

**AMENDED AND RESTATED
ADMINISTRATION AGREEMENT**

between

THE INTER-AMERICAN DEVELOPMENT BANK

and

**THE GENERAL SECRETARIAT OF THE ORGANIZATION OF
AMERICAN STATES**

regarding

a

Project Specific Grant to the Inter-American Development Bank
for Project RG-X1174:

“Assistance to develop and implement a Communications
Outreach Strategy for the Pathways to Prosperity in the Americas Initiative”

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THIS ADMINISTRATION AGREEMENT is entered into between the Inter-American Development Bank (the “Bank”) and the General Secretariat of the Organization of American States (the “Donor”) (hereinafter together referred to as the “Parties”).

WHEREAS On June 19, 2013 the Parties entered into an Administration Agreement regarding a Project Specific Grant to the Bank for Project RG-X1174 (the “Original Administration Agreement”), which they now wish to amend and restate as follows;

WHEREAS the General Assembly of the Organization of American States (AG/RES. 2644 XLI-O/11) instructed the General Secretariat of the Organization to, through the Department of Sustainable Development, continue supporting the member states in their efforts to share information, experiences and good practices seeking to strengthen the hemispheric agenda of sustainable development;

WHEREAS the Tripartite Committee of Cooperation (the Organization of American States, the Bank and Economic Commission for Latin America and the Caribbean) (hereinafter together referred to as the “Tripartite Committee”) was established on December 7, 1960 with the objective of promoting the coordination and cooperation of efforts in common areas between the three institutions; and that in 2010 the three institutions re-launched the Tripartite Committee and reaffirmed their commitment to double their efforts in order to achieve a closer cooperation;

WHEREAS the Pathways to Prosperity in the Americas Initiative (hereinafter referred to as “Pathways”) links Western Hemisphere countries committed to democracy and open markets in an initiative to promote inclusive growth, prosperity, and sustainable development;

WHEREAS Pathways functions as a policy-level dialogue through which the countries learn from one another’s experience to spread the benefits of economic growth more broadly to all citizens; and that the Inter-American Development Bank (IDB), the Organization of American States (OAS) and the Economic Commission for Latin America and the Caribbean (ECLAC) are institutional partners of the initiative;

WHEREAS the Donor, through the Department of Sustainable Development (DSD), has been tasked with creating the necessary support structures for Pathways - including a clearinghouse mechanism- in close coordination with the Tripartite Committee;

WHEREAS the clearinghouse mechanism, functioning from within the Donor, will serve as a tool for communication, knowledge sharing, collaboration and identification of innovative ideas to respond to the challenges set in the Pathways agenda. The clearinghouse mechanism will also ensure continuity to Pathways’ Action Plan;

WHEREAS an innovative and dynamic platform for communication and outreach between governments and other key actors could significantly increment the impact and relevance of Pathways;

WHEREAS the development and implementation of a communications and outreach strategy targeting objective audiences and aim for increasing the private’s sector and other key stakeholders participation in Pathways, will significantly raise the impact and relevance of the initiative;

WHEREAS the Pathways website hosted by the Bank, will be an important element of the clearinghouse mechanism for the achievement of the expected results;

WHEREAS the communications and outreach strategy should focus in reaching the media and enhance Pathways’ website through the incorporation of interactive functions and social media for knowledge sharing and lessons learned to support the clearinghouse mechanism;

WHEREAS the Donor through DSD, in its capacity as clearinghouse mechanism of Pathways and in an effort to promote dialogue between its key actors, will support and participate in the IV Red Vuce Meeting that will be held in Santiago, Chile on December 5th and 6th, 2013 (the “Event”). The topics to be discussed during the Event constitute an area of interest for the Pathways’ Pillar II: Facilitation of commerce and regional competition, according to the priorities established in Pathways’ Action Plan;

WHEREAS the Donor will contribute and transfer to the Bank U.S. \$ 30,000.00 (thirty thousand dollars) to cover expenses associated with the Event. The Event aims to achieve progress in the priorities and actions of Pillar II and the Agreements achieved during Pathways’ VI Ministerial Meeting;

WHEREAS, the Bank has designed Project No. RG-X1174 titled, “Assistance to develop and

implement a Communications and Outreach Strategy for the Pathways to Prosperity in the Americas Initiative” (the “Project”), as described in the attached project document (the “Project Document”): Annex A and Annex C;

WHEREAS, the Donor has agreed to support the execution of the Project by providing a project specific grant to be administered by the Bank; and

WHEREAS, the Bank is prepared to receive and administer the contribution funds to be made available by the Donor.

