

Terms of Reference:  
Create Marketing Assets to Promote SCUBA Diving in St Vincent and the Grenadines.  
SVGUBEC-C-CQS-7

**Background**

The World Bank's Unleashing the Blue Economy in the Caribbean (UBEC) project aims to promote sustainable economic development through the enhancement of marine-based industries. It is a transformative initiative aimed at harnessing the vast potential of the region's marine resources to drive sustainable economic development and environmental stewardship. Through strategic investments, policy reforms, and capacity-building efforts, the project seeks to unlock opportunities in sectors such as fisheries, tourism, and waste management while promoting resilience to climate change and biodiversity conservation. By fostering livelihoods among governments, private sector stakeholders, and local communities, the initiative aims to create a thriving blue economy that generates inclusive growth, enhances livelihoods, and preserves the unique marine ecosystems that are vital to the Caribbean's cultural heritage and socio-economic prosperity.

St Vincent and the Grenadines (SVG), one of the three countries supported through UBEC, boasts a rich and diverse marine ecosystem and marine tourism industry. SVG's rich marine ecosystems, renowned for their diversity and pristine beauty, hold immense potential to attract scuba diving and snorkeling enthusiasts from around the world. However, to harness this potential and raise awareness about the need to safeguard delicate underwater habitats, marketing assets are needed.

In the broader context of the Blue Economy, marketing and growing the dive sector aligns with SVG's National Economic and Social Development Plan goals of promoting sustainable and integrated use of marine resources for economic growth and improved livelihoods while preserving ocean ecosystems. By showcasing dive sites and underwater wonders, the marketing assets will not only attract tourists and generate revenues for local businesses but also raise awareness about the value of marine biodiversity and the importance of conservation. Moreover, as SVG adapts to the impacts of climate change, the dive sector marketing assets can play a crucial role in ensuring the resilience of its marine tourism sector. By integrating important messages and information about climate resiliency and conservation into the marketing assets, SVG can mitigate the effects of climate change on its marine ecosystems while continuing to derive economic and social benefits from its Blue Economy sectors. Thus, the marketing assets emerge as a strategic tool in SVG's journey toward sustainable development, offering a blueprint for maximizing the benefits of marine tourism while safeguarding the health and biodiversity of its marine space.

**Objective:**

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.

### **Tasks:**

1. Creation of a Map of Dive Sites:
  - Work closely with dive operators, marine experts, and local authorities to create a list of dive sites in SVG and to compile data on dive site location and information.
  - Information gathered should include the location and activities suitable at the location (e.g. diving, snorkeling, beach, boating, etc.), key features of the site (e.g. wreck, wall dive, currents, etc.) and special marine life that can often be view there (e.g. turtles, seahorses, rays, etc.). The latter does not have to be exhaustive and should focus on specific and icon species that have a high likelihood of being seen at the site.
  - Working with the dive operators and the Ministry of Tourism to identify damaged or threatened sensitive marine areas.
  - Work with the Ministry of Tourism, SVGTA, and dive operators to create text on appropriate behavior at dive sites for visitors and users to include on the map, raising awareness on conservation issues.
  - Design and develop a visually appealing and informative dive map that includes locations, dive site names, depth ranges, activities available, and key features as gathered through consultations with dive operators and through research.
  - Finalize the dive map design and layout in consultation with the SVG Tourism Authority and stakeholders.
  - Produce hard and soft copies of the dive map for distribution to dive shops, tourist centers, and relevant stakeholders.
  - Map examples include the Bonaire Dive Map and the [Belize Dive Map](#).
2. Development of Photographic and Video Assets:
  - Visit the 10-15 dive sites in SVG and capture a comprehensive set of photographic and video assets showcasing each dive site's natural beauty, marine life, and unique features.
  - Aim to capture a minimum of 15-25 high-resolution photographs per dive site, covering key points of interest underwater and above water.
  - Photographs should include wide-angle shots of underwater landscapes, close-up shots of marine life, and scenic views of the dive sites from the surface.

