

TERMS OF REFERENCE

DESIGN OF A PUBLICATION ON NIDS ENROLMENT STRATEGIES

Selection process

Technical Cooperation JA-T1225

Public link to the project document: #####

1. Background and justification

1.1. The IDB is supporting the government of Jamaica in the implementation of the National Identification System (NIDS). As part of this effort, it is conducting a study on how to promote the uptake of the new identification by low-income persons.

1.2. The IDB is looking for a design firm to lead the aesthetic production of a report on NIDS uptake.

2. Objectives

- Produce graphic design of report on NIDS uptake.

3. Scope of services

- Graphic design of report in English
- Production of 3 infographics for use in social networks

4. Expected results and outputs

1. Graphic design of report in English
2. 3 infographics

5. Project schedule and milestones

<u>Deliverable</u>	<u>Delivery date (weeks after signing the contract)</u>
1: Graphic design of report in English	12
2: 3 infographics	12

- 5.1. This schedule may be subject to adjustments to be agreed upon by the consulting firm and the Bank.

6. Information requirements

- 6.1. The consulting firm shall submit biweekly progress reports to the Bank. The reports should include updates on the progress of each activity and any problems or challenges that have arisen during implementation, as well as how they have been resolved.
- 6.2. All deliverables should be sent digitally by e-mail to Benjamin Roseth (broseth@iadb.org)
- 6.3. Any change in the schedule or scope of work shall be promptly communicated to the Bank and agreed in writing by both parties.
- 6.4. The consulting firm should be open to holding virtual meetings at the request of Bank team members to discuss progress, address any concerns, and provide updates on the project. These meetings may be held by videoconference or other means agreed upon by both parties.

7. Acceptance criteria

- 7.1. Deliverables will be considered accepted only after they are reviewed and approved in writing via email by the Bank's team members.

8. Supervision and reporting

- 8.1. The supervising person for this consultancy will be Benjamin Roseth (broseth@iadb.org). The consulting firm will maintain regular communication with the supervisor and her team throughout the project and will provide them with updates on the progress of each activity and any issues or challenges that arise during implementation.

9. Payment Schedule

- 9.1. Payment terms will be based on project milestones or deliverables. The Bank does not intend to make advance payments under consulting contracts unless a significant amount of travel is required. The Bank desires to receive the most competitive cost proposal for the services described herein.
- 9.2. The IDB Official Exchange Rate indicated in the RFP will be applied for necessary conversions of payments in local currency.

Payment Schedule

Deliverable	%
1: Graphic design of report in English	75%
2: 3 infographics	25%
TOTAL	100%

TERMS OF REFERENCE

NIDS ENROLMENT STUDY CONSULTANCY

Selection process

Technical Cooperation JA-T1225

Public link to the project document: #####

10. Background and justification

10.1. In 2016, the Government of Jamaica (GoJ) requested IDB support for the implementation of the National Identification System (NIDS), the country's first universal ID1, through a loan operation (JA-L1072). This request represented an important milestone on nearly a forty-year journey of the government towards a national ID. The motivations behind the NIDS include: (i) social inclusion – facilitating access to public services by making it easier to prove and verify an applicant's identity; (ii) financial inclusion – facilitating access to bank accounts via the same mechanism; (iii) administrative efficiency – reducing the costs of identity verification faced by public institutions, among others; and (iv) driving digital transformation of government and the private sector – including digital identification and signature functionalities in the ID, thus reducing costs of user authentication and increasing online security.

10.2. In 2018, the Supreme Court of Jamaica issued a ruling declaring that obligatory enrolment in the NIDS was unconstitutional and thus could not be implemented. Under a revised NIDS Act, passed in 2021, enrolment is thus optional. According to a nationally representative survey conducted in 2022, approximately 60% of Jamaican adults intend to enroll, with lower rates amongst low-income individuals. The specter of low enrolment leads to low incentives for: (i) private companies to accept the ID as the only form of identification required; (ii) private companies to adopt electronic identity verification; and (iii) public institutions to develop digital services that use the ID as their means of user authentication. This poses a particular problem for low-income individuals, who stand the most to gain from the simplified access to services that the ID could potentially bring. The Government of Jamaica is under time pressure to identify successful means to promote enrolment, and thus avoid a public impression that the ID is of low value, which could lead the entire ecosystem to be perpetually stuck in a suboptimal equilibrium of low enrolment and limited use cases. Enrolment will start in Kingston in January 2024. As such, it is necessary to move quickly to identify effective strategies to promote enrolment, so that such strategies can be used as the Government expands enrolment opportunities across Jamaica.