NOW, THEREFORE, the Parties hereby agree as follows:

1. The Donor will make available to the Bank a grant contribution in the amount of U.S. \$ 167,895.00 (one hundred sixty-seven thousand eight hundred ninety-five dollars) (the “Contribution”) to be administered by the Bank to co-finance the Project, pursuant to the Project Document, which constitutes an integral part of this Administration Agreement.
2. The Contribution will be solely for the purposes indicated in the Project Document. Any material deviations from the objectives and activities of the Project described in the Project Document will require the Donor’s written approval. The IDB will execute the activities established under the Project Document in close coordination with the other members of the Tripartite Committee. For the avoidance of doubt, the execution of the Project by the Bank will be limited to the twelve months period contemplated in the Project Document and such period will start upon the signature of this Administration Agreement. The Bank will make a good faith effort to complete the activities contemplated in paragraph 3.2 of the attached Annex A within such twelve month period. Before the expiration of such term, if there are any Project activities pending that may not be completed within the agreed term, the Bank and the Donor will consult with the purpose of establishing the mechanism(s) by which such activities could be transferred and completed by another party, including other members of the Tripartite Committee. Failure to establish or agree on such mechanism(s) will not create an obligation for the Bank to continue with the execution of the Project after the expiration of the twelve months term.
3. The Contribution is to be transferred in two installments. Following the signature of the Original Administration Agreement on June 19, 2013 the Donor transferred to the Bank U.S. \$ 137, 895.00 (one hundred thirty-seven thousand eight hundred ninety-five dollars) (the “First Installment”). Following the signature of this Administration Agreement by the Parties, the Donor will transfer to the Bank U.S. \$ 30,000.00 (thirty thousand dollars) (the “Second Installment”), upon the Bank’s written request, to the account #04404221 “Inter-American Development Bank - Cofinancing Account” opened by the Bank at Deutsche Bank America Trust, New York (swift #BKTRUS33XXX) (the “Account”). The Account is denominated in U.S. dollars and includes resources provided as grant funds by other donors for other Bank projects. The Contribution will be administered in the Account without distinction from other donors’ contributions. The Second Installment shall be used exclusively for the performance of the activities described in Annex C.
4. The Bank will administer the Contribution in accordance with the provisions of this Administration Agreement and the Bank’s applicable policies and procedures. The Bank will exercise the same care in the discharge of its functions, as described in this Administration Agreement, as it exercises with respect to the administration and management of resources from other donors, and will have no further liability to the Donor in respect thereof.

5. The Contribution will be accounted for separately from the Bank's assets, and will be administered together with other contributions received by the Bank. The Bank may freely exchange the Contribution funds into other currencies as may facilitate their administration and disbursement. The Bank will not be responsible for foreign exchange risk in the receipt, conversion or administration of Contribution funds. Further, the Bank may at its discretion invest and reinvest the resources of the Contribution pending their disbursement in connection with the Project.
6. To assist in the defrayment of the administrative costs in relation to the Contribution, the Bank will charge and retain:
 - (a) a fee equal to five percent (5%) of the total amount of the Contribution at the time each installment of the Contribution is deposited by the Donor into the Account; and
 - (b) any investment income generated by the Contribution pending its disbursement towards the Project.
8. The Bank's procurement policies and procedures will be applicable to the procurement of goods and services, as well as the contracting of consulting services, carried out with the Contribution, as required by the different components of the Project. Further, the Donor accepts that:
 - (a) the resources of the Contribution will be completely untied; and
 - (b) the consultancy services financed with the Contribution may be provided and executed by companies, specialized institutions or individuals from any Bank member country.
9. The Donor will not be responsible for the activities of any person or third-party engaged by the Bank as a result of this Administration Agreement, nor will the Donor be liable for any costs incurred by the Bank in terminating the engagement of any such person.
10. The Donor and the Bank shall share joint ownership in the copyright of any work produced in the course of carrying out the Project, as described in the Project Document. Notwithstanding the above, other international organizations shall, upon request, be granted access to such work.
11. The Bank will submit quarterly progress and financial reports (March 31st, June 30th, September 30th, and December 31st) to the Donor and a final Project report. The reporting will be provided following the template for progress reports attached hereto as Annex B. The Donor may also request a copy of the non-audited financial statements of the Project. The Bank will not provide audited financial statements for the Account.
12. The Bank will provide a copy to the Donor of the consultant's report to be prepared for "Component 1" of the Project Document. The Donor may also request a copy of the non-audited financial statements of the Project. In addition, the Donor may request an "agreed upon procedures" report issued by the Bank's external auditor on the use of the Contribution resources, as previously defined and agreed upon by the Donor, the External Auditor, and the Bank. The cost of such auditor's report will be borne by the Donor and will not be deducted

from the Contribution. The Donor will reimburse the Bank for the cost of this report within 15 days after receiving a written request from the Bank.

13. The Bank will contribute to the Project with an in-kind contribution equivalent to the amount U.S. \$ 49,000 (forty nine thousand dollars). The in-kind contribution will include i) access to IDB headquarters' building, computer equipment and internet access for the professionals hired under the project; and ii) professional services needed to support the implementation of Project activities, such as the website and the communication strategy, which will be provided by Bank personnel dedicated to assist IDB's work related to the Project. The Bank must maintain written records, as it does during its ordinary course of business, to support all allowable costs claimed as being its counterpart contribution. The Bank shall report the amount of counterpart funding contributed under the award in its financial status reports as part of the progress report mentioned in paragraph 11 above.
14. As soon as possible upon completion of the Project, the Bank will return to the Donor any remaining uncommitted Contribution funds, unless otherwise agreed to in writing by the Parties.
15. The Donor further acknowledges that the Bank's commitment to use the Contribution as contemplated herein will be subject to the Bank's formalization of all internal approvals necessary for the Project and/or the Project Document.
16. The offices responsible for coordination of all matters and receiving any notice or request in writing in connection with this Administration Agreement or the Project are as follows:

