

CAPACITY BUILDING FOR STRENGTHENING QUALITY INFRASTRUCTURE IN HAITI PROJECT

TERMS OF REFERENCE

CONSULTANCY SERVICES FOR THE SCRIPTING AND PRODUCTION OF RADIO PROGRAMMES AND ADVERTISEMENTS

1. BACKGROUND

1.01 Haiti has a long history of political and social crises, persistent fiscal imbalances, and extreme vulnerability to natural disasters. Haiti also faces intersecting crises, including famine, cholera, fuel shortages, and economic collapse¹.

1.02 Demographically, Haiti has a youthful and increasingly urban population, with a median age of 22.7 years. While infant mortality remains high (59 deaths per 1,000 live births), the population has grown steadily at 1.5% annually. More than half of the population is under 25, and a significant portion of youth (19%) are not in employment, education, or training (NEET), with urban areas and women disproportionately affected.

1.03 Poverty remains widespread, particularly in rural areas, with 58.5% of Haitians living in poverty. The Multi-Dimensional Poverty Index reports 41.3% of the population as multi-dimensionally poor, with significant contributors including inadequate living standards, health, and education deprivations. Women and persons with disabilities are especially vulnerable.

1.04 Gender-based inequality remains a major development challenge. Haiti ranks 163rd on the Gender Inequality Index (GII), with low female political representation (2.7% of parliamentary seats) and lower educational attainment among women. Female labor market participation (60.7%) lags behind men (68.9%), and women dominate the informal sector, earning lower wages. Gender disparities exacerbate vulnerabilities, particularly in post-disaster situations, where women and girls face heightened risks of exploitation and violence.

1.05 Over the past five years, Haiti has endured multiple natural disasters, including cyclones and earthquakes. In 2023, severe flooding and a 4.9 magnitude earthquake further compounded economic hardships. These recurring disasters strain fiscal resources, limiting the government's ability to balance social programs with critical development needs.

1.06 Over the past five years Haiti was impacted by tropical cyclone Irma in 2017, tropical cyclone Laura in 2021 and a devastating magnitude 7.2 earthquake in August 2021. In 2023, on June 2–3, heavy rains caused destructive flooding across the country, and this was followed by a 4.9 magnitude earthquake just days after on June 6. These natural disasters continue to compound the adverse effects to human life and livelihood and thrust the economy into deeper economic hardships. These events make it difficult to create the fiscal space necessary to balance social intervention programmes while catering to critical developmental needs to improve economic infrastructure.

Quality Infrastructure in Haiti

1.07 One of the major thrusts to improve the business environment and to improve the National Quality Infrastructure (NQI) of Haiti was the establishment of the Bureau Haitien de Normalisation (BHN) (i.e. the

¹ The Guardian (Accessed November 2023) – Haiti crisis: how did it get so bad, what is the role of gangs, and is there a way out? <https://www.theguardian.com/world/2023>

Haiti Bureau of Standards), in December 2012. Quality infrastructure (QI) refers to the standards and conformance infrastructure necessary to facilitate, *inter alia* trade and business development particularly for the protection and reassurance of the consuming public.

1.08 The BHN is a public entity under the Ministry of Commerce and Industry, funded by its budget. Its mandate is to support standardization and promote quality and conformity assessment services for the government, private sector, and civil society. It includes a metrology laboratory for verifying and calibrating measuring instruments and is led by a Director with a 17-member technical staff specializing in standardization, metrology, certification, and information.

1.09 BHN's responsibilities include:

- (a) producing, publishing and disseminating standards and reference standards;
- (b) providing training on standards and their technical implementation;
- (c) certifying conformity to standards and reference standards;
- (d) creating and managing quality signs (such as trademarks and labels);
- (e) representing Haiti in national, regional and international bodies of standardization; and
- (f) organizing/coordinating certification and metrology activities.

1.10 In 2013, the United Nations Industrial Development Organisation (UNIDO) hosted training courses for a number of stakeholders including BHN staff, private sector representatives, companies, consumer organizations, and university personnel. Courses such as "Principles and Procedures for Establishing Standards," "Management of Certification Systems – International Organisation for Standardization (ISO) 17065," and the Quality Management System ISO 9001:2008 standard were among the training provided to stakeholders. The ISO 9001:2008 course in particular, given its importance to enterprises and the fact that it provides the basis for other certifications such as the ISO 14000 (environmental) and ISO 22000 (food safety management standards), serves as a critical building block towards strengthening the country's Quality Management System (QMS).