¹ Currently, there are only functional IDs – for voting, driving, traveling, etc.

11. Objectives

- 11.1.** Conduct a field experiment to (i) identify successful enrolment promotion strategies among low-income populations; and (ii) document the benefits of enrolment for use in ongoing enrolment promotional campaigns. The field experiment will be implemented among beneficiaries of PATH, the main conditional cash transfer program, and the Social Pension, the primary income support program for the elderly. It will test different messaging strategies and different channels of communication (WhatsApp/SMS, phone, and in-person visits) to promote enrolment. An ex-post survey will document (i) the reasons why the individual did or did not enroll; and (ii) what in the individual's life has changed as a result of enrolment, including opening a bank account, applying for a new government benefit, and paying for a Justice of the Peace to authenticate a document, among others. This information will inform the optimal channels for communication with potential enrollees and the messages to be included in those communications, as well as provide data that can be used with institutional stakeholders (e.g. with government institutions or private companies) to encourage them to implement use cases for the ID.

12. Scope of services

Design, implement, and analyze a study on how to promote enrolment of low-income individuals in the NIDS.

13. Main activities

- 13.1. Intervention design:** Design the mechanisms to promote the NIDS (e.g. text messages, flyers, phone calls)
- 13.2. Implementation:** In conjunction with the authorities in charge of the PATH program, execute the NIDS promotions
- 13.3. Data collection:** Gather administrative data on enrolments and execute a survey to understand why individuals have (not) enrolled
- 13.4. Analysis:** Systematize the results of the study and produce a report with the main findings.

14. Expected results and outputs

- 14.1. Deliverable 1:** Work plan and timeline
- 14.2. Deliverable 2:** Intervention design and draft survey

14.3. Deliverable 3: Databases with study results: (i) administrative data; and (ii) survey responses

14.4. Deliverable 4: Report with main findings

15. Project schedule and milestones

15.1. This consultancy should be completed within 8 months of contract signature. Below is the proposed schedule with the main milestones for each month:

15.1.1. Month 1: Work plan and timeline

15.1.2. Month 2: Intervention and survey design

15.1.3. Month 3: Implementation

15.1.4. Month 8: Analysis and report writing

15.2. This schedule may be subject to adjustments to be agreed upon by the consulting firm and the Bank.

16. Information requirements

16.1. The consulting firm shall submit biweekly progress reports to the Bank. The reports should include updates on the progress of each activity and any problems or challenges that have arisen during implementation, as well as how they have been resolved.

16.2. The consulting firm should submit a final report summarizing recommendations for improving the data collection process, including any limitations or difficulties encountered during the process.

16.3. All deliverables, including datasets, codebooks and reports, should be sent digitally by e-mail to Benjamin Roseth (broseth@iadb.org). The data sets should be submitted in .xls, .R, .dta or similar format, to be agreed between the consulting firm and the Bank.

16.4. Any change in the schedule or scope of work shall be promptly communicated to the Bank and agreed upon in writing by both parties.

16.5. The consulting firm should be open to holding virtual meetings at the request of Bank team members to discuss progress, address any concerns, and provide updates on the project. These meetings may be held by videoconference or other means agreed upon by both parties.

17. Acceptance criteria

17.1. Deliverables will be considered accepted only after they are reviewed and approved in writing via email by the Bank's team members.

18. Supervision and reporting

18.1. The supervisor of this consultancy will be Benjamin Roseth (broseth@iadb.org). The consulting firm will maintain regular communication with the supervisor and her team throughout the project and will provide updates on the progress of each activity and any problems or challenges that arise during implementation.

19. Payment Schedule

19.1. Payment terms will be based on project milestones or deliverables. The Bank does not intend to make advance payments under consulting contracts unless a significant amount of travel is required. The Bank desires to receive the most competitive cost proposal for the services described herein.

19.2. The IDB Official Exchange Rate indicated in the RFP will be applied for necessary conversions of payments in local currency.