(a) For the Bank:

- i. All communications pertaining to donor relations and resource mobilization will be directed to:

Inter-American Development Bank
1300 New York Avenue, NW
Washington, D.C. 20577
UNITED STATES OF AMERICA
Attention: Manager, Office of Outreach and Partnerships (ORP)
Tel.: +1 (202) 623-1583
Fax: +1 (202) 623-2543
E-mail: partnerships@iadb.org

- ii. Day-to-day communications regarding the implementation of this Administration Arrangement will be directed to:

Inter-American Development Bank
1300 New York Avenue, NW
Washington, D.C. 20577
UNITED STATES OF AMERICA
Attention: Chief, Grants and Co-financing Management Unit
 Office of Outreach and Partnerships (ORP/GCM)

Tel.: +1 (202) 623-2018
Fax: +1 (202) 623-3171
E-mail: orp-gcm@iadb.org

(b) For the Donor:

- i. All communications pertaining to institutional relations and partnerships will be directed to:

GS/OAS
1889 F Street NW,
Washington, D.C. 20006
UNITED STATES OF AMERICA
Attention: Director, Department of International Affairs (DIA)
Tel.: +1 (202) 458-6905
Fax: +1 (202) 458-6319
E-mail: N/A

- ii. Day-to-day communications regarding the implementation of this Administration Arrangement will be directed to:

Secretaría General de la OEA
Claudia de Windt
Jefe de la Sección de Derecho Ambiental, Políticas y Gobernabilidad
Departamento de Desarrollo Sostenible
1889 F Street, N.W.
United States of America
Tel: (202) 458-6914
Fax: (202) 458-3560
E-mail: CDeWindt@oas.org

17. All communications and notices pertaining to this Administration Agreement will be valid only when sent via courier, fax, email, and are addressed to the Coordinators to the abovementioned addresses. Communications and notices sent via email, will only be valid when directly sent from the email address of the Coordinator of one Party to the email address of the Coordinator of the other Party.
18. Any of the Parties may change the responsible entity, designated Coordinator, address, telephone number, fax number, or email address mentioned above, by giving written notice of such change to the other Party,
19. This Administration Agreement will come into force on the date of its signature by each of the Parties and will remain in effect during the execution period of the Project as indicated in the Project Document.
20. Modifications to this Administration Agreement may only be made by mutual agreement in writing by the duly authorized representatives of the Parties.

21. Subject to their respective policies and procedures with respect to the disclosure of information, the Parties may make this Administration Agreement publicly available.
22. Nothing in this Administration Agreement may be construed as creating an agency relationship between the Parties.
23. Nothing in this Agreement constitutes an express or implied waiver of the privileges and immunities of the Parties, their personnel and assets, in accordance with the OAS Charter, the Agreement Establishing the Inter-American Development Bank relevant agreements and pursuant to general principles and practices of international law.
24. The Parties will seek to settle amicably any disputes that may arise from or relate to this Administration Agreement.
25. The Parties agree to observe the highest ethical standards and administrative transparency in all actions and activities related to this Agreement. Failure to comply with this provision shall constitute grounds for anticipatory termination of this Agreement.
26. This Agreement may be terminated by mutual consent or by either of the Parties by written notice from one to the other with not less than sixty days-notice. Nevertheless, such termination will not affect any commitments of the Parties that were made based on this Agreement prior to receiving such termination notice. Such commitments will be fully executed regardless of the termination of this Agreement.

IN WITNESS WHEREOF, the Inter-American Development Bank and the General Secretariat of the Organization of American States, each acting through its duly authorized representative, have signed this Administration Agreement in two (2) original counterparts in the English language as of the dates indicated below.

