

TERMS OF REFERENCE (TOR)

Statement of Work: Provision of Services to Improve the Advocacy, Communication and Outreach of the ECOWAS Centre for Renewable Energy and Energy Efficiency.

Project Title: Capacity-building support for the ECOWAS Centre for Renewable Energy and Energy Efficiency in the scope of the Global Network of Regional Sustainable Energy Centres (SAP ID: 180287)

DATE: 20 January 2022

1. PROJECT SUMMARY AND OBJECTIVES

Under this project, UNIDO assists ECREEE to adapt technically and institutionally to the new requirements of the ECREEE Strategic Plan covering the period 2017 to 2021. ECREEE is at cross-roads and needs to adjust its internal proceedings and competence to changing demands of the ECOWAS Member States. Since its operationalisation in 2010, major progress has been achieved. Currently, the creation of ECREEE has been considered as an effective regional policy response from the ECOWAS Ministers of Energy to the oil price emergency in 2008 and the urgent need to reduce fossil fuel dependency. In a very short time, ECREEE has positioned itself as an entry point and hub for promoting renewable energy and energy efficiency in the ECOWAS region. The centre has established a regional policy framework, which includes specific targets for the years 2020 and 2030. In 2020, ECREEE celebrated its first 10 years anniversary.

2. GENERAL BACKGROUND INFORMATION

2.1 ECOWAS Centre for Renewable Energy and Energy Efficiency (ECREEE)

ECREEE was established in 2010 as a specialized agency of the ECOWAS Commission charged with the mandate to develop and promote renewable energy and energy efficiency across the region.

Over the last decade, the Centre has played a critical role in the adoption of a community vision of ensuring universal access to energy by 2030. ECREEE has made other significant strides including the following: a) the successful development and adoption of the path-breaking ECOWAS regional --- the renewable energy policy, the energy efficiency policy, bioenergy policy, and gender policy; b) the establishment of the ECOWAS Observatory for Renewable Energy and Energy Efficiency (ECOWREX); c) the establishment of the innovative ECOWAS Renewable Energy Facility (EREF) to provide funding for sustainable energy projects; and d) the establishment of partnership agreements with international and regional development partners such as the United Nations Industrial Development Organization (UNIDO), International Renewable Energy Agency (IRENA), European Commission (EU), Spanish International Development Cooperation (AECID), the German International Development Cooperation (GIZ), Austrian Development Agency (ADA), African Development Bank (AfDB), etc.

Efficient communication and advocacy have been a major cornerstone in effectively carrying out the agency's mandate. Key players are duly informed to ensure that they understand the Centre's role in the energy sector, more specifically, its activities and projects. This is achieved with a good outreach strategy with specific elements such as clear objectives to achieve, targeted stakeholders, the messages to convey, and finally, the tools and channels to drive these.

ECREEE developed a Communication Strategy in 2015 as part of its effort to boost the outreach and visibility of its interventions. The strategy covered all aspects of program communication, media and

public relations, organizational communication, visibility and branding, communication for development, and awareness-raising. It also outlined the agency’s key priority and result Areas over the last six years, i.e., 2015-2020.

Considering that the business demand is evolving based on country needs and the surge in partnership, a continuously improved and effective communication effort is necessary. Thus, the review of its communication strategy is imperative, to deepen understanding of ECREEE interventions, better integrate communications into new initiatives, and boosting outreach efforts to take into account new communication materials and technologies and the different audiences.

3. OBJECTIVE OF THE ASSIGNMENT

The objective of the assignment is to review and update the ECREEE corporate identity, branding, advocacy and communication strategies and procedures, with the aim of developing an implementation plan to achieve its strategic objectives.

4. THE SCOPE OF THE PROPOSED CONTRACTED SERVICES, DELIVERABLES

The assignment should be completed in fifty (50) working days within three (3) months. The assignment has the following scope:

Activities	Outcomes/ Deliverables	Price/Item in USD	Indicative Duration in Working days (WDs)
Group Task 1: Inception Meeting			
<ul style="list-style-type: none"> ✓ Organize a virtual call with the ECREEE team, to better understand the goals and the context of the assignment. ✓ Present a methodology for the implementation strategy to define, document, validate the planned activities and communicate the process. 	<ul style="list-style-type: none"> ▪ ECREEE inception meeting report ▪ Approved Implementation Strategy 		5 WDs
Group Task 2: Documentation Review			
<ul style="list-style-type: none"> ✓ Perform a detailed assessment of the ECREEE communication strategy, branding manual, communication processes, institutional documents, and any reports against best practices to achieve effective outreach and visibility goals. ✓ Consult with the communication contact point and other relevant staff at ECREEE coordination team, as required. 	Provide an assessment report, including the findings and recommendations for updates, analysis of impact and outreach of the communication activities, the list of consulted documents and a summary of the consultation.		12 WDs

