers 163 countries comprising 99.7 per cent of the world's population, using 23 qualitative and quantitative indicators from highly respected sources, it measures the state of peace across three domains: the level of societal Safety and Security; the extent of Ongoing Domestic and International Conflict; and the degree of Militarization. While not being embroiled in any regional or international conflicts and Jamaica being ranked or categorized as medium by the Global Peace Index, the country is still plagued with one of the highest crime and homicide rates in the world, with a per capita homicide rate of 49.4 per 100,000 inhabitants.

The Government of Jamaica (GoJ) has identified Justice Sector Reform as a key priority as outlined in Jamaica's National Development Plan, Vision 2030, with the Ministry of Justice (MoJ) being mandated to ensure that Jamaica is a just and law-abiding society with an accessible, efficient, and fair justice system for all citizens. The MoJ has embarked on reform activities geared towards the modernization of the justice system to ensure it is better able to meet the current and future needs of Jamaicans. A key priority of this modernization and reform has been the expansion of Alternate Dispute Resolution (ADR) mechanisms and Alternative Justice Services (AJSs). These efforts are geared towards bringing justice services closer to people in need in communities, in delivering a social component to justice and promotion of fair resolution of disputes to reduce crime in the society.

Jamaica has been utilizing ADR services in the higher Courts for more than two decades as a means of settling disputes amicably between parties. Certainly, there are cost associations, however these are usually less costly relative to the cost of seeing a case through trial, which is often an expensive and timely proposition; ADR mechanisms and AJSs (in this case Restorative Justice), provide a speedier resolution of disputes. Currently, these services are provided for as part of a multi-option justice system. Restorative Justice (RJ) is delivered through nineteen

service points, which includes eleven Parish Justice Centers and eight standalone RJ Centers. The Child Diversion Programme (CDP), another restorative justice mechanism, is delivered through thirteen service points, which includes ten Parish Justice Centers and three standalone CD Centers. In addition, the Ministry has a pilot mediation program ongoing in the Parish Courts, where the government pays for the services, once the parties involved are unable to do so via a means test, as part of efforts to increase case clearance rates and reduce the backlog of cases. Therefore, as the Ministry continues to embark on transforming the Justice System to contribute to peace processes and access to justice for communities, the promotion and provision of accessible ADR mechanisms and AJSs are critical to enable and facilitate a primary dispute resolution culture. The ultimate goal of these programs is to increase access to justice for the population, especially the poor and marginalized, therefore adequate means for reaching the population must be in place, to increase awareness and use of the services.

From the MOJ's recently concluded snapshot review, "Gap Analysis on the Challenges Related to ADR Implementation," the Activity noted that increasing visibility is required to increase utilization of the services. The MOJ has also recognized that the effective provision of services requires a coordinated and complementary communication strategy to increase public awareness of available ADR services. The gap analysis offered three primary recommendations that form the basis for action. These are the: 1) development of a comprehensive public relation strategy for ADR/AJSs; 2) development and implementation of a robust communication plan to present the programs fairly and accurately in the local media; and 3) sensitization across all referral points (i.e. the Courts, Judges and Clerks of Courts; the JCF; DCS; and communities) so as to ensure that adequate information is being delivered about the programs and the means through which they can be accessed.

It is also necessary to pursue an evidence-based approach to determine current capacities and resources in terms of what ADR/AJS exists/where/how, identifying gaps in service delivery by parish with specific focus on vulnerable communities, as we seek to drive utilization and improve public confidence in the Justice System. As such, a review of the available ADR/AJSs is also critical and is expected to provide empirical evidence on the potential for increasing the scope and quality of ADR services currently being offered. Also, the expectation is that increasing access to justice services will contribute to an increase in court case clearance rates. A subcontractor is therefore required to assess these services and design an appropriate public education campaign.

