Terms of Reference

Evaluation of the Awareness Campaign

READY 360° Program

Interreg Caraïbes

Co-funded by the European Union
Cofinancé par L'Union Européenne

Ready 360°

In partnership with
RÉPUBLIQUE FRANÇAISE
AFD

FONDATION CMA CGM

FRENCH RED CROSS
PIRAC

IFRC

ECS

CDEMA
CARIBBEAN DISASTER EMERGENCY MANAGEMENT AGENCY
Resilient States - Safer Lives

GENERAL INFORMATION

FRC Project Code and Project Title	Ready 360 Phase 2 – PF 272
Activity Title	Implementation of the regional awareness campaign on risks and climate change
Location of the Activity	N/A
Activity Managers (Name and Position)	Julie Oddon, Regional Project Operational Quality Officer
Planned Period / Scheduled Dates	March - April 2027
Points of contact (Name and Title)	Sandrine Désiré, Head of Regional Projects Emmeline Da Silva, Communications Manager

CONTEXT AND OVERVIEW OF THE ACTIVITY

PIRAC

Established in 2005, the Regional Intervention Platform for the Americas and the Caribbean (PIRAC) is the French Red Cross's (FRC) representative delegation for the Caribbean region, based in Guadeloupe, as well as its operational arm for humanitarian action and regional cooperation. PIRAC provides assistance to Caribbean communities in the event of major disasters and works to develop initiatives that strengthen the resilience of communities in French territories as well as in the countries of the Caribbean arc and the Guiana Shield.

The Project: Ready 360 Phase 2

PIRAC launched the READY 360° program in January 2023, co-financed by the INTERREG Caribbean program, the French Development Agency (AFD), and CMA CGM. The READY 360° program aims to build comprehensive and greener resilience in Caribbean territories by strengthening disaster preparedness and response capacities at all levels: from individuals and families, to organizations and businesses, up to the level of regional institutional coordination of risk management. It seeks to achieve four main objectives: (i) Strengthen regional coordination and legislative frameworks for disaster management; (ii) Prepare for, anticipate, and respond to disasters and crises with more eco-responsible, inclusive, and sustainable preparedness measures. (iii) Improve public information, awareness, and preparedness for disasters and crises; (iv) Conduct technical studies and research on disaster management in collaboration with experts and academic stakeholders.

The program involves 8 Caribbean territories: Antigua & Barbuda, Dominica, Grenada, Guadeloupe, Martinique, Saint Kitts & Nevis, Saint Lucia, and Saint Vincent & the Grenadines.

The Activity: Regional Awareness Campaign

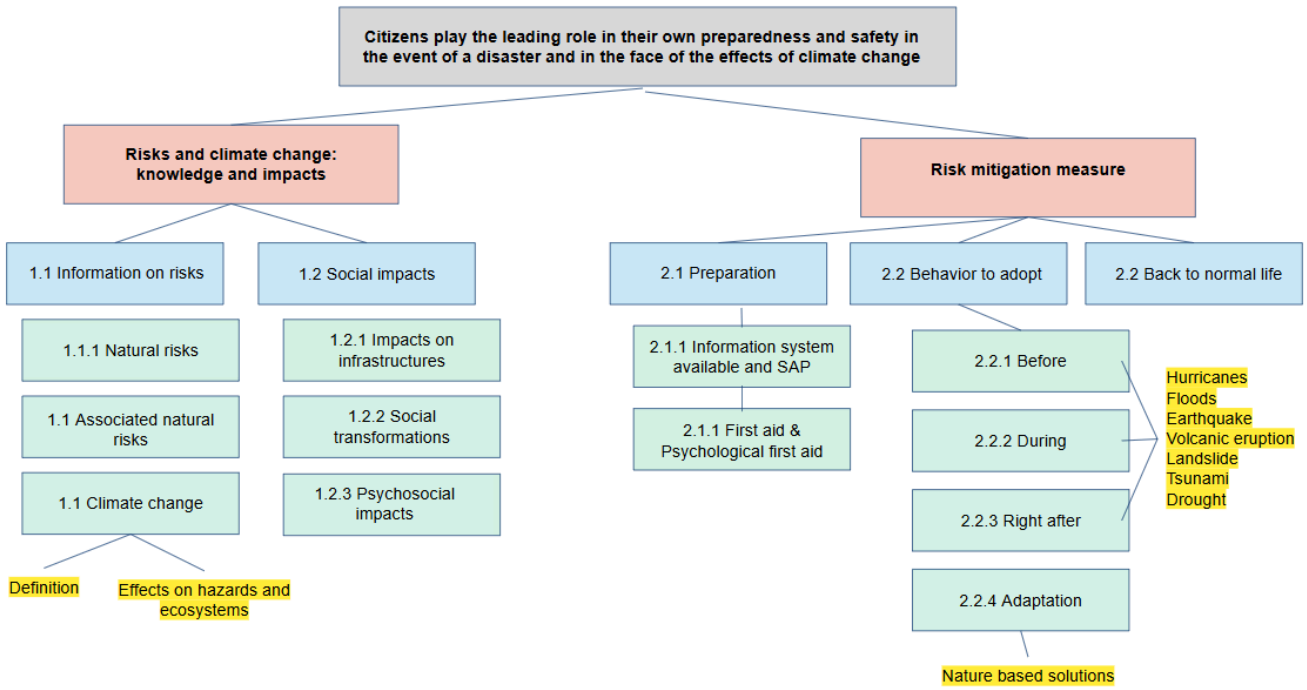
This activity falls within the following frameworks:

Overall Objective	To strengthen the resilience of populations in the face of disasters, crises, and the effects of climate change in the Caribbean

Specific Objective	To develop the prevention, preparedness, and response capacities of Caribbean territories to protect themselves against and overcome natural hazards through an approach aimed at pooling regional and national capacities to address disasters and the effects of climate change
Outcome	Outcome 3: Caribbean citizens increase their self-determination as agents of their own resilience through improved information, awareness, and preparedness for disasters and crises. WP4: Development of a risk culture among citizens and entrepreneurs aimed at strengthening their preparedness and resilience WP4.1: Implementation of joint regional initiatives to provide information and raise awareness about risks among local populations

One of the main outcomes of the READY 360° Phase 2 program is to raise awareness among Caribbean populations about disaster risks and the effects of climate change through a regional public awareness campaign. This campaign emphasizes the role of citizens in their own preparedness and safety. By "general public," PIRAC means adults, young adults, teenagers, children, seniors, caregivers, and people with disabilities.

The messages address risks specific to the Caribbean:



The risks addressed include: hurricanes, floods, earthquakes, volcanic eruptions, drought, landslides, tsunamis, and the impacts of climate change on ecosystems.

This content is disseminated on a large scale through various channels: Facebook, Instagram, TikTok, YouTube, LinkedIn, the PIRAC website (with sponsorships and display ads), the Caribbean-Risks portal, public posters, and community events. The campaign, which is primarily digital, utilizes various formats: infographics, animated videos, testimonials, songs, and music videos. The campaign also includes a print component featuring posters and booklets.

Here are the materials that have been produced:

- Hurricane: 1 infographic, 1 video, 1 poster
- Emergency Kit: 1 infographic, 1 poster
- Flood: 1 infographic, 1 video, 1 poster
- Tsunami: 1 infographic, 1 poster
- Earthquake: 1 infographic, 2 videos, 1 poster
- First Aid: 3 videos
- Social Impacts & Return to Normal Life: 1 infographic, 1 video, 1 booklet
- Landslides: 1 infographic, 1 poster
- Drought: 1 infographic, 1 poster
- Volcanic eruption: 1 infographic, 1 video, 1 poster
- Climate Change: 1 infographic, 1 poster
- SAP: 1 video
- 1 song
- 1 choreographed music video
- Viral challenge
- Radio and TV spots
- Creation of a dedicated page on the PIRAC website in French and English

The regional awareness campaign unfolded in several stages:

- Campaign definition (2023–2025)

Several studies were conducted, particularly on accessibility for people with disabilities. A workshop with National Society focal points was held in Saint Martin in November 2023, with the goal of mobilizing partner National Societies and involving their focal points in this campaign. More specifically, the goal was to plan the work to be carried out with them—particularly during the preparation and development phases—as well as to identify avenues for collaboration.

PIRAC then defined the following elements:

- ❖ The methodology: It details the target audience, themes, characteristics, information needed to develop messages, collaboration with partners, methods for disseminating messages, the selection of activities, and the definition of monitoring indicators.
- ❖ The communication strategy outlines the target audiences, the type of campaign, the desired tone, and accessibility, adaptability to the Caribbean context, the AIDA model, and the tools. It was developed in consultation with the partners' focal points.
- ❖ Visual identity: a name, a slogan, a logo, and a style guide.

