

ENTITY NAME : Département Communication PIRAC

International Operations Department

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Terms of Reference

Creation and promotion of Natural Hazard Awareness-Raising Tools in the Caribbean

GENERAL INFORMATION

CRF PROJECT CODE AND PROJECT TITLE	PF272 – Ready 360°
ACTIVITY TITLE	R3.A1 Promotion du portail dans le cadre du R3.A1 Promotion of the portal as part of the development of a regional information portal on existing risks in the region and individual protection measures for the public and entrepreneurs. R3.A3 Dissemination of messages through targeted media (TV, radio, social media, outdoor advertising, etc.) as part of the development of the campaign's awareness-raising activities, including awareness messages and the Caribbean song on disaster risk prevention and climate change.
ACTIVITY LOCATION	8 Caribbean territories: Antigua and Barbuda, Dominica, Grenada, Guadeloupe, Martinique, Saint Kitts and Nevis, Saint Lucia, and Saint Vincent and the Grenadines
ACTIVITY MANAGERS (NAME AND POSITION)	Emmeline Da Silva (Communications Manager) and Sandrine Désiré (Regional Project Manager)
PLANNED PERIOD / DATES	5 October 2026 to 31 December 2026

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1. BACKGROUND AND RATIONALE

1.1 PIRAC

Established in 2005, PIRAC (Plateforme d'Intervention Régionale Amériques Caraïbes) is the representative delegation of the French Red Cross (CRF) for the Caribbean region, based in Guadeloupe, as well as its operational mechanism for humanitarian action and regional cooperation.

PIRAC supports Caribbean populations affected by major disasters and works to strengthen the resilience and preparedness capacities of populations in the French territories and countries of the Caribbean arc.

1.2 READY 360°/3 Oceans Programme

The **READY 360°/3 Oceans programme** aims to build comprehensive and greener resilience across Caribbean territories by strengthening disaster preparedness and response capacities at all levels: from individuals and families, to organisations and businesses, through to regional institutional coordination of disaster risk management.

The programme's institutional partners are the **Organisation of Eastern Caribbean States (OECS)** and the **Caribbean Disaster Emergency Management Agency (CDEMA)**.

Eight Caribbean territories are involved in the programme:

- Antigua and Barbuda;
- Dominica;
- Grenada;
- Guadeloupe;
- Martinique;
- Saint Kitts and Nevis;
- Saint Lucia;
- Saint Vincent and the Grenadines.

One of the expected outcomes of the programme is to contribute to strengthening the resilience of Caribbean citizens through improved access to information, awareness and preparedness for disasters and crises.

In this context, several activities have been implemented to strengthen risk awareness and the capacity of Caribbean populations to prepare for natural hazards and the effects of climate change.

These activities include the regional awareness-raising campaign "**It's Your Move!**" and the regional **Caribbean Risks** portal.

The *It's Your Move!* campaign uses a range of awareness-raising materials, including infographics, testimonial videos and posters, to make preparedness messages accessible and relevant to Caribbean populations. These materials are available in French and English.

A regional awareness-raising song is also being produced as part of the campaign. Performed in French, English and Creole, the song conveys messages about natural hazards, preparedness and the need to take action in the face of disasters and the effects of climate change. Accompanied by an official music video, it is an awareness-raising tool in its own right and aims to reach a broad audience through a popular cultural format.

The **Caribbean Risks** portal has been developed as a regional reference resource for the general public. It brings together reliable, accessible information adapted to the realities of Caribbean territories, with the aim of informing, raising awareness and helping citizens prepare for the main natural hazards to which they are exposed.

The portal is available in several regional languages, including French, English and Spanish, and provides content contextualised to the different territories. It includes detailed resources on six major natural hazards particularly relevant to the region:

- hurricanes;
- floods;
- earthquakes;
- volcanic eruptions;
- landslides;
- tsunamis.

In order to increase the visibility of these tools and reach a broad audience across the Caribbean, particularly people who make less use of digital channels, part of the promotion strategy will rely on radio, television and media relations.

This consultancy therefore aims to select one or more service providers capable of **creating radio and TV awareness-raising spots and ensuring their broadcasting across the eight territories concerned**.

2. COMMUNICATION STRATEGY

In order to ensure consistency in the promotion of the different awareness-raising activities implemented under the READY 360°/3 Oceans programme, a radio and TV campaign has been identified as one of the levers to increase the visibility of the programme's objectives among Caribbean populations.