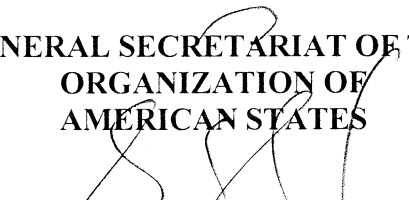
**INTER-AMERICAN
DEVELOPMENT BANK**



Bernardo Guillamon
Manager, Office of Outreach and Partnerships

Date: DEC 2 / 2013

**GENERAL SECRETARIAT OF THE
ORGANIZATION OF
AMERICAN STATES**



Clefus I. Springer
Director, Department of Sustainable
Development

Date: 11/27/2013

ANNEX A:
DOCUMENTO DE COOPERACIÓN TÉCNICA

I. INFORMACIÓN BÁSICA

País/Región:	Regional.		
Nombre y número de la operación:	Apoyo para el desarrollo e implementación de una estrategia de divulgación y comunicación para la Iniciativa Caminos a la Prosperidad en las Américas. RG-X1174.		
Equipo:	Carolyn Robert, Jefe de Equipo; Andrés Rebolledo; Paulina Valencia; Erick Feijoo y María Rospide, todos de INT; y Kevin McTigue (LEG/SGO).		
Tipo de CT:	Apoyo al cliente.		
Solicitudes:	<u>Declaración de la V Reunión Ministerial.</u>		
Fecha de Aprobación del Resumen de CT:	N/A.		
Beneficiario(s):	Entidades del sector público y privado de la región.		
Organismo ejecutor y datos de contacto:	El Banco Interamericano de Desarrollo (BID), por intermedio del Sector de Integración y Comercio (INT/INT).		
Donante que proveerá financiamiento	Secretaría General de la Organización de Estados Americanos (SG/OEA)		
Monto de financiamiento solicitado al BID	\$137,895 ¹		
Período de ejecución:	12 meses	Período de desembolsos:	12 meses
Fecha de inicio requerida:	Mayo 2013.		
Tipo de consultorías:	Individual/Firma Consultora		
Unidad responsable de preparación:	INT/INT.		
Unidad responsable de desembolsos:	INT/INT.		
Incluida en la EBP²:	N/A.	Incluida en CPD³:	N/A.
Prioridad sectorial GCI-9:	No. 4 de Integración Competitiva Regional y Global.		

¹ Estos recursos serán administrados por el BID mediante una contribución no-reembolsable para un proyecto específico "Project Specific Grant" (PSG). La OEA contribuiría con U\$S137.895. Este PSG será administrado por el BID de conformidad con las disposiciones del documento SC-114. De acuerdo con lo dispuesto en dicho documento, el compromiso de los recursos de la OEA para el PSG se establecerá mediante el Acuerdo de Administración ("Administrative Agreement") separado.

² Estrategia del Banco con el país.

³ Country Program Document.

II. OBJETIVO Y JUSTIFICACIÓN

- 2.1 La iniciativa Caminos a la Prosperidad en las Américas (la “Iniciativa”) vincula a los países del Hemisferio Occidental, comprometidos con la democracia y los mercados abiertos, en una iniciativa para promover el crecimiento inclusivo, la prosperidad y la justicia social. Actualmente, los países de Caminos incluyen a Belice, Canadá, Chile, Colombia, Costa Rica, República Dominicana, El Salvador, Estados Unidos, Guatemala, Honduras, México, Nicaragua, Panamá, Perú y Uruguay. Brasil y Trinidad y Tobago son observadores. El Banco Interamericano de Desarrollo (BID), la Organización de los Estados Americanos (OEA) y la Comisión Económica para América Latina y el Caribe (CEPAL) son socios estratégicos de Caminos y conforman el “Comité Tripartito” y participan activamente en el Grupo de Trabajo de Washington.
- 2.2 En la V Reunión Ministerial de Cali, los Ministros de Relaciones Exteriores, Ministros Responsables de Comercio y Altos Representantes de los gobiernos de los países participantes en la Iniciativa Caminos a la Prosperidad, subrayaron “la importancia del establecimiento de un mecanismo de facilitación para la Iniciativa Caminos a la Prosperidad en las Américas en la Secretaría General de la Organización de los Estados Americanos en estrecha coordinación con el BID y CEPAL, el cual servirá para apoyar la ejecución del Plan de Acción de la Iniciativa, según los lineamientos de las declaraciones ministeriales”; y reiteraron “la instrucción al Grupo de Trabajo de Washington para que, *en coordinación con cada una de las capitales, colabore con la implementación del mecanismo de facilitación de la Iniciativa, la coordinación de actividades y el seguimiento al Plan de Acción derivado de la Ministerial*”. Asimismo, se solicitó a las organizaciones del Comité Tripartito - Banco Interamericano de Desarrollo (BID), Comisión Económica para América Latina y el Caribe (CEPAL) y Organización de los Estados Americanos (OEA) para al BID que “*continúen apoyando el esfuerzo conjunto de organizar eventos y propiciar espacios que promuevan el intercambio de mejores prácticas y lecciones aprendidas, brindar asistencia técnica y de investigación, y discutir posibles fuentes de financiamiento para la implementación de políticas innovadoras que promuevan el desarrollo sostenible*”.
- 2.3 El mecanismo de facilitación funcionará como una herramienta de comunicación, intercambio de experiencias, colaboración e identificación de fuentes de innovación para dar respuesta a los desafíos establecidos en la agenda de Caminos a la Prosperidad. Este mecanismo incluirá el desarrollo de una plataforma virtual para el intercambio de ideas y establecerá un canal de comunicación entre los diferentes *stakeholders* con el fin de incrementar significativamente el impacto y la relevancia de la Iniciativa Caminos a la Prosperidad. Uno de los elementos centrales del mecanismo de facilitación incluye el desarrollo de una estrategia integral de comunicación y difusión que permita difundir los objetivos y trabajos de la Iniciativa en la región e incentivar la participación del sector privado y otros socios clave con miras a incrementar el impacto y la relevancia de la Iniciativa a nivel regional y mundial.
- 2.4 En virtud de lo anterior, el objetivo de esta cooperación técnica (CT) es apoyar el diseño, desarrollo e implementación de una estrategia de comunicación y difusión que servirá como una herramienta para alcanzar el objetivo central de la Iniciativa: promover el crecimiento inclusivo, la prosperidad y la justicia social en el Hemisferio mediante la expansión de oportunidades para todos los sectores de la sociedad; y mantener un comercio abierto y políticas de inversión que promuevan una prosperidad inclusiva y desarrollo sostenible. Las herramientas y productos de

difusión deberán desarrollarse a con miras a enviar un mensaje coherente y convincente en línea con estos objetivos.

