

Proceso de selección #:

## **TERMS OF REFERENCE**

*Design and implementation of the communication strategy, digital platform, and dissemination activities.*

REGIONAL  
RG-T4842

### **1. Background and justification**

- 1.1. The Inter-American Development Bank (IDB), through the Water and Sanitation Division (INE/WSA), is implementing the second phase of the Sustainable and Innovative Rural Water, Sanitation and Hygiene (SIRWASH) program. Its objective is to strengthen knowledge management and strategic communication to improve rural WASH services in Latin America and the Caribbean.
- 1.2. Component 1 of this Technical Cooperation (TC) focuses on consolidating and disseminating key knowledge and operational products generated under SIRWASH, ensuring visibility and promoting their use by governments, service providers, and other sector actors. To achieve this, a specialized communication and digital design firm will be hired to design and implement an integrated communication strategy, develop a digital platform, and carry out dissemination activities.

### **2. Objectives**

- 2.1. **General objective:** Design and implement SIRWASH Phase II's communication strategy, develop a functional and user-friendly digital platform, and conduct dissemination activities to ensure broad visibility of program results and donor financing.

### **3. Scope of the services**

The consulting firm will:

- 3.1 Design the communication strategy: Define objectives, key audiences, messages, communication channels, and a detailed implementation plan with a timeline and monitoring indicators.
- 3.2 Design and launch the digital platform: Develop a functional and interactive platform (website or microsite) hosted on an IDB-approved server.
- 3.3 Produce strategic communication materials: Ensure integration of multimedia resources, visual content, and links to SIRWASH knowledge products. Develop infographics, videos, presentations, publications, and other graphic materials, aligned with IDB branding and donor visibility guidelines.
- 3.4 Implement dissemination activities: Organize and support webinars, virtual events, and product launches; Monitor and report on reach, engagement, and participation, documenting key results.

#### **4. Key activities**

1. Review and analysis of existing materials and tools
  - Review relevant SIRWASH knowledge and operational products to identify key messages, target audiences, and priority content for dissemination.
  - Analyze IDB and SIRWASH program communication guidelines and donor visibility requirements to ensure alignment.
2. Design of the communication strategy
  - Define objectives, audiences, key messages, communication channels, and an implementation plan with timelines and performance indicators.
  - Present the strategy to the IDB and COSUDE for validation and incorporate comments.
3. Development and launch of the digital platform
  - Design and develop a functional and interactive platform (website or microsite) for SIRWASH phase II, ensuring user-friendly navigation and integration of multimedia content.
  - Test, adjust, and validate the platform with the IDB before launch.
4. Production of communication materials
  - Prepare high-quality visual and multimedia materials, including infographics, videos, technical briefs, and bulletins, following the approved strategy and IDB branding guidelines.
  - Adjust and edit materials based on IDB feedback.
5. Implementation of dissemination activities
  - Organize webinars, virtual events, and product launches to promote SIRWASH results.
  - Ensure proper documentation of activities, including participation records, visibility actions, and dissemination metrics (reach, engagement).
6. Reporting and final recommendations
  - Provide periodic summaries of communication and dissemination activities.
  - Deliver a final report consolidating the communication results, lessons learned, and recommendations for future rural WASH communication initiatives.

#### **5. Expected results and deliverables**

- Deliverable 1: Communication strategy approved. Document including objectives, audiences, key messages, channels, implementation plan, and monitoring indicators.
- Deliverable 2: Digital platform launched. Fully functional and approved platform with initial content uploaded.
- Deliverable 3: Communication materials package. At least 10 approved products (infographics, videos, briefs, or similar).
- Deliverable 4: Final dissemination report. Consolidated report summarizing activities, communication results, performance indicators, and recommendations for future rural WASH communication strategies.

## **6. Deadlines**

All deliverables will be paid once the IDB has issued written approval for each report.

- Deliverable 1: Approved strategy – 3 months.
- Deliverable 2: Digital platform launched – 6 months.
- Deliverable 3: Communication materials package – 9 months.
- Deliverable 4: Final dissemination report – 12 months.

## **7. Reports requirements**

The consulting firm shall submit a total of two main deliverables during the consultancy, in accordance with the schedule and activities outlined in chapter 5 Project timeline and milestones of these Terms of Reference.

Reports shall be prepared in Spanish and delivered in editable format, including all annexes and verification means necessary to support the analysis presented.

The submission of each deliverable will be subject to review and approval by the Bank and may require adjustments or additional information based on comments received.