The campaign should contribute to:

- strengthening risk awareness among the general public;
- raising awareness of the main natural hazards to which Caribbean territories are exposed;
- encouraging the adoption of appropriate behaviours and individual and family preparedness;
- increasing awareness of the information and awareness-raising resources developed under the programme;
- promoting the *Caribbean Risks* portal as a regional reference resource;
- increasing the visibility of the *It's Your Move!* campaign and the content developed as part of it;
- highlighting initiatives and tools that help populations better understand risks and prepare for disasters.

Radio remains a particularly relevant local medium in the Caribbean. It can reach a broad audience, including people living in remote areas or with limited access to digital tools.

Television also remains widely present in Caribbean households and provides an effective means of reaching several members of the same household simultaneously.

These media therefore play an essential role in disseminating public-interest information and preparedness messages, particularly in a context where Caribbean territories are highly exposed to natural disasters and the effects of climate change.

Their accessibility, high household penetration and the trust placed in them by local populations make them particularly appropriate channels for strengthening awareness of disaster risk reduction and encouraging preparedness behaviours.

The campaign will be implemented across the **eight territories** covered by the programme, taking into account the specific characteristics of each local context and media consumption habits.

The spots will be produced in **French and English**, with their distribution adapted to the territories and target audiences concerned.

In order to ensure consistency between the different awareness-raising activities under the programme, the song produced as part of the project may, where creatively and technically appropriate, be incorporated into the sound identity of the radio and TV spots.

However, this use must remain consistent with the primary purpose of the spots. The spots must first and foremost promote risk awareness, increase awareness of available preparedness and awareness-raising resources, and direct audiences towards the *Caribbean Risks* portal.

The spots should therefore not be designed as promotional materials for the song or the artist. The song is, in parallel, a standalone awareness-raising tool.

3. OBJECTIVES OF THE ASSIGNMENT

3.1. General Objective

The overall objective of the assignment is to contribute to strengthening risk awareness and resilience among Caribbean populations by ensuring broad dissemination of natural hazard awareness messages and increasing the visibility of the tools developed under the READY 360°/3 Oceans programme.

The assignment should ensure **maximum media coverage across the eight territories concerned**, using radio and television.

3.2. Specific Objectives

La prestation vise notamment à :

The assignment aims in particular to:

1. Design attractive, accessible radio and TV spots adapted to the general public;
2. Raise awareness of natural hazards and the importance of preparedness;
3. Promote the *Caribbean Risks* portal as a regional reference resource;
4. Highlight the tools and content developed as part of the *It's Your Move!* campaign;
5. Ensure broad and repeated broadcasting of the spots across the eight territories;
6. Select the most relevant media according to target audiences and territories;
7. Optimise the geographical and media coverage of the campaign.

4. TARGET AUDIENCES

The assignment is primarily aimed at the **general public** across the eight territories covered by the programme.

Particular attention should be paid to the ability of the selected media to reach:

- families and households;
- young people and young adults;
- people who make less use of digital tools;
- populations living in remote or isolated areas;
- persons with disabilities.

5. GEOGRAPHICAL SCOPE

The assignment must cover the following eight territories:

- Antigua and Barbuda;
- Dominica;
- Grenada;
- Guadeloupe;
- Martinique;
- Saint Kitts and Nevis;
- Saint Lucia;
- Saint Vincent and the Grenadines.

The service provider must demonstrate its ability to operate at regional level and mobilise a media network suited to each territory.

The service provider must take into account differences in market size, media practices, languages, geographical coverage and audience profiles across the territories.

Coverage of all eight territories is an essential requirement of the assignment.

6. DESCRIPTION OF THE LOTS

The assignment is structured into three complementary lots.

Applicants may bid for one or several lots, provided that they demonstrate their capacity to deliver the services concerned.

Close coordination will be required between the different lots when they are awarded to the same service provider or to different providers.

Lot	Description	Indicative timeline
Lot 1	Creation of radio and TV spots	October / early November
Lot 2	Purchase of radio and TV advertising space and broadcasting	Early November / early December

Where possible, broadcasting should preferably take place in November, towards the end of the hurricane season, and before the Christmas rush in the second half of December.

6.1 LOT 1 – CREATION AND PRODUCTION OF RADIO AND TV SPOTS

6.1.1 Lot OBJECTIVE

Lot 1 aims to design and produce awareness-raising spots to be broadcast on radio and television across the eight territories covered by the programme.

Lot 1 will include the production of:

- one radio spot in French and English (same content);

- one TV spot in French and English (same content);
- a total of four deliverables.

The spots must be accessible, attractive, easy to remember and suitable for a broad audience.

They should contribute to strengthening risk awareness and encouraging populations to better prepare for natural disasters.