- 2.5 Asimismo, la estrategia deberá identificar los medios más efectivos para captar la atención y atraer el interés de entidades del sector público y privado de la región hacia la Iniciativa, incluyendo sus principales actividades y logros. De igual manera, la estrategia deberá desarrollar las herramientas necesarias para establecer un canal de comunicación intra-inter gubernamental (i.e. entre diferentes ministerios y gobiernos, tanto a nivel nacional como internacional) que permita consolidar los esfuerzos de la Iniciativa.
- 2.6 Parte integral de la estrategia de comunicación y difusión será la página electrónica de la Iniciativa la cual tiene como objetivo apoyar la implementación del mecanismo de facilitación y actuar como una herramienta para alcanzar los resultados y productos esperados.
- 2.7 El BID se encargará de administrar la página electrónica de la Iniciativa y será responsable de la oportuna ejecución de las actividades que se señalan en este plan de operaciones para el desarrollo de la estrategia de comunicación y difusión con miras a educar, comprometer e involucrar a todos los ciudadanos de la región en la Iniciativa Caminos a la Prosperidad.

III. DESCRIPCIÓN DE ACTIVIDADES

- 3.1 **Componente: Diseño e implementación de una estrategia de divulgación y comunicación.**
Los países que conforman la Iniciativa Caminos a la Prosperidad requieren implementar una estrategia de comunicación y difusión con el objetivo de dar a conocer la iniciativa, los trabajos en curso y los que se llevarán a cabo, así como los progresos que se vayan alcanzando.
- 3.2 Este componente tiene el objetivo de diseñar, desarrollar e implementar una estrategia de comunicación que permita apoyar la implementación del mecanismo de facilitación y actuar como herramienta para alcanzar los objetivos de la Iniciativa. Para lograr estos objetivos, este componente financiará: i) la contratación de 2 consultores que se encargarán de diseñar, desarrollar e implementar una estrategia integral de comunicación y difusión para la Iniciativa; y ii) una firma consultora que se encargará de actualizar la página electrónica para que contenga la información principal de la Iniciativa así como las estructuras necesarias para el logro de sus objetivos. La estrategia de comunicación incluirá los siguientes productos: i) presencia en la web; ii) asesoría y apoyo para el desarrollo del logotipo y *branding* de la Iniciativa que permita dar un mensaje congruente y efectivo sobre la Iniciativa; iii) elaboración de materiales de difusión con el objeto de difundir entre los *stakeholders* relevantes la importancia y alcance de la Iniciativa; iv) difundir información sobre la Iniciativa incluyendo comunicados de prensa y redes sociales; y v) apoyo en la organización de eventos y *networking* con socios clave.
- 3.3 Para cada uno de los productos de la Estrategia, se deberán tomar en cuenta los siguientes componentes:

a) Desarrollar metas y resultados esperados

Definir claramente las metas y resultados anticipados de la Iniciativa incluyendo una descripción de cómo se planea alcanzar el objetivo central de la Iniciativa.

b) Audiencias clave

Se deberá identificar las audiencias clave a las cuales la estrategia deberá estar enfocada.

c) Estrategia para productos de trabajo

Identificar *stakeholders* clave con miras a involucrarlos activamente en el diseño y ejecución de los productos (i.e. división de labores/reglas de interacción entre los miembros del Comité Tripartito y el Departamento de Estado de los Estados Unidos).

d) Actividades para apoyar el alcance de la estrategia

Actividades necesarias para concretar productos y alcance de la estrategia

e) Contratación de personal y financiamiento

Elaborar un plan de adquisiciones señalando los recursos humanos y financieros que se necesitan para lograr los objetivos de la estrategia.

f) Escala de éxito

Identificar como se medirá el éxito obtenido

g) Identificar y definir los canales de comunicación

Identificar los canales de comunicación que serán usados para difundir el mensaje central (i.e. la página electrónica de la Iniciativa y el mecanismo de facilitación, medios de comunicación, redes sociales) y definir un plan de acción para hacer uso eficaz de estos medios. La estrategia deberá incluir un plan para mejorar la navegación en la página electrónica de la Iniciativa con miras a ampliar la presencia de la Iniciativa en la web y satisfacer las demandas de los usuarios. La información que se desplegará en la página electrónica (eventos, noticias, recursos) deberá ser puntual y actualizada constantemente. Otros elementos/actividades que se deberán considerar para este componente son:

- Edición y revisión del contenido de la página electrónica.
- Crear un espacio para la elaboración y edición de noticias en la página web que contenga comunicados de prensa, anuncios de los medios de comunicación etc.
- Preparar materiales de difusión como folletos de la Iniciativa, boletines informativos, fichas de datos y, al menos, un *banner* para ser usado en reuniones y exhibiciones.
- Envío de boletines informativos por correo electrónico y campañas de difusión en línea.
- Responder, en un tiempo considerado, a todas las solicitudes recibidas a través de la página electrónica y redes sociales (i.e. Facebook, twitter) responder correos electrónicos y monitorear los comentarios de las redes sociales, todo con el objetivo de mantener una presencia activa en línea y asegurar una interacción continua con los usuarios.
- Analizar la información y estadísticas sobre las visitas a la página electrónica.

h) Cronograma

Indicar el tiempo requerido para desarrollar e implementar cada producto de la estrategia.

i) Estrategia Sostenible

Desarrollar una estrategia sostenible para maximizar la habilidad de los socios de la estrategia para aportar comunicaciones y apoyar los esfuerzos de difusión de la Iniciativa.