To achieve this the Ministry of Justice will be partnering with the United States Agency for International Development (USAID's) Positive Pathways Activity to 'Conduct A Review of the available Alternative Dispute Resolution Services and to Design and Implement a Public Education Campaign' as per these terms of reference (ToR). The Positive Pathways Activity is a five-year commitment by the United States to work with the Jamaican Government, communities and organizations to reduce violence in 12 vulnerable communities in Kingston and St. Andrew (Denham Town, Hannah Town, Jones Town), St. Catherine (Naggo Head, Gregory Park, Newland), Clarendon (May Pen, Effortville, Palmers Cross) and St. James (Flanker, Norwood, Salt Spring). This program uses multiple mechanisms as a medium for achieving its primary objective such as, school safety programs, parenting interventions,

conflict resolution sessions, life skills training, psychosocial support, literacy training, technical and vocational training, business and entrepreneurship training, career counselling, and job placement assistance just to name a few.

Key Tasks and Responsibilities

The primary tasks and responsibilities of this assignment are to:

- Develop an inception report with a workplan for the entire scope of work, which should include a methodology for the review of existing ADS/AJs services as well as communications strategy to promote the use of the services. The report should also include mitigation strategies for likely challenges that the firm may face when conducting the research and designing the communications strategy.
- Conduct a review of ADR/AJSs services currently being delivered (including Restorative Justice, Child Diversion Programme, Victim Services, Mediation, etc.) within Positive Pathways partner communities with specific focuses on access, quality of service, and availability of resources.
 - Employ a methodology that includes a combination of desk review, in-depth interviews/or surveys and/or focus group discussions, to gather and triangulate data from beneficiaries and prospective clients and stakeholders;
 - Based on findings, rate the level readiness of ADR service provision in Positive Pathways partner communities for an increase in the number of users resulting from the implementation of a coordinated publicity campaign
 - Provide recommendations for improving service quality and delivery – including for short- and medium-term fixes where gaps are identified.
- To develop a Communication Strategy for Positive Pathways partner communities to increase awareness and utilization of ADRs/AJSs; which should include:
 - Communication objectives and respective strategies/modalities for reaching the local targeted stakeholders, with a particular focus on at-risk youth and their parents
 - Research and analysis of chosen approaches/modalities and why they are appropriate for different stakeholder groups
 - An awareness and educational campaign which should include culturally relevant materials and resources focusing on ADRs/AJSs.
 - To create key program messages around the existing ADR services and their applicability, based on accomplishments and evidence
 - Sample Information, Education and Communication (IEC) materials on ADR/AJSs with appropriate and relevant messages geared towards key target groups in partnership with relevant stakeholders – using various formats as appropriate such as text, graphics, imageries, infographics, printed materials, etc.
 - An implementation plan of the communications strategy, including the timing, type, and number of interventions to improve the use of ADR/AJS.

Deliverables and Payment Schedule

Deliverable	Deliverable Description	Due Date	% of Payment
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1	Draft and Final Inception Reports	15 days after signing of the contract	20%
2	Draft Review Report including corresponding service improvement recommendations	Four weeks after Deliverable #1	20%
3	Final Assessment Review Report	Two weeks after Deliverable #2	20%
4	Draft Communication Strategy	Within four weeks of Deliverable #3	30%
5	Final Communication Strategy	Within three weeks of Deliverable #4	10%
Totals		15 weeks	100%

*additional days for iteration and review of final submission

Expected Duration of Assignment

This subcontract is expected to be completed within five months of contract signing. The expected start date of the contract is August 2023.

Desired Qualifications

Subcontractor Qualifications:

- Persons trained and experienced in public relations, mass communications, graphic design, social marketing, and other relevant fields.
- In operation for 10 years with relevant experience in developing, designing, production and publishing/dissemination/airing of communication products using various media, and organizing, and producing major events of regional or international nature desired.
- Good understanding of the Justice Sector and the Social Justice Services delivered by the MOJ.
- Experience in the development of communication strategies to raise awareness of issues is required.

The subcontractor's key and supporting experts should include profiles that are similar to what are listed below:

Communications Expert (Key Expert):

- Master's Degree in communications or related field.
- A minimum of 10 years' experience in supervising or managing local campaigns and sound knowledge and expertise in various media campaigns desired.
- Scripting for television and radio is recommended.