- Campaign Development (2024–2026)

Partner engagement: An initial engagement phase took place around the JIRRC on October 13, 2024. National societies were invited to join the editorial committee.

Co-creation of messages: The messages for each hazard were developed in collaboration with a technical committee.

Development of campaign materials: These were created by a service provider and were designed to reflect the specific characteristics of the eight regions and their populations.

- Campaign rollout (2025–2027)

Launch: The campaign was launched in June 2025 and is scheduled to end in February 2027.

Message dissemination: The materials were distributed through the previously mentioned channels from June 2025 to October 2026.

Closure: A campaign-wrap-up workshop will be incorporated into the project-wrap-up workshop.

As the regional awareness campaign draws to a close, PIRAC wishes to evaluate it according to the criteria defined in the following sections.

EVALUATION OBJECTIVES

General Objective

The general objective of the evaluation is as follows:

- To evaluate the relevance, scope, and effectiveness of the regional awareness campaign in order to identify the main results achieved, the factors that contributed to or limited its performance, the lessons learned from its design and implementation, and to formulate recommendations.

Evaluation Questions

- Relevance
    - Do the messages and materials align with the actual needs and risks of the eight territories and the characteristics of the target audience (the general public, including people with disabilities, seniors, and caregivers)?
    - Were the strategy and choice of channels appropriate for the Caribbean context, particularly in terms of accessibility?
- Effectiveness
    - Did the audiences reach understand the messages?
    - Did the campaign increase knowledge or the intention to adopt preventive behaviors?
    - Was the strategy implemented as planned, and adjusted when necessary?
- Reach
    - How many people were actually exposed to the campaign (digital exposure, since the materials were distributed primarily through digital channels), and does this exposure correspond to the intended target audience (breakdown by region and age group according to channel/medium)?
    - Did the partners (Red Cross, OECS, and CDEMA) promote the campaign as planned?

METHODOLOGICAL APPROACH TO THE ACTIVITY

The evaluator is expected to propose a detailed methodology that addresses the evaluation questions. The proposed approach should prioritize a combination of quantitative and qualitative methods and ensure, to the extent possible, the triangulation of different data sources.

The methodology must include, but is not limited to:

- A literature review
- Analysis of outreach and engagement statistics
- Interviews with operational partners and beneficiaries

To the extent that available data permit, the evaluation must analyze results in a differentiated manner according to geographic areas, target audience categories, distribution channels, and types of media/content. Particular attention will be paid to accessibility and outreach to specific audiences, particularly people with disabilities, seniors, and caregivers. The evaluator must also outline the methodological limitations of the evaluation.

PROJECT TIMELINE

The evaluation must take place between March and April 2027. The final report is due by mid April 2027.

DELIVERABLES

- 1 methodological note including an evaluation matrix
- 1 indicative timeline
- 1 budget proposal
- 1 interim report
- 1 final report including recommendations

PROPOSAL EVALUATION

Evaluator Profile

- Experience in evaluating public awareness campaigns
- Experience in the Caribbean and in disaster risk management
- Proficiency in qualitative and quantitative analysis
- Proficiency in KPI analysis

Criteria for Evaluating Proposals

- Contractor’s expertise
- Alignment between the technical proposal and the terms of reference
- Quality and relevance of the portfolio in relation to the terms of reference
- The service provider’s experience in the regions covered by the program and ability to travel quickly
- The contractor’s availability for the duration specified in the terms of reference
- Financial Proposal

Administrative provisions

- The contractor must provide proof at the time of submission that its business operations are in good standing (tax documents, business registration, registration as a self-employed individual—depending on the country of reference where it is established).
- The service provider must independently provide all necessary resources for the fulfillment of its assignment, whether material or human (airline tickets, computer, insurance).

- The service provider may delegate part of the assignment to members of its team or to a collaborator of its choice, but it remains the sole authority with regard to management and discipline concerning its employees.

PROPOSAL AND SUBMISSION DEADLINE

The proposal shall include:

- A technical proposal outlining the proposed methodology and an indicative timeline.
- A financial proposal including unit prices.
- A detailed resume of the consultant(s) on the team.
- A list of relevant technical references and their contact information.
- FRC charter signed

The proposal must be sent with the subject line "PF272 ABY ABY 2026 0180" by November 30th, 2026 to the following emails: julie.oddon@croix-rouge.fr, stephanie.rene@croix-rouge.fr et antoine.bouvierkheliff@croix-rouge.fr