## **8. Acceptance criteria**

Acceptance of deliverables will be subject to technical evaluation and explicit approval by the Inter-American Development Bank (IDB) team, which will act as the technical supervisor of the consultancy. Each submission must comply with the content, scope, technical quality, and deadlines established in these Terms of Reference.

Once a deliverable is received, the Bank team will review the document and issue comments, if applicable, within a maximum of 15 calendar days. The firm shall address the comments and submit a revised version, which will be evaluated until its final acceptance.

A deliverable will be considered accepted when the IDB formally confirms in writing that its content meets the established requirements. Only formally accepted deliverables will be considered valid for payment purposes. Acceptance will be under the responsibility of the IDB Sector Specialist designated as supervisor, who will approve the deliverables on behalf of the Bank.

The IDB may also consult or share the deliverables with national counterparts—including focal points in Bolivia, Brazil, Haiti, and Peru— as part of the technical validation and institutional appropriation process. The Bank's final acceptance may take into account substantive comments from these key actors.

## **9. Firm requirements**

Proven experience in at least 5 relevant assignments in communication strategy, digital design, or knowledge dissemination in development or international cooperation programs.

Demonstrated capacity to produce high-quality visual and multimedia materials and organize dissemination events.

Knowledge of communication guidelines of multilateral organizations (desirable).

A team including specialists in strategic communication, graphic design, and web development.

#### **10. Other requirements**

No special security requirements or access restrictions are foreseen, as no fieldwork is expected for the requested service.

Coordination with local stakeholders will be carried out through the Bank, or at least with its knowledge.

Documents and working files must be kept available in editable format and shared on platforms accessible to the IDB and national counterparts.

#### **11. Supervisión e Informes**

The firm will report to the IDB task team leader (INE/WSA) and coordinate closely with the SIRWASH program team. All deliverables will be reviewed and formally approved by the IDB before payment.

#### **12. Payments schedule**

Payment conditions will be based on the project deliverables. The Bank does not expect to make advance payments under consultancy contracts unless a significant amount of travel is required.

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

Deliverable 1: Approved strategy – 15%.

Deliverable 2: Digital platform launched – 25%.

Deliverable 3: Communication materials package – 35%.

Deliverable 4: Final dissemination report – 25%.

## HRD Terms of Reference

## ANNEX A

### INE/WSA Engineering & Infrastructure PEC Consultant

#### Water & Sanitation

**Post of Duty:** Remote, with availability for coordination meetings if required.

#### About this position

We are looking for a communication and knowledge management consultant to support SIRWASH phase II by producing high-quality communication materials and ensuring proper visibility of knowledge and operational products. The work will focus on preparing infographics, technical briefs, bulletins, and other products aligned with IDB guidelines, reviewing materials developed by other consultants or firms, and providing inputs for monitoring and donor reporting. The consultant will contribute to enhancing the visibility of SIRWASH results and promoting their use among partners and beneficiary countries..

#### What you'll do

ACT. 1. Develop and produce communication materials, such as infographics, technical briefs, bulletins, and diagrammed documents, ensuring clear and visually engaging content consistent with IDB branding and donor visibility guidelines.

ACT. 2. Review and edit communication and knowledge products produced under SIRWASH phase II, ensuring technical quality, coherence, and alignment with the TC's strategic objectives and messaging.

ACT. 3. Support reporting and visibility efforts, preparing summaries of communication outputs, compiling dissemination metrics when available, and providing inputs for TC monitoring reports and donor updates.

ACT. 4. Provide technical inputs for knowledge management products, ensuring that lessons learned and key messages are translated into clear and accessible materials for dissemination by other components of the TC.

#### Deliverables and Payments Timeline

Deliverable #	Description	Percentage	Planned date to submit
1	<b>Deliverable 1.</b> First package of communication materials: at least 3 products (for example, 2 infographics and 1 technical brief) approved by the team leader.	30%	31/03/2026

2	<b>Deliverable 2.</b> Second package of communication materials: at least 4 additional products (for example, 2 infographics, 1 bulletin, and 1 technical brief) and an updated list of reviewed products.	30%	30/07/2026
3	<b>Deliverable 3.</b> Final package and communication report: at least 4 additional products (for example, 2 infographics, 1 bulletin, and 1 technical brief), a consolidated list of all materials produced and reviewed, and technical recommendations for future rural WASH communication products.	40%	30/11/2026

Payments will be made upon the submission of invoices linked to the delivery and acceptance of the above-mentioned activities by the project supervisor. Invoices will account for the number of days worked on a given product, activities performed, and outputs delivered.