Indicative implementation timeline: October / early November. This timeline may be refined according to the requirements of Lot 2.

6.1.2 Content and Key Messages

The spots should notably:

- raise awareness of the main natural hazards to which Caribbean territories are exposed;
- highlight the importance of individual and family preparedness;
- promote the *Caribbean Risks* portal;
- highlight the tools developed as part of the *It's Your Move!* campaign;
- encourage the public to consult reliable and accessible resources, including the portal and the campaign materials;
- help people better understand risks and adopt appropriate protective behaviours.

The spots must reflect the identity and values of the READY 360°/3 Oceans programme and the French Red Cross.

The tone should be accessible to the general public, dynamic, positive and engaging, without being fear-inducing.

6.1.3 Languages

The spots must be produced in:

- French;
- English.

6.1.4 Integration of the Song

In order to ensure consistency between the different programme activities, and if the timeline allows, the service provider may integrate the awareness-raising song produced as part of the project into the radio and/or TV spots, particularly as a musical or sound element.

However, the song must not become the main subject of the spots. The primary purpose remains to raise awareness of natural hazards, encourage preparedness and promote the *Caribbean Risks* portal and the *It's Your Move!* campaign.

6.1.5 Expected Deliverables

The service provider shall propose and produce, as a minimum:

- **two creative concepts**, each explicitly based on recognised principles of social psychology, persuasion and risk communication (for example, the normalcy bias or the **Extended Parallel Process Model (EPPM)** developed by Witte (1992), which distinguishes messages that generate danger control, conducive to behavioural change, from those that generate fear control alone, without resulting in behavioural change). Each concept must be accompanied by a brief explaining the psychosocial mechanisms used and their expected relevance to the targeted Caribbean audience;

- scripts and storyboards for the approved concept(s);
- final versions in French and English;
- adaptations required for radio and TV broadcasting;
- adaptations required for social media distribution (9:16 and 16:9);
- subtitles where relevant;
- master files and source files required for future use by the project.

The service provider shall specify in its offer the number and duration of the proposed formats.

Particular attention may be given to the production of short formats allowing greater flexibility in broadcasting and optimisation of media-buying costs.

6.2.6. Expected Methodology

The service provider shall provide for:

- an initial briefing phase with the project team, with technical terminology and supporting documentation provided by PIRAC;
- two creative proposals;
- drafting and validation of scripts (3 rounds of revisions);
- drafting and validation of storyboards (3 rounds of revisions);
- production;
- voice recordings, where required (no AI-generated voices) (1 round of revisions);
- editing and sound mixing (1 round of revisions);
- delivery of master files.

All content must be submitted to the project team for approval before finalisation.

6.3 LOT 2 – MEDIA PLANNING AND PURCHASE OF RADIO AND TV ADVERTISING SPACE

6.3.1 LOT OBJECTIVE

Lot 2 aims to ensure the paid broadcasting of the spots produced under Lot 1 by negotiating and purchasing the most relevant advertising space from radio and TV broadcasters in the targeted area, in order to maximise campaign reach and message frequency.

The budget allocated to the purchase of advertising space is set between **€8,000 and €15,000**.

Indicative timeline: November / early December. In its proposal, the candidate may specify and, where appropriate, adjust this timeline according to its methodology and the specific constraints of the different territories.

The objective is to prioritise broadcasting during November, with the possibility of extending the campaign into early December. In any event, broadcasting must take place before the start of the main end-of-year festivities.

In order to allow Lot 1 sufficient time to design and produce the spots, the Lot 2 service provider shall anticipate, as far as possible, the preparation of the media plan and discussions with broadcasters and media outlets, so that advertising space can be purchased as soon as the spots are finalised.

PIRAC will coordinate Lots 1 and 2 to ensure optimal alignment of the respective timelines and allow each service provider sufficient time to carry out its activities.

6.3.2 Expected Services

The service provider shall be responsible for:

- analysing the media landscape in each territory;
- identifying relevant radio stations and TV channels;
- selecting media based on audience and geographical coverage, subject to PIRAC validation;
- proposing the most relevant formats and broadcasting time slots;
- developing the regional media plan;
- negotiating rates with media outlets;
- booking advertising space;
- directly handling payment for media placements;
- providing media outlets with the required technical materials;
- monitoring broadcasting;
- verifying the proper implementation of the campaigns;
- managing any broadcasting discrepancies or issues;
- collecting proof of broadcasting;
- producing a mid-campaign report and a final campaign report.

The service provider shall seek the best possible rates and optimise the media investment in order to ensure the widest possible coverage.