Matriz de Resultados Indicativa

	Línea de Base			Meta final		Fuente
	Unidad	Valor	Año	Valor	Año	
Resultado intermedio						
Fortalecimiento del proceso de integración entre los países que conforman la Iniciativa <u>Indicador:</u> # de medidas identificadas y aprobadas para combatir los desafíos	#	N/N	N/N	4	2013	Reporte a Ministros en la VI Cumbre Ministerial
Resultado inmediato						
Mayor conocimiento sobre la Iniciativa Caminos a la Prosperidad <u>Indicador:</u> % de los representantes de los sectores públicos y privados beneficiarios de las actividades afirman que tienen mayor conocimiento sobre las actividades de la Iniciativa	%	N/N	N/N	75	2014	Resultado de encuestas post-eventos/informe final del proyecto en IDBDOCS.
Productos						
Estrategia de comunicación	#	0	2013	1	2013	Documento/informe final del proyecto en IDBDOCS.
Componentes de la estrategia de comunicación (redes sociales, video, <i>website</i>)	#	0	2013	3	2013/2014	Informe BID
Eventos	#	0	2013	2	2013/2014	Informe BID

IV. PRESUPUESTO

- 4.2 El monto total de la cooperación técnica es de U\$S137, 895 que será financiado con una contribución de la OEA de carácter no reembolsable.
- 4.3 Los recursos recibidos de la OEA se otorgarán al Banco a través de una Operación No Reembolsable para Proyectos Específicos (PSG, por sus siglas en inglés). El Banco administra estas operaciones de conformidad con lo establecido en el informe “*Report on COFABS, Ad-Hocs and CLFGS and a Proposal to Unify Them as Project Specific Grants (PSGS)*” (Documento SC-114). Según lo contemplado en estos procedimientos, el compromiso de la OEA se establecerá a través de un Acuerdo Administrativo por separado. Según dicho acuerdo, el Banco administrara los recursos de este proyecto y cobrará una comisión administrativa del 5% de la contribución total, la cual se identificará debidamente en el presupuesto del proyecto.
- 4.4 Como complemento de los recursos proporcionados por la OEA, y para asegurarse que el programa alcance sus objetivos, el Banco realizara una contribución de recursos en especie equivalente a U\$S49.000, que será calculada en base a horas persona para el apoyo a la implementación del mecanismo de facilitación.

Presupuesto indicativo (en US\$)

Actividades/Componentes	Descripción/Productos	BID	Total
Diseño e implementación de una estrategia de divulgación y comunicación	<ul style="list-style-type: none"> • Componentes multimedia. • Plan de comunicación. • Documento difusión y estrategia. 	73.000	73,000
	<ul style="list-style-type: none"> • Soporte para el desarrollo de componentes multimedia. • Soporte para el documento difusión y estrategia. 	58.000	58,000
Comisión Administrativa ⁴		6.895	6,895
TOTAL		137.895	137.895

⁴ Esta comisión administrativa está calculada en base al 5% de la contribución total de la OEA.

V. ORGANISMO EJECUTOR Y ESTRUCTURA DE EJECUCIÓN

- 5.1 La CT será ejecutada por el BID a través de INT. INT será responsable de la identificación, preparación, evaluación, ejecución y supervisión de las actividades previstas en el programa.
- 5.2 La SG/OEA estará a cargo de coordinar los trabajos relativos al desarrollo e implementación de la estrategia y de proveer los insumos necesarios a la ejecución en el marco del mecanismo de facilitación de Caminos a la Prosperidad.
- 5.3 El BID, como miembro del Comité Tripartito y socio estratégico de la Iniciativa, tiene entre sus responsabilidades la de apoyar las actividades establecidas en el Plan de Acción de Caminos a la Prosperidad. Esto, sumado al alcance regional de esta CT, dejan al BID en una posición estratégica para liderar y coordinar actividades establecidas en el Plan de Acción de la Iniciativa.
- 5.4 Durante los últimos años, el BID ha venido asumiendo el rol de ejecutor de algunas CTs con alcance regional debido a la importante experiencia acumulada en intercambio de experiencias, lo que le ha permitido ejercer liderazgo y otorgar apoyo técnico y capacitación en diversos temas por lo que cuenta con ventajas comparativas claves y las herramientas necesarias para asegurar la oportuna ejecución de esta CT.
- 5.5 El BID será responsable de contratar los recursos humanos (i.e. Consultor para el diseño e implementación de la estrategia de comunicación y un consultor para brindar apoyo para la implementación de la estrategia y administración de la página electrónica) que sean necesarios para el desarrollo e implementación de la estrategia en coordinación con la SG/OEA y, deberá cooperar y asegurarse que los consultores elaboren reportes trimestrales sobre el avance de las actividades llevadas a cabo bajo este Acuerdo de Cooperación. El equipo de proyecto será el encargado de entregar estos reportes y cualquier otra información que la SG/OEA pudiera solicitar.
- 5.6 El BID, como miembro del Comité Tripartito ejecutará, en estrecha coordinación con el resto de los miembros del Comité Tripartito, las actividades señaladas en este plan de operaciones.
- 5.7 La contratación de servicios de consultoría se realizará de conformidad con las “Políticas para la Selección y contratación de consultores financiados por el BID” (GN-2350-9) y de acuerdo con las provisiones establecidas en el convenio y el Plan de Adquisiciones.

