

TERMS OF REFERENCE (TOR)

GENERAL INFORMATION

Country: Ethiopia

Services/Work Description: Promotional Company for conducting continued technology roadshows in six woredas of three regions to Promote Rural Energy Technologies – Improved biomass stoves (IBS) and solar energy technology products particularly solar home systems (SHS)

Project Title: Promoting Sustainable Rural Energy Technologies (RETs) for Household and Productive Uses

Duty Station: In Three Regional States (two selected woredas in each regions) Oromia (Adama and Dodola woredas), Somali (Kebridehar woreda and Degehabur woreda) and SNNP (Wolayita zone Sodo Zuia Woreda and Hadiya zone Analemo Woredas)

Type of the Contract: Consultancy Firm

Duration: 60 working days

Expected Start Date: as soon as possible

1. BACKGROUND AND CONTEXT

The Ministry of Water, Irrigation and Energy through the Alternative Energy Technologies Development and Promotion Directorate (AETDPD) of Ethiopia in collaboration with several partners, including Environment, Forest and Climate Change Commission (EFCCC), UNDP, the Development Bank of Ethiopia (DBE) and UNCDF, is implementing the GEF-financed project titled “Promoting Sustainable Rural Energy Technologies (RETs) for Household and Productive Uses”. The project seeks to implement a private sector driven and market based approach towards promoting the use of Rural Energy Technologies in rural communities in Ethiopia in order to increase the use of RETs in the country.

As part of this, project component 2 aims to conduct Renewable Energy technologies (RETs) promotion campaign in selected off-grid woredas of the nine regional states in the country. A roadshow communication strategy document is developed in the pilot stage of this activity. The strategy document will help to address the off-grid RETs market creation and awareness raising activities in a form of face to face and practical demonstration of RETs for prospective buyers. The project is currently planning to continue the technology roadshow promotion activity in three regions – Oromia (Adama and Dodola woredas), Somali (Kebridehar woreda and Degehabur woreda) and SNNP (Wolayita zone Sodo Zuia Woreda and Hadiya zone Analemo Woredas) and, it will mainly focus on Solar energy technologies particularly Solar Home System (SHS) and Improved Biomass Stove technologies. The roadshow promotion is expected to reach the potential and target users of the technologies at the grass root levels while satisfying the increasing local demand for energy technology products in the off-grid areas. The show will also contribute significantly to create awareness, market for business and entrepreneurs, on the spot sale of technology products for households, as well as encourages RETs suppliers, producers and importers to widen their demographic location and sales outlets.

II. OBJECTIVES OF THE SERVICE / WORK

The objectives of the assignment include delivery of: (1) using the developed national road show communication strategy document to conduct the third-round roadshow; (2) development of promotional materials and short videos (using local languages of the selected regions);

3) conduct road shows in the three regions (six selected woredas) in collaboration with the selected RET enterprise to supply the technology products to the consumers 4) develop reporting template and compile the reports on the roadshow activities

III. SCOPE OF THE SERVICE / WORK

This scope of work aims to:

- Use the roadshow communication strategy document developed in the pilot phase to conduct the roadshow;
- Develop an integrated roadshow workplan that clearly defines the key communication objectives, key message themes, desired audience responses/ behavioral changes, and the communication platforms to be deployed.
- Determine and design promotion materials to be used during the roadshow that are tailored to the rural communities (including translation in to local languages and short video production).
- Coordinate with the selected RETs enterprise that will market the technologies alongside with the roadshow promotional campaign.
- Conduct a continuing technology roadshow in the selected six woredas of three regions (Oromia, Somali and SNNP).
- Conduct pre-roadshow survey/questionnaires, monitor, record the day to day activities, and compile findings, feedbacks, lesson learned and report the outcomes supported with video clips.

IV. EXPECTED OUTPUTS / DELIVERABLES

Within the context of the Promoting Sustainable Rural Energy Technologies (RETs) for Household and Productive Uses Project, MoWIE/ AETDPD is seeking the services of a capable consulting firm to be engaged and carry out the work, as described above. Working closely with the project office and other key implementing partners, the consulting firm will undertake the following tasks:

- Inception Report detailing work plan, resources, etc.
- Outline and analysis of the targeted audience and market segments;
- Outline of the specific media targeted, their relevance and importance to the overall success of the campaign;
- A comprehensive feedback report on the developed integrated communications strategy;
- Creative campaign messages and content for the various media that the agency will engage to reach the targeted segments. (the messages are generic in nature in line with the program's requirement to remain brand neutral);
- Overview of the issues/challenges identified in rolling out the roadshow campaign and the preferred solutions;
- Direct target engagements – identification of the segments to target;
- Prepare reporting format to measuring the performance of all communication activities;
- Compile comprehensive final reports providing information on achievements, challenges, recommendations and any other information relevant to ensuring success in the campaign.