7. OVERALL COORDINATION AND CONSISTENCY OF ACTIVITIES

In order to ensure overall consistency across the campaign and continuity between the different communication phases, the providers responsible for the three lots shall work closely with the PIRAC team and, where necessary, with the other service providers.

In order to ensure consistency and complementarity between the different phases of the campaign, the service providers shall:

- participate in a kick-off or briefing meeting with PIRAC and, where relevant, the other service providers;
- familiarise themselves with the programme's context, key messages and overall communication strategy;
- use the key messages and common messaging provided by PIRAC;
- share with PIRAC the main scheduling information required to ensure proper coordination between the different campaign phases;
- where necessary, provide the service provider responsible for the following lot with relevant information and content to ensure continuity between the different activities;
- participate in coordination meetings at PIRAC's request, particularly during transition phases between the different lots.

PIRAC will ensure overall coordination between the service providers, where several providers are appointed, and will remain the single point of contact for decision-making, content approval and resolution of any coordination issues.

8. INDICATIVE TIMELINE

The indicative timeline for the services is as follows:

Activity	Indicative period
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Briefing and launch of the assignment	5 October 2026
Creation and production of the spots	5 October to 6 November 2026
Validation and finalisation of the spots	6 November 2026
Radio and TV broadcasting	9 to 30 November 2026
Lot 2 final reporting	End of December 2026

The final timeline will be agreed with the selected service provider(s).

Service providers shall include a detailed operational timeline in their proposal.

9. EXPECTED DELIVERABLES

The expected deliverables notably include:

Lot 1

- creative proposal(s);
- scripts;
- storyboards;
- radio spots in French and English;
- TV spots in French and English;
- master files;
- files adapted to the technical requirements of media outlets and social media;
- subtitles;
- source files required for future use.

Lot 2

- media landscape analysis covering the eight territories;
- regional media plan;
- detailed broadcasting schedule;
- booking and purchase of advertising space;
- proof of broadcasting;
- interim report;
- final media report.

10. SERVICE PROVIDER PROFILE

Lot 1

- Demonstrated experience in creating audiovisual and radio advertising spots, both in terms of visual conception and copywriting;
- Ability to demonstrate imagination and propose creative approaches that make awareness-raising messages more attractive, memorable and engaging, while remaining within the project's budget constraints;
- Knowledge of the Caribbean region and ability to work in French and English;

- Ability to incorporate existing content (song, excerpts from the music video) into an original creative concept;
- Ability to comply with the visual and sound guidelines provided by PIRAC, as well as inclusion and accessibility requirements.

Lot 2

- Demonstrated experience in radio/TV advertising space buying in the Caribbean or Lesser Antilles;
- Established relationships with the main advertising sales houses and media outlets in the Lesser Antilles;
- Ability to work in French and English;
- Ability to provide reliable quantitative reporting at the end of the campaign.

11. SELECTION CRITERIA

Criteria	Indicative weighting
Understanding of the assignment and relevance of the proposed methodology	30 %
Relevant experience and references in the Caribbean region	10 %
Quality and scope of the media network / media partners (Lot 2)	20 %
Price / value for money	30 %
Proposed timeline and delivery schedule	10 %

12. OWNERSHIP OF DELIVERABLES

All content, materials and deliverables produced as part of the assignment must be available for use by the READY 360°/3 Oceans programme and its partners as part of their communication and awareness-raising activities.

The specific terms governing the transfer of rights of use, reproduction, distribution and adaptation of the deliverables will be defined in the contract.

The service provider shall ensure that all rights necessary for the use and exploitation of the content produced are acquired and transferable to the commissioning organisation in accordance with the contractual terms agreed.

13. SUBMISSION REQUIREMENTS

Applicants shall submit a proposal including, as a minimum:

Service Provider Presentation

- **presentation of the organisation;**
- **relevant experience and references (portfolio of previous work for Lot 1);**
- **experience in the Caribbean region;**
- **presentation of the proposed team.**

The proposal shall also include:

- Technical and methodological proposal;
- Indicative timeline;
- Financial proposal.

For Lot 2, the proposal must clearly distinguish between:

- service provider fees;
- costs related to the purchase of media advertising space.

The proposal must be submitted by **28 September 2026**, with the reference:

“PF272 ABY ABY 2026 0139 Sensitisation Spots_Campaign”

to the following address:

- Stéphanie Rene, Purchaser : stephanie.rene@croix-rouge.fr :
- Copy: Emmeline Da Silva, Communications manager : emmeline.dasilva@croix-rouge.fr, and Sandrine Désiré, Regional Project Manager : sandrine.desire@croix-rouge.fr