VI. EXCEPCIONES A LAS POLÍTICAS DEL BANCO

- 6.1 Ninguna.

VII. RIESGOS

- 7.1 El principal riesgo asociado con esta CT está relacionado con la falta de coordinación entre los países. La estrategia para mitigar estos riesgos descansa en el rol del BID como organismo ejecutor y en la estrecha comunicación que existe con los países y con los demás miembros del Comité Tripartito.

VIII. CLASIFICACIÓN AMBIENTAL Y SOCIAL

- 8.1 Esta CT ha sido pre-clasificada bajo la categoría C por el Sistema de Salvaguardias Ambientales y Sociales del Banco. Los filtros de salvaguardias están disponibles en el siguiente enlace:
<http://idbdocs.iadb.org/wsdocs/getdocument.aspx?docnum=37765923>

Anexos requeridos:

- Declaración V Ministerial Caminos a la Prosperidad
<http://idbdocs.iadb.org/wsdocs/getdocument.aspx?docnum=37447524>
- Términos de referencia <http://idbdocs.iadb.org/wsdocs/getdocument.aspx?docnum=37737824>
- Términos de referencia <http://idbdocs.iadb.org/wsdocs/getdocument.aspx?docnum=37738077>
- Términos de referencia <http://idbdocs.iadb.org/wsdocs/getdocument.aspx?docnum=37809796>
- Plan de adquisiciones <http://idbdocs.iadb.org/wsdocs/getdocument.aspx?docnum=37738493>

Anexo:

- *Project Specific Grant to the Inter-American Development Bank for Project RG-X1174*
<http://idbdocs.iadb.org/wsdocs/getdocument.aspx?docnum=37809815>

[ANNEX B: TEMPLATE FOR PROJECT REPORTS]

Quarterly Progress Report
Project title:

“Assistance to develop and implement a Communications and Outreach Strategy for the Pathways to Prosperity in the Americas Initiative”

Grantee:
Inter-American Development Bank (IDB)

Reporting Period: From: XX-XX-XX through: XX-XX-XX
Report date of submission: XX/XX/XX

Agreement Number: RG-X1174

Project Duration: From: 06/01/2013 through: 05/31/2014

Grant Contribution: US\$ 167,895.00

Contact Information:

Carolyn Robert
Integration and Trade Sector (INT)
Inter-American Development Bank
1300 New York Avenue, N.W.
Washington, D.C. 20577
Tel.:
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1a. Brief description of the project:

The objective of this technical cooperation is to support the design, development and implementation of a communication and dissemination strategy that will serve as a tool to achieve the objective of the Pathways to Prosperity in the Americas Initiative: to promote inclusive growth, prosperity and social justice in the Hemisphere by expanding opportunities for all sectors of society, and maintain open trade and investment policies that promote inclusive prosperity and sustainable development. The outreach tools and products must be developed in order to send a consistent and compelling message in line with these objectives.

1b. Collaboration and partnerships:

List stakeholders, involved contacts and any additional partnerships for the reporting period:

2. Executive summary:

Briefly summarize the main results and progress achieved for the reporting period. Also highlight any major successes or changes. Please limit the Executive summary to one half-page

3. Description of results achieved during the period.

5. Challenges, lessons learned and best practices related to your project

- a) Identify the specific challenges related to any of the activities or outputs or in overall implementation:
- b) Identify successes and best practices related to any of the activities or outputs or in overall implementation:
- c) Identify lessons learned and/or recommendations for future action:

6. Upcoming Events

List upcoming events for the next quarter.

7. Cost-Sharing

Complete the table below with the approximate percentage of time dedicated by IDB staff working on this project as part of the in-kind contribution, for the months of the corresponding quarter of the reporting period. Add columns as necessary.

