

- Successful establishment of a village-based energy service delivery model for replication nationally
- Outreach programme and dissemination of project experience/best practices/lessons learned for replication nationally and throughout the region.

The Government of Lesotho and UNDP Country Office require the services of a consultant to develop a National Communication Strategy (NCS) to implement outreach and promotional activities for the SE4All Project, targeting both domestic and international project developers, including sensitization of communities in the five selected districts.

B. Objective and Scope of Work

The SE4All project presents a number of communication challenges and responsibilities. There are multi-stakeholder constituencies within the public, private and NGO sectors which include government departments, agencies and representatives, local and international private sector project developers, academic institutions and NGOs working in this and allied sectors. Most importantly, there are rural communities that are the key focus of the project. All these stakeholders need to be informed and kept abreast of the project as it develops. The consultant will develop a communication and outreach strategy for the remaining period of the SE4All Project (2018- 2021). The strategy should indicate the necessary communication and outreach activities and methods including preparation of promotional materials, radio programmes, digital story-telling, briefing sessions with potential investors/project developers and local businesses that have interest in expanding their activities to the rural areas and, potentially, organising road shows to attract foreign project developers etc. The strategy will indicate which activities, methods and techniques will be utilized to reach the different stakeholder constituencies. The strategy will further include a capacity building component, ensuring concerned ministries (for instance, Department of Energy) as well as the Project Management team (UNDP) are able to implement NCS as well as ensuring on-going monitoring and documentation of project experiences. This would include, for instance, publishing materials (including videos) and informational meetings with stakeholders on project experience/best practices and lessons learned.

Specific Tasks

1. Develop a National Communication Strategy (NCS) for the SE4All Project which ensures effective communication with all stakeholders. The strategy will include outreach/promotional activities targeting both domestic and international project developers, national and local stakeholders as well as the target communities in the five selected districts. Activities in the plan will include the preparation of promotional materials, radio programmes, digital story-telling, briefing sessions with project developers who are already active in the renewable energy field, local businesses that have interest in expanding their activities as well as strategic communication with regional and international organisations active within the energy access sector who may wish to partner locally.

2. The NCS design must be aligned with the project objectives realities. This would include both appropriate communication strategies given the stakeholders involved as well as alignment with the project milestones such as Call for Proposals, site preparations and installations and the actual commissioning and operation of the projects.
3. The strategy will further outline outreach activities in the 5 selected districts ensuring communities are aware of the project (market activation) and will include the role of the district councils and other local stakeholders.
4. Based on the agreed NCS, the consultant will ensure the quality and timely production of *sample* promotional materials, including; brochures, flyers, teardrops banners, folders, umbrellas, T-shirts, caps, pens etc.
5. While much of the consultants' work concerns developing the strategy as opposed to implementing it, the consultant will be required to organize a single promotional event or 'road show' that will focus on attracting local and [potentially] international project developers into the programme.
6. Develop and publish the project information material (at least 2 articles) in media platforms including local newspapers and UNDP website, to encourage public support, participation, as well as ensuring greater transparency and accountability.

C. Expected Outputs and Deliverables

The duration of the assignment shall be for fifteen (15) weeks, 75 working days from the date of contract signing.

Key deliverables are as follows:

Table 1. Deliverables/Outputs

Deliverable/outputs	Estimated Duration to completion	Estimated completion date	Review and Approval Required
Inception report	11- 15 June 2018 (1 week)	15 June 2018	Project Manager, CTA & DOE
Presentation	19 June 2018	19 June 2018	Stakeholders
National Communication Strategy	20 June – 21 July 2018 (5 weeks)	21 July 2018	Project Manager, CTA & DOE
Presentation	24 July 2018	24 July 2018	Stakeholders
Project promotional materials (Brochure, teardrop, banners, umbrellas, T-shirts, folders, T-shirts, caps, pens etc) (Brief report)	25 July – 24 August 2018 (4 weeks)	24 August 2018	Project Manager, CTA & DOE
Promotional event (Report)	03 – 22 September 2018 (3 weeks)	22 September 2018	Project Manager, CTA & DOE

Published information material	01 – 12 October 2018 (2 weeks)	12 October	Project Manager, CTA & DOE
	15 weeks		

D. Duration of Work and Duty Station

The assignment is expected to be carried out over a 15 weeks period, beginning 11 June to 12 October 2018. The assignment will be carried out in Maseru, Lesotho.

