

TERMS OF REFERENCE FOR PROJECT COMPONENT D

Public Outreach, Education and Training

Name of TC project:	Institutional Strengthening to Support Environmental Management of Kingston Harbor
IADB project number:	TC-02-01-04-8-JA
Executing agency:	National Environment and Planning Agency, an agency of the Ministry of Land and Environment
Duration of this TOR:	April 2004 – August 2004

A. Background:

- 1.1 This TOR pertains to one of four components comprising the Kingston Harbor Environmental Management Technical Cooperation Grant (TC-02-01-04-8-JA), and consists of bolstering NEPA's capacity to provide technical assistance to industries discharging to Kingston Harbor. This component will complement other Project activities by helping to build public and stakeholder awareness of the environmental state of Kingston Harbor. The total budget of the TC Grant is US\$620,000, of which US\$500,000 consists of an IADB grant and \$120,000 from local GOJ contributions. The National Environment and Planning Agency (NEPA) has been selected as the Executing Agency because of its overarching and cross-sectoral influence in matters pertaining to the environmental quality of Kingston Harbor.
- 1.2 Contamination of Kingston Harbour is a longstanding problem requiring urgent attention. For many decades, Jamaican Authorities have made efforts to deal with the environmental problems of the Kingston Harbor. These efforts have had very limited success in abating environmental pollution of the Harbor, in part due to a lack of clarity regarding responsibility, as well as accountability for regulatory actions, and duplication of efforts due to poor or non-existent coordination among agencies.
- 1.3 Comprehensive studies of Kingston Harbor revealed that the quality of its water has been deteriorating as the result of four principal sources of contamination: (1) untreated sewage, (2) industrial discharges (directly to the waterway as well as leaching and runoff from local solid waste landfills receiving industrial waste), and (3) dumping of untreated ship wastes, and (4) agricultural runoff. The issue of sewage treatment is being addressed through the Bank's Water and Sanitation Project (JA-0114) that will result in construction of new wastewater treatment facilities (See section 1.4 below). The Technical Cooperation Project will address two of the three remaining sources, industrial discharges and release of ship

waste into the Harbor, while these Terms of Reference pertain specifically to the latter. Problems stemming from agricultural runoff lie beyond the scope of this project.¹

- 1.4 The GOJ has indicated the need to structure and build up the institutional capacity for the environmental management of the Kingston Harbor, with the purpose of coordinating the diverse number of actors and activities that impact upon the current state of the Harbor and defining an overall investment plan for its clean up. An adequate institutional setting for the Kingston Harbor is highly complementary to the Kingston Water and Sanitation Project, under study by the Bank.
- 1.5 The executing agency of the Technical Cooperation Program will be the National Environmental Planning Agency (NEPA). NEPA is a new Executive Agency that became operational on April 1, 2001, representing a merger between the former Natural Resources Conservation Authority and the Town Planning Department. The core business functions of NEPA are: 1) monitoring the natural resources and the state of Jamaican environment, and 2) the granting of environmental permits and licenses. The Policies Programmes & Projects Coordinating Division (PPPCD) within NEPA serves as the central authority within NEPA in project management and coordination, institutional strengthening, and liaison with bi/multilateral agencies. It has already appointed a Project Coordinator who would be responsible for administration of this project. NEPA has proposed that this Project Coordinator would remain and other staff requirement and duties relating to the TC be sourced from within other departments of NEPA.
- 1.6 The National Environmental and Planning Agency has been selected by the GOJ and the Bank because of its overarching and cross-sectoral influence in matters pertaining to the environmental quality of Kingston Harbor. With its recent reorganization and several progressive new initiatives, NEPA is poised to play a more direct and proactive role in the legislation and administration of the environmental management of Kingston Harbor. In June of 2001, NEPA introduced the basis for a new basis for moving industrial discharges towards compliance (“Towards a National Policy and Strategy on Environmental Management Systems”, Green Paper No. 2/01), which will complement more aggressive “polluter-pays” enforcement activities. Finally, NEPA has an established history of working together with the large number of agencies involved in environmental matters.
- 1.7 The SENTAR Kingston Harbor Environmental Project recommended that to avoid duplication of efforts it would be necessary to clarify accountability for regulatory actions in areas such as: a) standards setting; b) licenses and permits; c) regulations relating to the collection, treatment and disposal of waste; d) monitoring; and e) enforcement. There seem to be areas of duplication of actions between the ECD and NEPA. In addition, the penalties for offences related to the improper disposal of waste are inadequate in most of the legislation to deter potential offenders.