Social Market Researcher (Supporting Expert)

- The Social Market Researcher must have at least a bachelor's degree in social science, Business Administration with focus on Marketing, Psychology or equivalent certification in related fields.
- At least 8 years' experience working in the field desired.
- Sound knowledge and expertise in formulating and conducting research and analysis is required.

Graphic Designer (Supporting Expert)

- Bachelor's Degree in Art & Design or other related field or equivalent certification.
- At least 8 years' experience in creating content designs for various media formats for project campaigns desired

Proposal Information

Technical Proposal

Interested organizations/firms should submit technical proposals outlining the following details:

- No more than five-page concept note on the assigned task, specifying the detailed methodology to conduct the assignment.
- Proposed organization and staffing schedule
- Lead personnel with experience as a Team Leader in executing similar projects.
- Curriculum Vitae of supporting staff indicating evidence of previous experiences on similar assignments.
- Details of any part of the assignment that would be further subcontracted to another entity or individual.

Financial Proposal

Financial proposals should detail cost and deliverable breakdown. The total estimated cost must be stated in United States Dollars (USD) as the subcontract will be paid in USD. Each major budget line item shall be made explicit (e.g. expected staff cost; travel cost etc.). The proposed costs for each deliverable in this contract should be broken down in the financial proposal.

In addition, the subcontractor will be required to obtain Defense Base Act (DBA) insurance and general liability insurance (if the subcontractor does not already have such insurance) immediately following the signing of the contract. DBA for subcontractors is calculated as 0.75% of the total salaries and wages for both staff and consultants. This does not include any

payment of benefits. Positive Pathways will pay for the insurances required specifically for the assignment so please include the prices in the financial proposal.

The financial proposal will consist of:

- A detailed budget in USD by budget line item with a note for each item that explains what the cost is and how it relates to the project
 - This should include lines for all applicable insurances, including DBA and general liability insurance
- The deliverable breakdown in USD (the price per deliverable). Please use this format:

#	Deliverable Description	Price (USD)
1	Draft and Final Inception Reports	
2	Draft Review Report including corresponding service improvement recommendations	
3	Final Assessment Review Report	
4	Draft Communication Strategy	
5	Final Communication Strategy	
Total		

Selection Criteria

A qualified organization is expected to submit a Technical and Financial Proposal. Accordingly, the submission will be evaluated based on Cumulative Analysis as per the following conditions:

- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. In this regard, the respective weight of the proposal is:
 - Technical Criteria weight is 50%
 - Firm's experience weight is 15%
 - Supporting Experts' experience weigh is 15%
 - Financial Criteria weight is 20%

Summary of Technical Criteria		Points
1	Subcontractor's technical submission	50
	Demonstration of a detailed understanding of the requirements of the TOR (Concept Note)	25
	Quality of approach	25
2	Firm's Experience This includes years of experience in addition to pertinence of experience	15
3	Experience of Supporting Expert(s) This measures the seniority and pertinence of proposed team members	15
4	Financial Proposal This measures cost competitiveness	20
TOTAL		100

Note: The median scores of the experience and qualifications of each supporting team member will be used to determine the overall score of the supporting team members.

Reporting

All deliverables are to be submitted to Positive Pathways who will then review and provide feedback, if necessary, ahead of approving the submissions.

Terms and Conditions

- Materials and products should not be made available to any unauthorized person(s) or institution without prior written consent from Positive Pathways during or after the consultancy.
- All materials and products relating to this consultancy are the property of USAID. On completion or termination of the agreement, all materials and products must be handed over to USAID via the Positive Pathways Activity.
- A valid Tax Compliance Certificate (TCC) should be submitted with the Financial Proposal.
- The subcontractor will be required to obtain DBA insurance and maintain general liability coverage for the duration of the contract.
- The subcontract will be paid in USD via international wire to the subcontractor's bank account. The selected subcontractor will be asked to provide their banking information upon selection.
- The subcontract will be a Firm Fixed Price subcontract whereas the price for each deliverable and the total contract value will be fixed and not able to change.