

OFFICE OF THE PRIME MINISTER

REQUEST FOR EXPRESSIONS OF INTEREST

TRAINER FOR MODULE 6 -

ACCESSING GLOBAL MARKETS

(BOSS PROGRAMME)

**COUNTRY : JAMAICA**

**PROJECT : YOUTH EMPLOYMENT IN THE DIGITAL AND ANIMATION INDUSTRIES**

**IBRD LOAN NO. :8405**

**COMPONENT : SKILLS AND CAPACITY TO ENHANCE EMPLOYABILITY AND ENTREPRENUERSHIP**

**BID NO. :JM-OPM-75494-CS-INDV**

**SELECTION METHOD :INDIVIDUAL CONSULTANT SELECTION**

The Government of Jamaica has received financing from the World Bank toward the cost of the Youth Employment in the Digital and Animation Industries Project and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include designing and delivering, in collaboration with the Business Development Consultant, the **Global Market Access module of the “BOSS” Programme** to equip Jamaican animators with skills to prepare for accessing global markets and pitching intellectual property to distributors and exhibitors. This includes developing market strategy for attending international tradeshows and identifies currently existing bilateral agreements and co-production treaties that are applicable to the animation industry.

**Interested Consultants should provide Curriculum Vitae with detailed information demonstrating that they have the required qualifications and relevant experience to perform the Services**. **The shortlisting criteria are**:

1. A Master’s degree in visual or liberal arts, screen-based media production, digital production, design, animation, film/TV, management, business administration, international business, international trade, international taxation, finance, entrepreneurship, global marketing, mass communications, marketing/PR or related field, from an accredited institution
2. At least ten (10) years’ experience in content acquisition, sales and distribution, international trade promotion, co-production management, deal making and negotiation, commercial taxation, festival strategy or related experience in the screen-based industries.

Only persons shortlisted will be contacted. Shortlisted candidates may be required to participate in an interview.

The attention of interested Consultants is drawn to Section III paragraphs, 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IFP Borrowers” July 2016, setting forth the World Bank’s policy on conflict of interest.

A Consultant will be selected in accordance with the Individual Consultants Selection Method set out in the Procurement Regulations. Further information can be obtained at the address below during office hours Mondays to Thursday, 09:00 hours to 17:00 hours and on Fridays, 09:00 hours to 16:00 hours.

Office of the Prime Minister

Youth Employment in the Digital and Animation Industries Project

Attn: Procurement Specialist

47b South Camp Road

Kingston 4

Jamaica

Tel: 876-930-7620

E-mail: [ibrdyedaip@opm.gov.jm](mailto:ibrdyedaip@opm.gov.jm)

Expressions of Interest, including Curriculum Vitae, must be delivered in a written form to email address [ibrdyedaip@opm.gov.jm](mailto:ibrdyedaip@opm.gov.jm) by **October 26, 2018.** The subject line should read: **JM-OPM-75494-CS-INDV-TRAINER FOR MODULE 6 – ACCESSING GLOBAL MARKETS (BOSS PROGRAMME).** The detailed Terms of Reference for the Consultancy Service is available below.

**OFFICE OF THE PRIME MINISTER**

**Youth Employment in the Digital and Animation Industries Project**

**TERMS OF REFERNCE**

**TRAINER- global market access (boss programme)**

1. **BACKGROUND**

The Government of Jamaica has received funding from the World Bank to fund a Project to support youth employability in the digital and animation industries. Component One of this Project focuses on, among other things, developing skills and capacities in the delivery of 2D and 3D animation training as well as the development of a policy framework and strategic plan for the cohesive and systematic development of the animation industry in Jamaica.

Jamaica’s animation industry, though nascent, is fast attracting attention from global players with some companies receiving an increasing number of expressions of interest for contracts from international companies. The industry is thus poised to deepen its participation, in a sector which has an annual global growth rate of 9% and a current global value in excess of US $220 billion.

However, existing animation studios in Jamaica are small and assistance on growing their businesses is critical in reaching the goal of building the industry and creating new employment opportunities for youth.