Month	IDB Staff 1 <i>[insert name]</i>	IDB Staff 2 <i>[insert name]</i>	IDB Staff 3 <i>[insert name]</i>
<i>Month 1</i>	X %	X %	X %
<i>Month 2</i>	X %	X %	X %
<i>Month 3</i>	X %	X %	X %

Recipient share:

(a) Total recipient share required:	\$ 49,000.00
(b) Recipient share of expenditures for this quarter:	\$
(c) Remaining recipient share to be provided (line a minus b):	\$



MEMORANDUM

Date: November 4, 2013

Ref: RG-X1174

To: Sonia Rivera
Unit Chief, ORP/GCM

From: Antoni Estevadeordal
Manager, INT/INT

Subject: Request a budget increase to RG-X1174 *“Apoyo para el desarrollo e implementación de una estrategia de divulgación y comunicación para la Iniciativa Caminos a la Prosperidad en las Américas”*

I. PURPOSE

Request a budget increase for the TC RG-X1174: *Apoyo para el desarrollo e implementación de una estrategia de divulgación y comunicación para la Iniciativa Caminos a la Prosperidad en las Américas”*. This TC was approved on June 2013, with resources from the Organization of American States (OAS) through a Project Specific Grant (PSG). The project team requests an increase in the amount of US\$30,000 (increasing total operation budget from US\$137,895 to US\$167,895) to finance dissemination activities and events, specifically, the Inter-American Network of International Trade Single Windows that will be celebrated in Chile on December of 2013.

Funds corresponding to this budget increase will be contributed by the OAS to the Bank. The content and modality of this budget increase have been discussed and agreed by the team with Alonso Chaverri-Suarez (LEG/CLA), Claudia Oglialoro (ORP/GCM) and Ginya Truitt

(ORP/ORP). The standard PSG procedures will apply. This MEMO will be attached to the Administration Agreement Amendment, and will constitute an integral part of it.

II. JUSTIFICATION AND OBJECTIVES

The Pathways to Prosperity in the Americas Initiative ("Pathways") links Western Hemisphere countries committed to democracy and open markets in an initiative to promote inclusive growth, prosperity and sustainable development. Pathways functions as a policy-level dialogue through which the countries learn from one another's experience to spread the benefits of economic growth more broadly to all citizens.

The IDB has been engaged with Pathways in different ways. At an institutional level, the IDB is a partner of the Initiative and a member of the Tripartite Committee of Cooperation. The Tripartite Committee - IDB - OAS - Economic Commission for Latin America and the Caribbean (ECLAC) - was established with the objective of promoting the coordination and cooperation efforts in common areas between the three institutions and achieve a closer cooperation between the member countries. Also, the IDB, through its Trade and Integration Sector and in close coordination with the OAS, is supporting the implementation of a clearinghouse mechanism that will serve as a tool for communication, knowledge sharing, collaboration and identification of innovative ideas to respond to the challenges set in the Pathways agenda.

The objective of this operation is to develop and implement a communication and outreach strategy targeting objective audiences. Also, the operation aims to increase the private's sector and other key stakeholders' participation in Pathways to raise the impact and relevance of the Initiative.

III. DESCRIPTION

The operation RG-X1174 seeks to support the design and implementation of a communication and dissemination strategy. The Communication and Outreach Strategy will serve as a tool to provide greater coherence and ensure accountability within the Pathways to Prosperity in the Americas Initiative, as well as disseminate the objectives and actions implemented in the framework of the initiative in the region and promote the participation of the private sector and other stakeholders, in order to increase the impact and relevance of the initiative at the regional and global levels.

Events and dissemination activities are a key element of the communication strategy. The budget increase responds to the need to carry out events to disseminate the goals and achievements of the Initiative and encourage the participation of public-private actors throughout the region. This includes specific events to achieve the goals defined in the Pillars of the Initiative. For example: Pillar II: Facilitating trade and regional competitiveness by working alongside countries of the Inter-American Network of International Trade Single Windows (Red VUCE) and holding meetings to serve as a forum to exchange experiences and ideas about trade facilitation.

The Department of Sustainable Development of the OAS in its capacity of clearinghouse mechanism of the Pathways to Prosperity in the Americas Initiative and seeking to promote dialogue between key actors, will contribute to the development of the IV Red VUCE Meeting that will be held in Santiago, Chile on the 5th and 6th of December.

The topics to be discussed during this meeting constitute an area of interest for Pillar II, according to the priorities established in the Panama Plan of Action. The meeting – made possible by contributions from the IDB, OAS, and Government of Chile in the amount of US\$ 90,000, US\$30,000, and US\$9,000, respectively – aims to achieve progress in the priorities and actions of Pillar II and the Agreements achieved during the VI Ministerial Meeting of the Initiative.

IV. BUDGET

Financial resources for this project to be received from the OAS will be provided to the Bank through a Project Specific Grant (PSG) in the amount of US\$30,000. As specified in these procedures, the commitment from the OAS will be established through an administrative agreement. Under such agreement, the resources for this project will be administered by the Bank, charging an administrative fee.

Activities	Products/Description	Total (US\$)
Design and implementation of a communication strategy	<ul style="list-style-type: none"> • Multimedia Components • Communications Strategy • Support for web and media components 	131,000
Administrative Fee ⁵		6,895
Total		137,895
Budget Increase		
Events and dissemination activities	<ul style="list-style-type: none"> • Airline tickets • Per diem • Interpretation Services 	28,500
Administrative Fee		1,500
TOTAL		167,895

V. RESPONSIBILITY AT THE BANK

Technical responsibility: Carolyn Robert Integration and Trade Specialist (INT/TIU) will have the responsibility for the technical supervision and the disbursements of this technical cooperation, as well as for the donor reporting in compliance with the Administration Agreement.

⁵ The fee is calculated as 5% of the total contribution.