



UNITED NATIONS DEVELOPMENT PROGRAMME TERMS OF REFERENCE

1. Consultancy Information

Consultancy: National consultancy to develop an Awareness Raising plan on energy efficiency for Tanzania.

Location: Dodoma

Post Level: Individual consultant

Languages Required: English and Kiswahili

Start Date: November 7, 2022

End Date: December 15, 2022

Duration of Contract: 25 days

2. Background

UNDP Tanzania is supporting the Ministry of Energy in implementing Tanzania's 1st Energy Efficiency Action Plan, with the support from the European Union (EU). The overall objective of the Action Plan is to ensure access to affordable, reliable, sustainable, and modern energy for all in Tanzania. The project is dedicated to assist the Government to prepare a comprehensive updated Energy Efficiency Action Plan, which will be integrated with the Tanzania Energy Efficiency Strategy (TEES) to support the implementation of the National Energy Policy and strategic goals set by the Tanzania National Development Vision 2025, in terms of ensuring that Energy Efficiency plays a key role in contributing to the economic and social development of the country.

The project is expected to help the county in strengthening Legal, Regulatory, and Institutional frameworks and administrative actions to support the implementation and introduction of Energy Efficiency Actions (EEA); help large energy consumers and general users to identify and implement quantifiable investments in Energy Efficiency; help in capacity and skills development, jobs creation and increase employability in Energy Efficiency and Renewable Energy Services and technology sector, particularly for women and youth; and increase public awareness, access to information, stakeholder dialogue and visibility of financial, economic, and societal benefits of Energy Efficiency and Renewable Energy.

However, even though energy efficiency plays a great role with numerous benefits in social economic development, limited or low awareness of the benefits by the energy consumers is one of the hindrances towards implementation of Energy Efficiency actions. **Action 7: Create Energy Efficiency Awareness of the Public** will help promote the benefits of Energy Efficiency Measures and will play a crucial role in propagation of not only behavior changes in the energy consumption patterns but also on adoption of appropriate energy efficiency measures and standards. Public awareness campaigns on energy efficiency will constitute an important element in supporting adoption of the measures and standards that will be developed.

Action 7 will play an important role in communicating the benefits of energy efficiency measures and standards; this will be achieved through carrying out regular awareness campaigns in collaboration with all energy stakeholders (Consumers and suppliers) with the Government. In order to have a well-informed awareness-raising plan, UNDP is seeking the services of a national consultant to facilitate the to (a) provide strategic advice on the development of a desk and opinion research report and (b) prepare and finalize awareness raising plan. Awareness-raising is a process that seeks to inform and educate people about a topic or issue with the intention of influencing their attitudes, behaviors and beliefs towards the achievement of a defined purpose or goal.

3. Objective

The overall objective of the assignment is to develop an awareness-raising plan on energy efficiency in Tanzania by conducting sound and relevant desk and opinion research amongst key stakeholders.

4. Scope, Methodology, and Tasks

The consultant is expected to work closely with the Ministry of Energy and UNDP project team based in Dodoma. A technical committee has also been established to support the implementation of the Action Plan and should be consulted throughout.

Task 1: Conduct desk and opinion research:

- I. Prepare and present a detailed work plan for the desk and opinion research to understand the practices on energy efficiency and capture the level of awareness on energy efficiency in Tanzania, which will support in designing creative ideas and innovative approaches for awareness raising plan for energy efficiency for the general public; private and public companies' management; government and public institutions Officials; decision-makers; import companies, dealers, distributors and retailers of energy-consuming products; high school and University students.
- II. Prepare requisite data collection tools (e.g., questionnaires/interview guidelines) focused on the respondents' knowledge of Minimum Energy Performance Standards (MEPS) and Labelling, a framework for energy performance certification in large buildings, Energy Consumption Data of Large Energy Consumers, management of large energy consumers, and professional qualifications and skills in Energy Management and Audit.
- III. Coordinate data collection (field visits and desk reviews), analyse and interpret data and produce a full report.
- IV. Work with the technical committee in stakeholder mapping to identify needs of the target groups for awareness.
- V. Prepare a full report on the desk and opinion research focusing on energy efficiency and awareness-raising in Tanzania with graphically designed layouts/formats.

Task 2: Development of Awareness Raising Plan for Energy Efficiency: -

- I. Develop work plan of the Energy Efficiency Awareness-raising plan using the desk and opinion findings collected from the importers, distributors and retailers of energy-consuming appliances and products, and private and public companies' management work.

VI.	Design and develop an awareness-raising plan to be used for campaigns on energy efficiency for the general public; private and public companies' management; government and public institutions Officials; decision-makers; import companies, dealers, distributors and retailers of energy-consuming products; high school and University students.
VII.	Identify relevant mechanisms, techniques and media tools for successful awareness raising in the country for both, general and focused awareness raising. The plan should explore the possible application of communication channels, tools and media depending on the targeted audience, costs, and message in the implementation of previous awareness-raising campaigns – including TV and radio special programmes (both at national and local levels); social media (Facebook, Twitter, Instagram, etc.); Specific web portals; and Blogs; Documentaries for TV and the Internet; TV and radio advertisements.
VIII.	Prepare detailed analysis which includes description of media tools for effective implementation of countrywide general and focused awareness raising campaigns.
IX.	Prepare a presentation on the awareness-raising plan for the stakeholders' consultations meeting

5. Deliverables, Timeline, and Payment Terms

The consultant will report to and seek consultation from the Ministry of Energy and the UNDP. There is already a focal person established by the Minister of Energy (MoE) to provide support and guidance on the development of awareness raising plan.