Group Task 3: Update of Communication Materials		28 WDs
<ul style="list-style-type: none"> ✓ Update the Communication Strategy ✓ Update the design of branding and corporate strategy manual ✓ Develop a comprehensive internal communication plan and procedures aimed at creating awareness of institutional mission, actions, and achievements, and facilitating the communication flow among units and departments. ✓ Create engaging templates for communication materials to facilitate unified information flow to both external and internal parties. Templates should include among others, press release, flyers, factsheets, PowerPoint presentation, business cards, email signatures, etc. 	Updated ECREEE communication package, including: <ul style="list-style-type: none"> ▪ Communication strategy including communication tools, processes and platforms ▪ Branding and corporate strategy manual, in alignment with the ECOWAS procedures. ▪ Internal communication plan and procedures. ▪ Communication material templates 	
Group Task 4: Implementation, Monitoring and Evaluation Plan		5 WDs
Develop a two-year implementation and monitoring plan for the ECREEE communication strategy	<ul style="list-style-type: none"> ▪ ECREEE implementation and M&E Plan developed for the commun. strategy 	
Total Duration		50 WDs

In addition, the contractor will be required to deliver the following:

All used raw files and sheets in editable form (e.g. xls). All files need to be handed over and become property ECREEE. Both organisations will receive the editable documents format. This will allow them to incorporate future changes.

All communication materials developed/updated during this assignment must align with the ECOWAS and ECREEE Branding manual. The consultant will be responsible for coordinating all necessary sub-contracts that relate to editing, translation, or any other activities foreseen to finalize the assignment.

5. GENERAL TIME SCHEDULE

The deliverables of the assignment shall be provided within 3 months for **50 working days** after the countersignature of the contract.

Deliverables	Month		
	1	2	3
D.1: Inception Meeting Report			

D.2: Documentation Review			
D.3: Update of Communication Materials			
D.4: Implementation, Monitoring and Evaluation plan			

6. COORDINATION AND REPORTING

The Contractor will report directly to the Information and Communication Technology team of ECREEE coordination team. All day-to-day reporting and correspondence shall be in English; and the Contractor can undertake the assignment remotely.

Disclaimer: The Consultant must explicitly agree that any information collected and analyzed during the contracting period is subject to a data privacy clause and a non -disclosure agreement. All products and services delivered under this contract shall pass into the exclusive ownership of ECREEE, including all use and distribution rights connected to it.

7. LANGUAGE REQUIREMENTS

The working languages for this assignment will be English. French and Portuguese are an asset.

8. EVALUATION and PERSONNEL QUALIFICATION

Received bids need to comply with and will be evaluated according to the following criteria:

Minimum Eligibility Requirements		value	score
1	Immediate availability of the contractor;	Yes	qualify
		No	does not qualify
2	Communication company, institution or individual, registered as a legal entity with at least five (5) years of experience in the communication field (please provide a copy of the Certificate of Incorporation).	Yes	qualify
		No	does not qualify
3	Financial strength of the company. Please provide a completed and signed <u>Financial Statement Form</u> .	Yes	qualify
		No	does not qualify
4	Completed and signed Statement of Confirmation (Annex 1 to the TOR).	Yes	qualify
		No	does not qualify
5	Completeness of the technical and financial offer (e.g. CVs, track-record of video production projects/training, legal and financial documents, all-in price incl. all taxes);	Yes	qualify
		No	does not qualify
6	Minimum of master's level education in video production, communication, public relation, and related fields; development studies and gender safeguards experience is an asset;	Yes	qualify
7	Official advanced certificate in video production;	No	does not qualify
		No	does not qualify

8	Team leader demonstrates at least seven (7) years of experience in producing videos for regional and international organisations. Experience in providing consultancy in the sustainable energy field is an asset. <i>All reports and video scripts need to be produced in English. Fluency in French and Portuguese will be an asset.</i>	Yes	qualify
		No	does not qualify
9	Experience in working with regional organization such as ECOWAS and/or international organization in West Africa will be an advantage.	Yes	qualify
		No	does not qualify
Criteria for the Quality Assessment of Technical Offers		value	score
1	Quality and coherence of the overall technical offer and efficiency of the proposed execution modality, team set-up and effort to mainstream gender equality ;	convincing	40%
		regular	20%
		poor	0%
3	Quantity and quality of the provided track-record of experience in communication development and implementation;	good	30%
		regular	20%
		poor	0%
4	Scope of experience of the project team/consultant in conducting capacity building, providing communication training and transferring knowledge to similar institutions involving multiple donors with different communication requirements;	good	30%
		regular	20%
		poor	0%
5	Experience with gender-sensitive communication plan development and 1% cost allocated to gender mainstreaming.	good	30%
		regular	20%
		poor	0%
MAXIMUM SCORE			100%

The technical acceptable bid with the lowest (**all-inclusive**) price will be awarded. Only technical proposals with a quality score of 70% or more will qualify. ECREEE reserves the right to request additional information from bidders if necessary

9. APPLICATION PROCEDURE

Applicants should submit the following in English:

- i. A technical proposal that captures a) the methodology through which the consultant intends to carry out the assignment, b) detailed implementation schedule, and c) responsibilities of the consultant, ECREEE staff;
- ii. Financial proposal in EUR including all costs and taxes (i.e., a detailed work-time-expert-diagram indicating daily rates for individual team members).
- iii. The CVs of the selected team;
- iv. Track-record of similar work with samples with written endorsements from, at least, two clients of the service provider; the consultant should provide links to communication plans produced;
- v. Copies of academic certificates and any other relevant documents as described in the evaluation criteria.

FURTHER INFORMATION

Applicants are requested to submit their proposals no later than 13:00 hrs (GMT) of 3rd of March 2022, by sending applications to com-strategy@ecreee.org.

Further information is available at:

- www.ecreee.org
- www.unido.org