- Two 30-minute B-roll packages of graded clips that can be easily used by SVG TA for social media, direct marketing, and other marketing activities. One B-roll should be underwater footage highlighting the diving experience, underwater environments, and marine encounters at each dive site. The other should be drone footage showcasing the overall marine environment, the above-water diving experience, and marine life as much as possible.
- Videos should feature underwater footage of divers exploring the reefs, encountering marine life, and enjoying scenic views of the dive sites.
- All assets should be high-resolution.

### 3. Creation of Virtual Reality Asset:

- Develop a 360-degree virtual reality (VR) asset that provides an immersive experience of the diving product in St Vincent and the Grenadines.
- Design and create a VR tour that allows users to explore dive sites, underwater environments, and marine biodiversity.
- To enhance the user experience, include interactive features such as 360-degree views, audio narration, and informational overlays.
- Test and refine the VR asset to ensure compatibility with VR platforms and usability for business-to-business marketing and destination awareness raising.

### **Deliverables:**

- Inception report and work plan: A simple 5–10-page report outlining the plan for completing the tasks below and highlighting any specific risks to completion.
- Online and print copy-designed dive map highlighting dive sites and key information.
- 10,000 printed copies of the dive map delivered to SVG TA in Kingstown, St Vincent and the Grenadines upon final submission and approval.
- Minimum of 15-25 high-resolution photographs per dive site (totaling approximately 250-400 photographs).
- 30-minute B-roll package of underwater footage, including graded clips showcasing dive sites and underwater experiences.
- 30-minute B-roll package of drone footage, including graded clips showcasing above-water dive experience, marine and terrestrial landscape, and marine life, as possible.
- Virtual reality asset providing an immersive diving experience in St Vincent and the Grenadines.
- Documentation and guidelines for the use and dissemination of marketing assets.
- Presentation of marketing assets to the SVG Tourism Authority and stakeholders.

**Timeline:** The consultancy is expected to be completed within 6-8 months from the commencement date, with interim progress reports submitted according to the agreed timeline. Please consider weather and seasonal conditions when creating the work plan.

**Qualifications:** 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.

Team members should have a combination of:

- A minimum of Advanced Open Water PADI Certification.
- Bachelor's in Marine Biology, Ocean Exploration, Conservation, Photography, or a related field. A preference for a Master's in Marine Conservation. Relevant experience can substitute for this requirement.
- Experience in operating underwater photography equipment.
- Graphic design and digital marketing experience, with at least a Bachelor's degree in design or a related field and 5 years of experience.
- Virtual reality design credentials, including previous experience in creating underwater virtual reality experiences.
- Experience in the Caribbean with underwater photography
- In-depth knowledge of Caribbean marine life and ecosystems.

**Proposals:** In addition to the required proposal template, proposals should include a link to a website with a portfolio of photography and video assets and a list of past clients.

**Criteria:** Proposals will be evaluated based on the following criteria:

- **Overall Quality of the Proposal (25%)**
  - Clear, comprehensive, and feasible work plan with a well-defined methodology.
  - Strong understanding of the objectives, approach to marketing dive tourism, and risk mitigation strategies.
- **Quality of Portfolio (30%)**
  - High-quality underwater photography and videography showcasing marine biodiversity and dive site uniqueness.
  - Experience in designing dive maps and developing virtual reality assets for tourism.
- **Professional Experience and Skills (25%)**
  - Proven track record in photography, videography, graphic design, and tourism marketing.
  - Strong team composition with expertise in marine biology, conservation, digital media, and VR development.
  - Experience working with stakeholders such as tourism authorities, dive operators, and conservation groups.
- **Experience in the SIDS with Underwater Photography (20%)**

- Direct experience capturing SIDS marine environments and showcasing biodiversity.
- Familiarity with regional conservation challenges, dive industry trends, and island-specific logistics.