V. METHODOLOGY / APPROACH OF THE SERVICE (WORK)

The promotion company will work closely with MoWIE/ AETDPD, MEFCF and the regional energy as well as environment bureaus to implement the technology roadshow promotion campaign in order to sensitize and create demand for RETs in the off grid woredas. The roadshow will be conducted in coordination with the selected RETs enterprises which are engaged in production and dissemination of IBS technology products, and installation and maintenance of solar energy technology products particularly SHS technologies. Moreover, the roadshow is expected to provide innovative and creative information while marketing the products in the rural areas of the country based on their specific context.

The roadshow will be implemented following the roadshow communication strategy document produced and reporting of the activities will also be done in accordance with the strategy document. However, additional report requests from MoWIE/ AETDPD or the project office will be handled up on discussion with the respective contractor. The report will take into account the following key aspects:

- context of the off-grid rural community behavior and awareness level of about RETs
- Major milestones to be taken to address RETs awareness gaps of the off-grid community
- Detailed actions to be taken at local level
- Promotion materials, communication media and others necessary inputs with estimated financial requirements
- Achieved result in terms of changing the consumer habit and awareness creation
- Number and types of products sold with proofs of evidences
- Further lessons drawn and recommendations on how to scale up the intervention at a national level.
- Case studies from each region providing an illustration of behavioral change and impacts on the communities.

VI. LOCATION, DURATION AND TIMEFRAME OF THE WORK / DELIVERABLES/OUTPUT

No.	Deliverables / Outputs	Estimated Duration to Complete	Review and Approvals Required (Indicate designation of person who will review output and confirm)
1	Prepare draft detailed workplan of the roadshow	2 weeks from contract signing	MoWIE/ AETDP, EFCCC, UNDP and Project Office
2	Finalize workplan, design and produce promotional materials and videos	1 month and 2 weeks from contract signing	MoWIE/ AETDP, EFCCC, UNDP and Project Office
3	Conduct the roadshow in selected six woredas	2 months from contract signing	MoWIE/ AETDP, EFCCC, UNDP and Project Office
4	Final report on results achieved, feedbacks, lessons learned	2 and half months from contract signing	MoWIE/ AETDP, EFCCC, UNDP and Project Office

VII. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

The consulting firm to be engaged to carry out the work as described above will work closely with the project office under MOWIE/ AETDPD and other key implementing partners EFCCC, DBE and UNDP. Particularly, the consultancy firm will work together with the project team drawn from the EFCCC, MOWIE/ AETDPD and regional energy as well as environment bureaus.

Implementation of this assignment will be carried out with the support of the project office in Ethiopia.

VIII. PAYMENT MILESTONES AND AUTHORITY

Installment of Payment/ Period	Deliverables or Documents to be Delivered	Approval should be obtained from:	Percentage of Payment
1 st Installment	Submission of Final Detail Work Plan	MoWIE/ AETDP, EFCCC, UNDP and Project Office	30%
2 nd Installment	Conducted the roadshows	MoWIE/ AETDP, EFCCC, UNDP and Project Office	30%
3 rd Installment	Submission of final report	MoWIE/ AETDP, EFCCC, UNDP and Project Office	40%

IX. MINIMUM ORGANIZATION AND CONSULTANCY TASK FORCE REQUIREMENTS

a. Academic Qualifications:

The team leader and team members to be engaged in the assignment must have an academic background at least MA and BA in Communications, Business Management, Marketing, and other related qualifications respectively. The consulting team should include an experienced team leader/ in rural development issues specifically renewable energy promotion. The team leader will be responsible for the overall delivery of all outputs under this assignment with reference to international best practices.

b. Experience:

At least 8 years and 10 years of relevant experience on public awareness and media campaign activities for the team leader and team members respectively. Firm level knowledge and experience in rural development issues specifically promotion of renewable energy solutions is ideal.