1.11 A QMS is defined as a formalized system that documents processes, procedures, and responsibilities for achieving quality policies and objectives. A QMS helps coordinate and direct an organization's activities to meet customer and regulatory requirements and improve its effectiveness and efficiency on a continuous basis.

1.12 The UNIDO training was conducted at a basic level due to Haiti's limited QI and low level of stakeholder awareness on quality. However, many participants found the training to be largely theoretical and lacked a local context in which to identify the issues being presented. In general, quality management is a complex body of knowledge, and developing competence in this area takes time. Both the Director of BHN and UNIDO's consultants have highlighted the need for BHN staff, local consultants, and enterprises to obtain more advanced training and practical experience in quality management and attendant systems.

^{2/} Metrology is the science of measurement, the study of how to define and compare different physical and chemical quantities. In all documents values must be accurate and traceable and measurements of course influences, drives and underpins industry and trade and everyday life.

1.13 In 2015, an assessment was conducted on the metrology laboratories of BHN. This activity was executed by the Technical Officer for Metrology at CROSQ. The main recommendations of the report were to procure additional equipment to advance the development of the mass metrology and volume metrology capabilities within the Industrial Metrology Laboratory to support the verification activities carried out by the Directorate of Quality Control and Consumer Protection, the Legal Metrology arm within Haiti, and also the Haitian industry. In 2021, the need for this equipment was reconfirmed, along with demand-driven requests by clientele for support in building capacity in additional areas such as temperature and Liquid Petroleum Gas (LPG). To date, therefore, the recommendations which were highlighted in the 2015 assessment of the metrology laboratories at BHN remain valid, along with additional capacity requirements in the areas of verification aforesaid.

1.14 Given the above challenges (and influenced directly by demands from industry), BHN has expressed a need for QMS training, as well as mentoring in market surveillance. This support would enhance the services which BHN has articulated are important to meet the needs of its clientele.

CROSQ and its support to QI

1.15 CROSQ was established in 2002 by Article 67 of the Revised Treaty of Chaguaramas (RTC), to facilitate the development of a harmonized Regional Quality Infrastructure (RQI). CROSQ is a network of the 15 national standards bureaus of CARICOM Member Countries (which includes Haiti). CROSQ is an inter-governmental agency and is the successor to the Caribbean Common Market Standards Council, which was created in 1976. The key functions of CROSQ as outlined in the Treaty include:

- (a) Facilitation of standards infrastructure development at the national and regional levels.
- (b) Assisting with metrology infrastructure development at the national level.
- (c) Encouraging the development and mutual recognition of conformity assessment procedures in and between Member States.
- (d) Promotion of a quality-competitive culture in CARICOM via demand-pull information and awareness-raising publications, events, etc., and supply-push marketing and communication strategies.

1.16 In an effort to assist Haiti in achieving its objectives under the RTC, CROSQ will provide project management support, technical expertise, and facilitation to BHN, will serve as the Grantee, and will also implement this initiative. The BHN, as the prime beneficiary, is the champion of the project and will provide support to CROSQ, ensuring the quality of the project's deliverables as well as monitoring the day-to-day activities of the various consultancies. It is anticipated that this support will assist the BHN in bridging the capacity gaps related to the management of a project of this nature.

2. OBJECTIVE OF THE CONSULTANCY

2.01 The objective of the consultancy is to create and deliver short-form, professional radio content to sensitize stakeholders and stimulate demand for BHN's quality infrastructure services. This includes supporting BHN technical officers in preparing for and participating in brief radio interviews, as well as scripting and producing concise radio advertisements to be voiced by the consultant.

3. SCOPE OF WORK

The consultant shall undertake the following tasks:

- (a) **Radio Interview Support:**
The consultant shall support the scripting and preparation of six (6) radio interview segments, to be conducted by BHN technical staff. These segments will focus on BHN's metrology and conformity assessment services. The consultant will assist with the development of talking points, coaching for interviewees, and coordinating studio logistics. The consultant will not be required to perform or host the interviews but will help ensure content clarity and audience relevance.
- (b) **Radio Advertisements:**
- (c) The consultant shall script, record, and produce five (5) thirty-second radio advertisements promoting the BHN's existing services (verification, calibration, certification, testing, and inspection), sensitizing stakeholders on the importance of quality management systems, and highlighting new and expanded services to be offered by the BHN. The consultant shall handle all production elements including voice talent (may self-voice or hire talent), audio recording, audio editing, and final mastering. These advertisements should be designed to be broadcast-ready.
- (d) All programmes and advertisements shall be recorded and produced in French or Haitian Creole, as appropriate for the target audience. The consultant shall deliver all content in professional broadcast-quality audio formats suitable for radio transmission.