¹ A series of reports were completed in the early 1990’s by SENTAR Consultants Ltd (now Stantec Consulting Intl. Ltd.) as part of the Kingston Harbor Environmental Project, funded jointly by the World Bank and CIDA.

1.8 A key component of this Project consists of the development of a Zoning Plan for Kingston Harbor that will consist of a set of zoning strategies and an action plan to encourage and make best use of improved environmental conditions of the Kingston Harbor. An overall KMA Sustainable Development Plan is being prepared (by 2004) by a Cities Alliance funding mechanism (USAID) with input from a wide base of city residents to guide the redevelopment and management of the city over the next twenty years. This KMA plan will be owned and implemented by people in communities, the business sector, the local authority and state agencies. The Plan will aim to manage the orderly growth and development of the KMA in a way that meets the needs and aspirations of the residents. When completed the Plan will guide the preparation of a new Development Order (the regulatory land use instrument) and the preparation of a KSAC Corporate Plan (the institutional action plan for city management.). The total budget for the development of the Master Plan is \$592,765. IADB Project consultants will closely integrate its activities with the KMA plan to ensure that all work is complementary and supportive of the KMA Plan.

B. Purpose:

The two primary objectives of the *overarching TC project* are:

- a) To facilitate the institutional arrangements best suited to coordinate the diverse stakeholders and activities that impact upon the current state of the Harbor, and
- b) To support pre-investment efforts to address major pollutant sources.

The purpose of *this component* is to promote public awareness of the importance of maintaining the environmental quality of Kingston Harbor and, depending on the outcome of the creation of new initiatives resulting from the TC addressing Kingston Harbor, to promote these to the public. This component will also provide educational modules for primary and secondary students in the Kingston Harbor area.

C. Target Objective/Success Indicator:

- 1) The success of this activity will be measured by increased public awareness regarding the environmental health of Kingston Harbor as well as change in public behavior.

D. Contracting of Consultants

This component will be carried out by consultants or a consulting firm (hereafter known as Consultant) working closely with and under the direction of NEPA staff, either as an independent endeavor, or in conjunction with other of the five activities comprising the overarching TC. As the executing agency, NEPA will lead the execution of this component, procuring consultants, as needed. NEPA will also develop a selection methodology that must

then pass the IADB “no objection” review process. Selected consultants will be subject to approval by Bank staff.

E. Tasks/Scope of Work

Work Plan Task D1 *Develop and support delivery of general public awareness campaign and clean-up initiative*

Consultant will develop a general public awareness campaign on the importance of maintaining the environmental quality of Kingston Harbor. Consultant will also design and develop seminar curricula aimed at building stakeholder awareness of the initiatives to clean the Kinston Harbor resulting from activities of this TC. Consultant will work closely with NEPA in defining specific topics and target audiences for these seminars.

Consultant qualifications: 10 years experience in developing educational awareness campaigns, seminars, educational materials and programs for primary and secondary school students, and public outreach programs. At least 5 years experience specifically pertaining to environmental issues.

Person Days: 20 days

Deliverable Products: Document presenting and describing a range of options for structuring and attracting investment in the proposed ship waste reception facility.

Work Plan Task D2 *Develop educational modules for Kingston schools*

Consultant will develop two sets of educational modules for schools in the Kingston area, one for the primary school level and one for the secondary level. Modules will focus on building understanding among Kingston students of the ecology of Kingston Harbor, the importance of maintaining environmental quality of the Harbor, and specific actions students can take to build general public awareness and change behavior. The modules should also include field trips to the Harbor on local ecology sponsored by NEPA environmental professionals. For secondary school modules, Consultant/NEPA may also consider cooperation with university faculty. Consultant should support the design of permanent displays that will have a lasting presence in the target schools in helping to build overall awareness, such as aquaria, scaled models, etc. 80% of the “Communications and Materials” budget in this TOR should be reserved for the purchase of such permanent displays for schools.

Consultant qualifications: Same as for Task D1

Person Days: 40

Deliverable Product: Two educational modules focusing on the ecology of Kingston Harbor, one for primary and one for secondary school students.