Demonstrated experience of creative engagement in similar initiatives (Please submit comprehensive portfolio including samples of previous work)

c. Competencies:

- Strong knowledge of government policies and strategies on communication, public awareness creation and media campaign.
- Strong understanding about addressing rural community development issue through market-based mechanisms
- Demonstrated strong leadership, effective management skills, good coordination ability and team working spirit.
- Experience in data gathering and research especially on consumer behavior with preference to awareness.
- Experience in other international development projects on public awareness campaign
- Good writing and reporting skills.
- Demonstrated professional experience and expertise in facilitating working with diverse stakeholder consultation events.

d. Language and other skills:

- Excellent knowledge of English and local language, including the ability to set out a coherent argument in presentations and group interactions;
- Capacity to communicate fluently with different stakeholders (civil society, government authorities, local communities, project staff and community): and
- Computer skills: full command of Microsoft applications (word, excel, PowerPoint) and common internet applications will be required.

X. CRITERIA FOR SELECTING THE BEST OFFER

Upon the advertisement of the Procurement Notice, qualified consultancy firm is expected to submit both the Technical and Financial Proposals. Accordingly, the firm will be evaluated based on Cumulative Analysis as per the following conditions:

- Responsive/compliant/acceptable as per the Instruction to Bidders (ITB) of the Standard Bid Document (SBD), and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. In this regard, the respective weight of the proposals are:
 - a. Technical Criteria weight is 70%
 - b. Financial Criteria weight is 30%

XI. LOGISTICAL SUPPORT

UNDP will ensure that the Consultancy Firm receives access to the UNDP Office in Addis Ababa, Ethiopia, when required.

The consulting Firm must put all travel expenses.

XII. RECOMMENDED PRESENTATION OF TECHNICAL PROPOSAL

For purposes of generating proposals whose contents are uniformly presented and to facilitate their comparative review, a Service Provider advised to use a proposed Table of Contents. Hence, your Technical Proposal document must have at least the preferred content as outlined in the respective RFP Proposal Submission Form.

XIII. CONFIDENTIALITY AND PROPRIETARY INTERESTS

The consultants shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy or the Government without prior written consent. Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of MoWIE and UNDP. This assignment will be administrated by the United Nations Development Programme (UNDP), and all relevant UNDP rules, policies and procedures will apply.

PROPOSED STANDARD TECHNICAL PROPOSAL EVALUATION CRITERIA

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable
1	Expertise of Firm / Organization	30%	300
2	Proposed Methodology, Approach and Implementation Plan	40%	400
3	Management Structure and Key Personnel	30%	300
T O T A L		100%	1000
Technical Proposal Evaluation (FORM I)			
Expertise of the Firm / Organization			Points Obtainable
1.1	Reputation of Organization and Staff / Credibility / Reliability / Industry Standing		50
1.2	General Organizational Capability which is likely to affect		100

	implementation	
1.3	Quality assurance procedure, warranty	30
1.4	Relevance of: - Specialized Knowledge - Experience on Similar assignments - Work for UNDP/ major multilateral/ or bilateral programmes	120
	SUB TOTAL	300
Technical Proposal Evaluation (FORM II)		
Proposed Methodology, Approach and Implementation Plan		
2.1	To what degree does the Proposer understand the task?	30
2.2	Have the important aspects of the task been addressed in sufficient detail?	25
2.3	Are the different components of the project adequately weighted relative to one another?	20
2.4	Is the proposal based on a survey of the project environment and was this data input properly used in the preparation of the proposal?	55
2.5	Is the conceptual framework adopted appropriate for the task?	65
2.6	Is the scope of task well defined and does it correspond to the TOR?	120
2.7	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	85
	SUB TOTAL	400
Technical Proposal Evaluation (FORM III)		
Management Structure and Key Personnel		
3.1	Team Leader General Qualification Suitability for the Project	20
	- Leadership experience	25
	- Training experience	10
	- Professional experience in the area of specialization	45
	- Knowledge of region	30
	- Language qualification	10
	SUB TOTAL	140
3.2	Senior Expert(s) General Qualification Suitability for the assignment	30
	- Professional experience in the area of specialization	45
	- Knowledge of the national context	25
	- Language qualification	20
	SUB TOTAL	120
3.3	Associate Consultants General Qualification	40
	SUB TOTAL	40
	Aggregate	1000