



**FSMT Cable Corporation**

P.O. Box 2202

Kolonia, Pohnpei, FM, 96941

Phone: (691) 320-2602

**REQUEST FOR EXPRESSIONS OF INTEREST  
SELECTION BASED ON CONSULTANT'S QUALIFICATIONS (CQS)**

**Federated States of Micronesia (FSM)**

**FSM Connectivity Project (P130592)**

Grant No: IDA-D1880

**Assignment Title:** Publicity and Communications

**Reference No.** FM FSMTCC-81131-CS-CQS

The FSMT Cable Corp has applied for financing from the World Bank toward the cost of the FSM Connectivity Project P130592, and intends to apply part of the proceeds for the following consulting services.

The consulting services (“the Services”) The consultant will ensure the development and implementation of a complete messaging and a communications strategy designed to:

- Empower decision makers, beneficiaries and stakeholders with information regarding the purpose and the benefits of the project
- Address misunderstandings and information gaps among stakeholders
- Better inform beneficiaries and communities about the realities of the project and roll out to better manage expectations
- Provide a strategy, produce and rollout high quality information and communication materials regarding the project
- Capture a record of “before and after” to help tell the story of the development impact of the project.

The detailed Terms of Reference (TOR) for the assignment are attached here.

The FSMT Cable Corp now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

The attention of interested Consultants is drawn to paragraph 3.14, 3.16 and 3.17 of the World Bank’s Procurement Regulations for IPF Borrowers [July 2016] (“the Regulations”), setting forth the World Bank’s policy on conflict of interest.

The best qualified firm to carry out the services will be selected in accordance with the Selection Based On Consultant’s Qualifications (CQS) method set out in the Procurement Regulations, and based on the following criteria:

The Firm shall specialize in communications and public relations. The firm shall designate a team leader and team members with the following minimum qualifications and experience.



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- The Firm shall specialize in communications and public relations.
- At least 10 years of experience in public relations and communications
- Experience in private sector or state infrastructure projects
- Experience in Pacific island countries strongly preferred
- Experience in providing communications support to telecommunications and large ICT projects strongly preferred
- The Firm shall designate the team leader who shall have at least 10 years relevant experience in public relations and communications, and demonstrable success leading similar assignments.

Further information can be obtained at the address below during office hours

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by **Tuesday 27 November 2018**.

FSMT Cable Corp

Attn: Gordon Segal

PO Box 2202

Kolonia Pohnpei FM 96941

Tel: 691-320-2602

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# **FSMT Cable Corporation Terms of Reference for Publicity and Communications Advisory**

## **Background**

FSM faces a significant “digital divide” which compounds the development challenges of the dispersed archipelagic nation. While access to basic telephony has been improving across the country, access to broadband (high-speed) Internet and its associated value-added services is limited, costly and unevenly-distributed. Internet penetration has been very limited in the states of Yap, Chuuk and Kosrae. Among the main reasons for the limited and costly services outside Pohnpei is the high cost of connecting remote and sparsely populated islands. Mobile broadband services exist but there is very limited uptake due to the high cost of transmission via geostationary satellite and its relatively low bandwidth. A previous monopolistic market structure, historically prescribed by law, has also prevented investments by new entrants to improve access to services.

The FSM Connectivity Project (P13592), financed by the World Bank, became effective on March 11, 2015 and provides support for the installation of the submarine fiber optic cables to connect the states of Yap and Chuuk to the global internet and technical assistance for the reform and development of the ICT sector, including support for the incumbent SOE operator and regulatory capacity building. An additional financing and scale up was executed on July 6, 2017 to provide additional funding for the FSM’s participation in the East Micronesia Cable (EMC) Project and for technical assistance and project management support.

The development objective of the project is to reduce the cost and increase the availability of ICT services needed to support social and economic development in the FSM. Overall, the FSM Connectivity Project is expected to increase the availability of ICT infrastructure and enable the more widespread application of digital services supporting improvements in economic and social development in FSM. The Yap cable system is already in service. Major works are currently underway to complete the construction of the terrestrial facilities for Chuuk. Planning for the EMC system is well advanced. The independent Telecommunication Regulation Authority (TRA) has been established and is in the initial phase of getting operational.

## **Scope and rationale for assignment**

The implementing entity for the submarine fiber cable systems is the FSM Telecommunications Cable Company (FSMT CC). The FSMT CC is seeking the support of a communications and public relations consultancy firm to work directly with it to develop messaging around the scope and purpose of the project and to help it to communicate effectively with stakeholders. The assignment will require the Consultant to:

- Synthesize the technical and political messages required to improve public and stakeholder understanding;
- Develop key messages and a rolling communications plan to communicate with the public and stakeholders
- Advise on the hiring and early training of an individual to provide local communications support (individual consultant)
- Planning and production of a high quality communication materials clearly outlining the scope, purpose and impact of the Project—including film, website, media (print and radio) and other appropriate channels.



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The aim of the communications assistance will be to ensure stakeholders and beneficiaries understand the purpose of the project, including the rationale underpinning project design and expected impact and benefits. It will be important that beneficiaries and stakeholders have managed and clear expectations, and understand the role the project is playing in building the long-term growth of FSM across all sectors from daily life, government, business and tourism sectors.

The immediate priority for communications and messaging assistance is to identify how to improve outreach through all provinces, ensure dissemination of correct information, highlight project benefits and the wide range of flow-on benefits from improved access to ICT services. A key focus is ensuring consistent messaging and execute a communications strategy that addresses any confusion, lack of awareness, uncertainties and misunderstanding of the project among stakeholders. Launch plans, messaging, and public events need to be planned for future cable landings. Stories showing “before and after” need to be captured to help capture the transformational impact of the investments and sector development activities.

### **Deliverables**

The consultant will ensure the development and implementation of a complete messaging and a communications strategy designed to:

- Empower decision makers, beneficiaries and stakeholders with information regarding the purpose and the benefits of the project
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The key deliverables include:

- Immediate communications support to the OAE on a day-to-day basis
- Carry out a review of key influencers and audiences to target through communications outreach
- Build a comprehensive messaging deck to address communications challenges faced by the Project
- Lead travelling roadshows/townhalls to inform communities about the purpose of the project, timelines and impact including to manage community expectations
- Develop a messaging deck and dissemination plan to better engage key audiences in FSM
- Carry out extended consultations with stakeholders and beneficiaries
- Support the hiring of full time communication capacity within OAE
- Plan and produce a high-end human impact film that addresses key information (context, rationale, purpose and impact) of the project

In preparing the film the consultant will coordinate closely with OAE regarding:

- the development of the proposed script;
- approval of the proposed script before production starts;
- technical content for the video content;
- coordination of a shoot schedule and timings, including interviews during and post-filming
- overall production throughout post-production stage and approval before final delivery;



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**Qualifications and experience**

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