The duration of the consultancy is up to 25 days, commencing 7th November 2022 to 15th December 2022. Time spent traveling exclusively for the implementation of this assignment by the most direct route may be included in the number of days or hours worked.

Key deliverables

SN	Deliverable	Timeline	Payment (% of the contract sum)
i.	Inception report: Prepare to outline a work plan on activities for the development of an awareness-raising plan and desk and opinion research	Three days for preparing the inception report.	20%
ii.	Consultation meeting with stakeholders	Ten days after the inception report.	20%
iii.	Desk and opinion research findings report	Seven days after the consultation meeting	30%
iv.	Awareness raising action plan on energy efficiency	Ten days after conducting desk opinion research	30%

6. Qualifications

Qualifications:	Bachelor's degree in public relations, electronic media, communication,, journalism or other relevant (minimum requirement: Bachelor's degree – 7 points, Master's - additional 3 points).
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Experience	<ul style="list-style-type: none"> • At least 9 years of professional experience in the field of public relations/communication • At least 3 years of experience in developing awareness raising and communication strategies, campaigns, tools and materials. The candidate will be requested to provide relevant samples to verify this requirement • At least 5 years of experience in stages of activity planning and implementation of public relations and/or awareness raising campaigns in international donor funded projects/organizations (minimum requirement: 5 points) • Experience in developing social media accounts/websites of public or private institutions/international organizations/corporations will be an asset. Vital behavioral change communications research and analytical skills for awareness-raising plan. • Knowledge of energy efficiency, resilience, and climate change topics and issues are an advantage.
Skills	<ul style="list-style-type: none"> • Excellent interpersonal and communications skills • Results-driven, initiative-taking, ability to work under pressure to meet deadlines
Language requirements	<ul style="list-style-type: none"> • Fluency in English and Kiswahili is required.
7. Competencies	
<p>Core Competencies: -</p> <ul style="list-style-type: none"> • Demonstrates integrity by modeling the UN's values and ethical standards. • Promotes the vision, mission, and strategic goals of UNDP. • Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability. • Treats all people fairly without favoritism. <p>Technical Competencies:</p> <ul style="list-style-type: none"> • Demonstrated ability to coordinate processes to collate information and facilitate discussion and analysis of the material. • Technical competencies in undertaking complex evaluations which involve a variety of stakeholders. • Demonstrated vital research and analytical skills. Strong facilitation and collaborative skills 	

- Strong report writing and communication skills
- Demonstrated ability in strategic communications.

Functional competencies

- Strong analytical skills, including identifying key issues and how they relate.
- Strong writing skills, including developing a results framework and project conceptualization.
- Ability to conceptualize problems and generate innovative, practical solutions.
- Ability to plan for and produce quality results in meeting the established goal.
- Ability to deliver high-quality communication and research products within the set timelines.

8. How to apply

Please submit the following documents:

I. Technical proposal comprising of the following:

- Letter of Confirmation of Interest and Availability using the template provided by UNDP.
- Personal CV and P-11. Proposals without a P-11 form will not be accepted.
- Proposed sections (maximum 10-15 pages in total):
 - Summary
 - Background
 - Purpose and scope
 - Specific objectives
 - Methodology
 - Deliverables
 - Timeframe – schedule
 - Quality and ethical standards
 - Qualifications or description of the team
 - Application procedures. Examples of previous similar work

II. Financial Proposal:

This shall indicate an all-inclusive fixed total contract price, supported by a breakdown of costs, as per the template provided below.

9. Criteria for Selection of the Best Offer

Offers received will be evaluated using a Combined Scoring method, where the qualifications and proposed methodology will be weighted 70% and combined with the price offer, which will be weighted 30%.

Criteria to be used for rating the qualifications: Technical evaluation criteria (total 70 points):

- Experience in the areas of interest (research and analysis, strategic communication, awareness-raising plan and energy efficiency and statistical analysis) (35 Marks)
- Strong quantitative and qualitative skills and demonstrated capacity to perform outstanding desk and opinion research (20 Marks)
- Up-to-date knowledge of Energy Efficiency, resilience, risk reduction, and climate change topics and issues are an advantage (10)

- iv. Previous relevant experience with UN or UNDP policy and programming processes at the global, regional, or country level (5)

Only candidates obtaining a minimum of 49 points in the Technical Evaluation will be considered for the Financial Evaluation.

Financial evaluation (total 30 points):

All technically qualified proposals will be scored out of 30 based on the formula below. The maximum points (30) will be assigned to the lowest financial proposal. All other proposals receive points according to the following formula:

$$p = y (\mu/z)$$

Where:

- p = points for the financial proposal being evaluated
- y = maximum number of points for the financial proposal
- μ = price of the proposal being evaluated.
- z = price of the lowest-priced proposal

Submitted by: Aaron Cunningham, Project Manager, Energy Efficiency Project

Signature: _____

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Aaron Cunningham

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Date: _____

Approved by: Sergio Valdini, Deputy Resident Representative, UNDP

Signature: _____

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Sergio Valdini

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Date: _____