4. DURATION

4.01 The duration of the assignment is expected to be for a period of 20 person-days over a period of 2 calendar months.

5. DELIVERABLES AND REPORTING REQUIREMENTS

5.01 The consultant will liaise with the Project Officer (PO) who is appointed to lead and monitor the project and will be required to:

- (a) Deliver an Inception Report following a meeting with CROSQ and BHN officers, detailing the proposed content approach, methodology for developing radio interview support materials and advertisements, work plan and timelines for the delivery of the radio programmes and advertisements, within 1 week of consultancy start-up.
- (b) Work with the BHN technical officer to draft: (i) talking points and interviewer/interviewee scripts or guidance for six (6) radio interviews to be conducted by BHN staff (covering metrology and conformity assessment services), and (ii) scripts for five (5) thirty-second radio advertisements promoting BHN's services. All content must be approved by CROSQ and BHN prior to recording. Deliverables are to be completed within 4 weeks of consultancy start-up.
- (c) CROSQ and BHN will work with the consultants to identify and secure appropriate recording studios, professional audio equipment, and technical facilities necessary for producing the advertisements. The consultant shall

coordinate with the designated project stakeholders to schedule and utilize these resources effectively, ensuring audio deliverables meet professional broadcast quality standards.

- (d) Voice recording, audio editing, and final mastering of all approved advertisements. Deliver all broadcast-ready content in professional audio formats suitable for radio transmission to CROSQ and BHN within 7 weeks of consultancy start-up.
- (e) Following completion of content development, provide recommendations for broadcast scheduling, target radio stations, and optimal timing for maximum stakeholder reach for both the interviews and advertisements, to be submitted alongside the final deliverables, which are to be submitted within 7 weeks of consultancy start-up.

The official working language for the project shall be English; however, where applicable, French and/or Haitian Creole should be utilized in undertaking the assignment. At minimum, all deliverables and reports being submitted to initiate the payment process, must be in English.

6. QUALIFICATIONS AND EXPERIENCE

6.01 The appointed consultant must clearly demonstrate in their application how they meet the following minimum requirements:

- (a) At least a diploma or undergraduate degree (preferred) in journalism, mass communications, broadcasting, public relations, marketing, or related field.
- (b) Minimum of three years' experience in scripting, producing and delivering radio content including programmes and/or advertisements, with demonstrated ability in end-to-end production from concept to broadcast-ready content. Preference will be given to candidates with experience in both formats.
- (c) At least three years' experience in voice work (announcing, reporting, narrating, or voice acting) and audio production including recording, editing, and mastering. Applicants must demonstrate proficiency with professional audio editing software and recording equipment.
- (d) Demonstrated experience in creating promotional or educational radio content. Applicants must provide detailed descriptions of at least two relevant projects or assignments, where they handled complete production responsibility (scripting through final delivery), clearly outlining their specific role and responsibilities in each project or assignment.
- (e) Knowledge of quality infrastructure concepts (standardization, metrology, accreditation, and conformity assessment) or experience creating educational/promotional content for technical subjects is considered an asset. Applicants should briefly describe any relevant experience or training in this area.
- (f) Demonstrated ability to create compelling content for audiences. Applicants must provide specific examples of at least two projects where they developed engaging content (radio, audio, or multimedia), including: (i) target audience description, (ii) content objectives and key messages, (iii) creative approach used to engage the audience, (iv)

measurable outcomes or feedback received, and (v) their specific role in the content development process.

Skills

- (a) Excellent written and oral communication skills in French and/or Haitian Creole and English.

7. SUPERVISION OF THE CONSULTANT

7.01 CROSQ will facilitate the work of the consultant and work with the beneficiary countries to make available all studies, reports, and data relevant to the Project. The PO will be assigned to be the liaison

8. LOGISTICS AND RISK CONSIDERATIONS OF THE CONSULTANT

8.01 If needed, the Consultant will be responsible for making their own travel arrangements. Travel to or within Haiti will be undertaken at the Consultant's own risk. Neither CROSQ nor BHN shall be liable for any personal injury, loss, or damage incurred during such travel.