Payment Schedule	
Deliverable	%
1. Deliverable 1, as described in Section 5.1.	10%
2. Deliverable 2, as described in Section 5.2.	10%
3. Deliverable 3, as described in Section 5.3.	40%
4. Deliverable 4, as described in Section 5.4.	40%
TOTAL	100%

TERMS OF REFERENCE

PUBLIC SERVANT DIGITAL READINESS SURVEYS IN JAMAICA

Selection process

Technical Cooperation JA-T1225

Public link to the project document: #####

20. Background and justification

20.1. The IDB is supporting the Government of Jamaica in its digital transformation efforts. A key part of its digital transformation is improving the ability of public servants to operate in a digital context. The first step in that effort is conducting a baseline assessment of digital capabilities of Jamaican public servants.

21. Objectives

21.1. Conduct a survey-based digital readiness assessment of Jamaican public servants.

21.2. The survey will collect information from citizens on:

- ICT use at work
- Self-confidence in use of technology
- Attitudes towards change
- Cybersecurity practices
- Cybersecurity knowledge

22. Scope of services

Design, pilot, implement, and analyze a survey of a minimum of 5,000 Jamaican public servants from at least 10 different Ministries, Departments, or Agencies.

23. Main activities

23.1. Survey design: Draft the questionnaire and incorporate IDB feedback

23.2. Pilot: Test the survey with at least 15 Jamaican public servants; incorporate their feedback.

23.3. Implement: Distribute the survey via electronic and physical means as necessary to hit the completion targets.

23.4. Analysis: Systematize the database of results and produce a PowerPoint presentation with the main findings.

24. Expected results and outputs

24.1. Deliverable 1: Draft survey

24.2. Deliverable 2: Final survey, incorporating IDB and pilot feedback

24.3. Deliverable 3: Database with survey responses

24.4. Deliverable 4: PowerPoint Presentation with findings

25. Project schedule and milestones

25.1. This consultancy should be completed within 4 months of contract signature. Below is the proposed schedule with the main milestones for each month:

25.1.1. Month 1: Review of questionnaire, incorporation of feedback

25.1.2. Months 2 and 3: Survey implementation

25.1.3. Month 4: Analysis and report preparation

25.2. This schedule may be subject to adjustments to be agreed upon by the consulting firm and the Bank.

26. Information requirements

26.1. The consulting firm shall submit biweekly progress reports to the Bank. The reports should include updates on the progress of each activity and any problems or challenges that have arisen during implementation, as well as how they have been resolved.

26.2. The consulting firm should submit a final report summarizing recommendations for improving the data collection process, including any limitations or difficulties encountered during the process.

26.3. All deliverables, including datasets, codebooks and reports, should be sent digitally by e-mail to Benjamin Roseth (broseth@iadb.org). The data set should be submitted in .xls, .R, .dta or similar format, to be agreed between the consulting firm and the Bank.

26.4. Any change in the schedule or scope of work shall be promptly communicated to the Bank and agreed upon in writing by both parties.

26.5. The consulting firm should be open to holding virtual meetings at the request of Bank team members to discuss progress, address any concerns, and provide updates on the project. These meetings may be held by videoconference or other means agreed upon by both parties.

27. Acceptance criteria

27.1. Deliverables will be considered accepted only after they are reviewed and approved in writing via email by the Bank's team members.

28. Supervision and reporting

28.1. The supervisor of this consultancy will be Benjamin Roseth (broseth@iadb.org). The consulting firm will maintain regular communication with the supervisor and her team throughout the project and will provide updates on the progress of each activity and any problems or challenges that arise during implementation.

29. Payment Schedule

29.1. Payment terms will be based on project milestones or deliverables. The Bank does not intend to make advance payments under consulting contracts unless a significant amount of travel is required. The Bank desires to receive the most competitive cost proposal for the services described herein.

29.2. The IDB Official Exchange Rate indicated in the RFP will be applied for necessary conversions of payments in local currency.

Payment Schedule	
Deliverable	%
5. Deliverable 1, as described in Section 5.1.	10%
6. Deliverable 2, as described in Section 5.2.	10%
7. Deliverable 3, as described in Section 5.3.	40%
8. Deliverable 4, as described in Section 5.4.	40%
TOTAL	100%