E. Qualifications and Experience

National Consultant

The National Consultant will have the following qualifications and experience:

- At least a Masters' degree in Media studies, Communications, Public Relations or related areas;
- S/he should have 7 years of experience in the area of communication & media with proven experience in the development of outreach strategies/plans and familiarity with donor funded development projects.
- S/he should have proven experience in the use of a range of media technologies, platforms and strategies.
- S/he should have excellent written and spoken English
- S/he should have very good knowledge of MS Office and other relevant software such as Publisher.
- Possess strong organizational and detail-oriented skills
- Proven ability to deliver under tight deadlines
- Proven ability to work as part of a team

F. Institutional Arrangements

a) The National Consultant will be engaged by the UNDP, and becomes directly responsible to the UNDP – Deputy Resident Representative, but will liaise with the Project Manager and Department of Energy for implementation of the assignment.

b) The Project Manager will provide day to day supervision on the assignment. The team will work in liaison with the Project Focal Point and Director of the Department of Energy to ensure the delivery of the project objectives as set out in this term of reference.

c) The National Consultant will prepare reports and facilitate stakeholder sessions for validation of the report.

d) The National Consultant is expected to engage with the various institutions, government and development partners working in the energy sector and ensure participation of all relevant government departments, civil society, academia, media and development partners.

G. Scope of Bid Price and Payment Schedule

- The proposed price must be a lump-sum which is an “all-inclusive package” including duty travels and daily subsistence allowances

- The contract price is fixed regardless of changes in the cost components, any changes will go through a variation negotiation.
- The Communications Expert will be required to submit timesheet which shall form the basis for payment including expected deliverables

Schedule of payment will be as Table 2 below:

Table 2. Payment Schedule

Deliverables/Outputs	Estimated Duration to Complete	Target Due Dates	% of lump sum to be paid
Inception report	11- 15 June 2018 (1 week)	26 June 2018	20%
National Outreach Plan	20 June – 21 July 2018 (4 weeks)	31 July 2018	40%
Project promotional materials report Promotional event report Published information material	25 July – 12 October 2018 (10 weeks)	12 October 2018	40%
Total	15 weeks		100%

H. Recommended Presentation of Offer

- P11 indicating all experience from similar projects, as well as the contact details (e-mail and telephone number) of at least three (3) professional references using the template provided by UNDP (Annex I)
- Letter of Confirmation of Interest and Availability using the template provided by UNDP (Annex II)
- **Methodology** – Brief description of why the individual considers him/herself as the most suitable for the assignment and a detailed methodology on how they will approach and complete the assignment.
- Financial Proposal that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs using template provided by UNDP (Annex III)

I. Criteria for selection of the best Offer

Highest Combined Scoring method will be applied to assess both the technical and financial proposals. The weight of the technical criteria is 70%; the weight of the financial proposal is 30%. Only candidates with a minimum of 70% in the technical evaluation will be considered for the financial evaluation.

Evaluation Criteria for International Consultant

Criteria	Weight
<i>Technical</i>	70%
Qualifications:	

<ul style="list-style-type: none"> At least a Masters' degree in Media studies, Communications, International Relations or related areas; 	15%
Methodology:	25%
Experience:	
<ul style="list-style-type: none"> 7 years of experience (flexible) in the area of communication & media with proven experience in developing outreach/communication plan for donor funded development projects. 	20%
<ul style="list-style-type: none"> Excellent written and spoken English Very good knowledge of MS Office and other relevant software such as Publisher. Strong organizational and detail-oriented skills Ability to deliver under tight deadlines Ability to work as part of a team 	10%
<i>Financial</i>	30%
Total = technical + financial (70% + 30%)	100%

Annexes to the TORs:

- Annex I – P11 form
- Annex II – Letter of Confirmation of Interest and Availability
- Annex III – Financial proposal template

Offers with the requirements listed above may be submitted to:

United Nations Development Programme
The Resident Representative,
REF: IC, National Communication Expert, SE4ALL
United Nations Road
3rd Floor UN House
P.O. Box 301
MASERU, LESOTHO
Tel: +266 2222 8000 Fax: +266 22310042
Email: ls.procurement@undp.org

Prepared by Project Manager:

Name Maboholco a Tau Signature [Signature]

Date: 16/05/2018

Approved by Director – Department of Energy

Name T. P. Huroe Signature [Signature]

Date: 16/05/18

Authorised by UNDP Sustainable Development Advisor:

Name CHRISTY AHENICORA Signature [Signature]

Date: 17/05/2018