### **Requirements**

- Education: university degree in communication, graphic design, journalism, or related fields; a master's degree is desirable in visual communication, knowledge management, or communication for development.
- Experience: Proven participation in at least 5 relevant assignments related to the design and editing of communication and knowledge products, preferably in the water and sanitation sector, rural development, or international cooperation. Experience working with multilateral organizations or development agencies is an asset.
- Citizenship: Citizen of one of our 48-member countries, and either a citizen or a resident with legal permit to work in your country of residency.
- Consanguinity: No family members (up to the fourth degree of consanguinity and second degree of affinity, including spouse) working at the IDB, IDB Invest, or IDB Lab.

### **Type of contract and duration**

- Type of contract: Products and External Services Consultant (PEC)
- Estimated days of work: 112
- Period of contract: From 10/01/2026 to 30/11/2026

## HRD Terms of Reference

## ANNEX A

### INE/WSA Engineering & Infrastructure PEC Consultant

#### Water & Sanitation

**Post of Duty:** IDB Headquarters

#### About this position

We are looking for a water and sanitation consultant to coordinate the implementation of the SIRWASH phase II, aimed at strengthening knowledge management, strategic communication, and operational alignment in the rural WASH sector in Latin America and the Caribbean. The work will focus on coordinating and monitoring activities across participating countries, preparing and reviewing terms of reference and technical products, and following up on procurement processes and deliverables. The consultant will support the IDB team in ensuring effective dialogue with partners and beneficiary countries, facilitating the dissemination of lessons learned, and contributing to the overall governance and activities of the SIRWASH facility to enhance the quality, impact, and sustainability of rural water and sanitation services.

#### What you'll do

**ACT. 1. Coordinate the operational implementation, governance, and reporting of SIRWASH phase II**, ensuring alignment of activities with the objectives of the technical cooperation and the overall SIRWASH facility. This includes maintaining regular communication with IDB headquarters, country offices, and focal points in Bolivia, Brazil, Haiti, and Peru; following up on agreements with national counterparts; ensuring timely responses to requests from participating countries and strategic partners; participating in planning and coordination meetings; systematizing information for evaluation, monitoring and donor reporting; preparing technical summaries and updates for the Swiss Agency for Development and Cooperation (SDC); and promoting synergies with other initiatives financed under the SIRWASH facility.

**ACT. 2. Provide technical and operational support** to the preparation, contracting, and monitoring of activities financed under SIRWASH phase II, including drafting and reviewing terms of reference, supporting procurement and contracting processes, monitoring work plans, and reviewing deliverables and final products to ensure technical quality, consistency, and alignment with TC objectives.

**ACT. 3. Support knowledge management and communication** efforts, contributing to the preparation, review, and dissemination of knowledge and operational products generated under SIRWASH. This includes coordinating with communication consultants to ensure proper visibility of TC activities and results, preparing technical inputs for publications and briefs, and ensuring the visibility of donor and partner financing.

### **Deliverables and Payments Timeline**

Deliverable #	Description	Percentage	Planned date to submit
1	<b>Work plan.</b> Detailed annual plan for coordination, contracting, evaluation and monitoring activities, approved by the team leader.	15%	22/09/2025
2	<b>Progress report 1.</b> Summary of coordination activities, follow-up on contracting processes, and reporting to the donor (SDC), including evidence of meetings, agreements, and initial reviewed products.	25%	31/01/2026
3	<b>Progress report 2.</b> Summary of coordination activities, follow-up on contracting processes, review of deliverables, and knowledge dissemination actions, including systematized information for donor reporting.	25%	30/05/2026
4	<b>Final report.</b> Consolidated summary of coordination, governance, contracting, and knowledge management activities, including inputs for the final TC report and the updated status of all products and processes.	35%	30/08/2026

Payments will be made upon the submission of invoices linked to the delivery and acceptance of the above-mentioned activities by the project supervisor. Invoices will account for the number of days worked on a given product, activities performed, and outputs delivered.



**Requirements**

- Education: Master's degree or equivalent relevant professional experience in Engineering & Infrastructure
- Experience: Minimum of 5 years of relevant professional experience
- Citizenship: Citizen of one of our 48-member countries, and either a citizen or a resident with legal permit to work in your country of residency.
- Consanguinity: No family members (up to the fourth degree of consanguinity and second degree of affinity, including spouse) working at the IDB, IDB Invest, or IDB Lab.

**Type of contract and duration**

- Type of contract: Products and External Services Consultant (PEC)
- Estimated days of work: 192
- Period of contract: From 01/09/2025 to 31/08/2026