

*Saint Vincent and the Grenadines*  
*Unleashing the Blue Economy of the Caribbean (UBEC)*  
*CREDIT no. 7089-VC*  
**REQUEST FOR EXPRESSIONS OF INTEREST**  
**(CONSULTING SERVICES – FIRMS SELECTION)**

**CREATE MARKETING ASSETS TO PROMOTE SCUBA DIVING IN ST VINCENT AND THE  
GRENADINES.**  
**SVGUBEC-C-CQS-7**

Saint Vincent and the Grenadines has received financing from the World Bank toward the cost of the SVG Unleashing the Blue Economy of the Caribbean (UBEC), and intends to apply part of the proceeds for consulting services for the position of Procurement Officer.

The Government of SVG (GoSVG) is establishing a Project Implementation Unit (PIU) at the Ministry of Tourism, Civil Aviation, Sustainable Development and Culture (MoT) responsible for implementing the UBEC project national-level activities and coordinating with relevant ministries.

The consulting services (“the Services”) include The objective of this TOR is to create marketing assets that SVG TA and dive industry stakeholders can use to promote the scuba diving offer in SVG by:

1. Creating a simple dive map highlighting the SVG dive sites and providing key information to visitors.
2. Developing a library of photographic and video assets for marketing campaigns and activities.
3. Creating a virtual reality asset to showcase the diving product in SVG to raise awareness of the destination’s dive offer with outbound operators and consumers.

The detailed Terms of Reference (TOR) for the assignment can be found at the following website: <https://procurement.gov.vc/eprocure/index.php/current-bids>

The **Economic Planning Division** 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 shortlisting criteria are: The consulting firm should have expertise in destination marketing, graphic design, photography, videography, virtual reality development, and tourism promotion. The team shall include professionals with experience in scuba diving, marine conservation, digital marketing, and content creation. Key Experts will not be evaluated at the shortlisting stage.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers” July 2016 [*revised November 2017, August 2018 and November 2020, September 2023, February 2025*] (“Procurement Regulations”), setting forth the World Bank’s policy on conflict of interest.

Consultants may associate with other firms to enhance their qualifications but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A Consultant will be selected in accordance with the **Consultant Qualification Selection (CQS)** method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours 900 to 1600 hours (Local time).

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by **June 6, 2025**:

Recardo Frederick  
Director of Economic Planning  
1<sup>st</sup> Floor Administrative Centre  
Bay Street, Kingstown  
Saint Vincent and the Grenadines

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