1. **PROJECT OBJECTIVES**

The general objective of the **Youth Employment in the Digital and Animation Industries (YEDAI)** Project is to support youth employment in the digital and animation industries. Under Component 1 ‘**Skills and Capacity to Enhance Employability and Entrepreneurship’,** the Project seeks to build the capacity and skills of Jamaican youths to improve their employability and maintain sustainable, profitable businesses in the growing animation industry. There is a sub-component to focus on enhancing business development initiatives/interventions for studios and creative entrepreneurs. This programme is the **Business of Sustainability for Studios Programme (hereinafter called “BOSS”)**. BOSS will groom established production studios and nurture creative entrepreneurs to grow their businesses into sustainable and profitable production and animation entities. The programme will include master classes, workshops and seminars, all aimed at preparing participants for market attendance to select international and regional animation trade markets and strategic meetings.

The BOSS programme will comprise two (2) cohorts of local studios and entrepreneurs whose businesses are at varying levels of maturity. The Programme will be designed to meet the needs of the following participants:

1. Creative entrepreneurs who demonstrate the potential for growth to develop their business to the next level.
2. Studio executives/owners who want to improve the capacity of the studios to secure co-production and/or distribution deals, and international partners.

The training component of each cohort is estimated to be approximately seventy-two (72) hours over six (6) months. The training modules are as follows:

1. Market Readiness
   * Investment Assessment – how poised is your company for growth?
   * Environmental Scanning – how to position your company competitively?
   * Business Model Canvas
2. Strategic Planning
   * Business Plan Development
   * Marketing and Promotions – Pitching / Branding / Innovative Marketing/ Packaging
3. International Best Practices - Workflow
   * Studio Management / Production Workflow / Staffing
4. International Best Practices – Financing and Business Affairs
   * Financing / Accounting / Legal / Business Affairs / Tax Structures
5. Revenue Generation
   * Distribution and Deal making – Contract Preparation
   * Intellectual Property Rights and Commercializing IP
6. Accessing Global Markets
   * Bilateral Agreements, Co-Production Treaties, and International Taxes
   * Festival / Market Strategy

Each module will comprise two (2) consecutive days of “face-to-face” training to upskill participants with the business development skills.

1. **CONSULTANCY OBJECTIVES**

The objectives of this consultancy are to:

1. Design and deliver, in collaboration with the Business Development Consultant, the **Global Market Access module of the “BOSS” Programme** to equip Jamaican animators with skills to prepare for accessing global markets and pitching intellectual property to distributors and exhibitors. This includes developing market strategy for attending international tradeshows and identifies currently existing bilateral agreements and co-production treaties that are applicable to the animation industry.
2. **CHARACTERISTICS OF THE CONSULTANCY**
3. ***Type of Consultancy:*** The work will be carried out by an individual consultant (hereinafter “Consultant”) with specialization in content acquisition, co-production and TV programming.
4. ***Place of work:*** All Training sessions will be held at Jamaica Promotions Corporation, 18 Trafalgar Rd, Kingston, Jamaica.
5. ***Duration of the contract:*** The contract will be for a total of twenty (20) non-consecutive days which will training of two (2) cohorts scheduled for:
   * 1. Cohort 1: February 2019
     2. Cohort 2: September 2019
6. ***Reporting Relationship:*** The consultant will report to the Project Manager (Youth Employment in Digital and Animation Industries Project) but will work collaboratively with the Business Development Coordinator and the Business Development Consultant for the duration of the assignment.
7. **RESPONSIBILITIES AND TIMELINES**

The consultant will be tasked to accomplish the following:

1. ***Preparation for the training (10 days)***

Develop and submit a comprehensive training curriculum, assessment tools and pre reading list. The curriculum must include the following:

1. Specialized instruction material modules in existing bilateral agreements and co-production treaties and preparing for market attendance;
2. Tools for accessing global markets and preparing for attendance to international trade shows.

The above must be delivered to the Business Development Coordinator within the first (10) ten days of signing of the contract.

***B. ‘Face to Face’ Training (2 days per cohort)***

1. Discuss techniques and strategies for:
   1. Developing market strategy for attending international tradeshows;
   2. Understanding international taxes that would be applied to existing bilateral agreements and co-production treaties that are applicable to the animation industry.
2. Arrange practice networking session with local/international programming directors at distributor network;
3. Prepare a Final Report on the training (for each cohort) including, but not limited to:
   * 1. The assessment(s) of trainees and provide feedback no later than three (3) days after completion of the training;
     2. Attendance register (signed by participants);
     3. An action plan outlining the market strategy for selected international tradeshows.
4. **QUALIFICATIONS AND EXPERIENCE:**

The consultant should ideally have:

1. **Qualification**
2. A Master’s degree in visual or liberal arts, screen-based media production, digital production, design, animation, film/TV, management, business administration, international business, international trade, international taxation, finance, entrepreneurship, global marketing, mass communications, marketing/PR or related field, from an accredited institution
3. **Experience**
4. At least ten (10) years’ experience in content acquisition, sales and distribution, international trade promotion, co-production management, deal making and negotiation, commercial taxation, festival strategy or related experience in the screen-based industries.
5. Demonstrated experience in developing and/or delivering capacity-building, training, or professional development workshops for adult learners, in either public or private sector organizations.
6. Previous experience working with individuals or companies in the creative, digital, or entrepreneurial sectors, and with key stakeholders in the private and public sector.
7. Previous work experience in Jamaica, the Caribbean, or other developing countries/emerging markets.

**6.3 Skills Knowledge and Competencies**

a) Demonstrated understanding of international trends and industry best practices in the global creative, digital, or entrepreneurial sectors, including labour practices that govern these sectors.

b) Demonstrated knowledge of the state of the Jamaican / Caribbean creative, digital, or entrepreneurial sectors, including labour practices that govern these sectors

c) Proven track record of successful completion of assigned tasks, via references

d) Strong communication skills and must be proficient in English (spoken and written).

1. **REPORTS/OUTPUTS**

A lump sum contract which covers all costs associated with the delivery of the services herein described will be awarded on technical merit with payments to be made as established and on acceptance of the following outputs:

* 1. The training curriculum must be designed to target studio executives, creative entrepreneurs and IP creators.
  2. Assessment tools and pre-reading list aligned with the training curriculum and course delivery referred to at (a) above.
  3. Project Report on the “face-to-face” training including:
     1. Attendance register (signed by participants);
     2. An action plan outlining the market strategy for selected international tradeshows, including accessing existing co-production treaties and/or bilateral agreements;
     3. Assessment of each trainee’s participation in the practice pitching session.

**EVALUATION CRITERIA**

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|  | **Criteria** | |  |  | **Maximum** |
|  |  |  |  |  | **points** |
|  |  |  |  |  |  |
| **Qualifications:** |  |  |  |  |  |
| • A Master’s | degree in visual or liberal arts, screen-based media | | | |  |
| production, | digital production, | | design, animation, film/TV, | | **20** |
| management, business administration, international business, | | | | |
|  |
| international trade, international taxation, finance, entrepreneurship, | | | | |  |
| global marketing, mass communications, marketing/PR or related field | | | | |  |
|  |  |  |  |  |  |
| **Experience:** |  |  |  |  |  |
| • At least ten (10) years’ experience in content acquisition, sales and | | | | | **20** |
| distribution, | international | trade | promotion, | co-production |
| management, deal making and negotiation, commercial taxation, | | | | |  |
| festival strategy or related experience in the screen-based industries | | | | |  |
| • Demonstrated experience in developing and/or delivering capacity- | | | | | **15** |
| building, training, or professional development workshops for adult | | | | |
| learners, in either public or private sector organisations | | | |  |  |
| • Previous related work experience in Jamaica, the Caribbean and/or | | | | | **5** |
| other developing countries/emerging markets | | | |  |
|  |  |
| • Previous experience working with individuals or companies in the | | | | | **5** |
| creative, digital, or entrepreneurial sectors, and with key stakeholders | | | | |
| in the private and public sector. | |  |  |  |  |
| **Knowledge, Skills and /Competences:** | |  |  |  |  |
| • Demonstrated competence in understanding international trends and | | | | | **10** |
| industry best practices in the global creative, digital, or | | | |  |
| entrepreneurial screen-based sectors, and the international trade | | | | |  |
| regulations that govern these sectors. | | |  |  |  |
| • Demonstrated knowledge of the state of the Jamaican / Caribbean | | | | | **10** |
| creative, digital, or entrepreneurial screen-based sectors and the | | | | |
| international trade regulations that govern these sectors. | | | | |  |
| • Proven track record of successful completion of assigned tasks, via | | | | | **5** |
| references |  |  |  |  |
|  |  |  |  |  |
|  | | | | |  |
| • Strong communication skills and must be proficient in English (spoken | | | | | **10** |
| and written). |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |  |
| **Total (100 Marks)** |  |  |  |  | **100** |
| **Minimum Qualifying Score : 75 marks** | |  |  |  |
|  |  |  |  |