

Terms of Reference



Call for Expressions of Interest

Consultancy to develop Information, Education and Communication Materials on Clean Cooking Energy Services

Type of Contract: International Consultant

Duration: 45 working days

Duty Station: Home based/ Occasional travel in the region

Expected Start date: April 30th, 2015

1. Background

The ECOWAS Centre for Renewable Energy and Energy Efficiency (ECREEE) seeks to contribute to the sustainable economic, social and environmental development of West Africa by improving access to modern, reliable and affordable energy services, increasing energy security and reducing energy related GhG emissions and climate change impacts of the energy system. The specific objective of ECREEE is to create favorable framework conditions and an enabling environment for renewable energy and energy efficiency markets by supporting activities directed at removing existing barriers.

In line with its objectives to promote energy access through the use of renewable energy and energy efficiency technologies, ECREEE established a regional Cooking Energy initiative called the West African Clean Cooking Alliance (WACCA) with the mandate to accelerate access to clean cooking energy services in the region.

- In the ECOWAS region, around 80% of the population still uses traditional biomass for cooking and heating, often in an unsustainable manner on inefficient stoves such as the 3-stone fire.
- Globally, energy poverty known as the lack of access to modern/sustainable energy services is responsible for more than 4 million deaths per year from indoor-air pollution (IAP), according to the WHO (2012). The majority of these premature deaths occur in developing countries such as the member states of ECOWAS.

WACCA believes that efficient, affordable and clean cooking energy solutions can significantly improve the lives of those who have no access to them and are forced to use expensive and dangerous alternatives for their cooking needs. Though improved cookstoves (ICS) and sustainable cooking fuels exist and are available, market uptake for these products remains very low especially in rural and peri-urban areas due a multitude of supply-chain barriers. One of these barriers is the lack of consumer

awareness about ICS, alternative fuels and their associated benefits, and a lack of trust towards the technologies due to the prevalence of poor quality products.

In a recent informal survey of clean cooking entrepreneurs, it was clear that there is a pressing need to disseminate information on ICS and alternative fuels that could increase awareness and support the target population in their decision on choice of cooking stoves and fuels. As a result, WACCA is launching this activity to increase the awareness of the benefits of improved cooking technologies and modern fuels in order to promote a widespread uptake and increased adoption.

2. Objective(s) of the Assignment

The broad objective of this assignment is to develop information, education and communication (IEC) materials and a consumer sensitization campaign in order to raise awareness and adoption of quality sustainable, efficient and clean cooking energy services (stoves and fuels).

The specific objectives are:

- a). To develop series of consumer awareness materials in order to help build consumers' confidence in clean cooking products and to raise awareness about their use and significant socio-economic benefits, (health, savings, environment, etc.). The consumer awareness material package should include: video animations, radio scripts and printed materials including brochures, posters, leaflets, etc.
- b) To develop information materials that can be used for information and awareness-raising of decision-makers at the policy level. These materials should encourage governments and donor partners to take bold actions in order to promote a vibrant market for clean cooking energy solutions. The materials will also be used for general the public as a means of raising their awareness so as to assist them in making informed decision.
- c) To develop educational materials that can be used for information and educational purposes for private sector actors in order to increase their capacities to disseminate the benefits of the ICS and alternative fuels to consumers.
- d) To develop posters, brochures and leaflets on efficient, sustainable and clean cooking energy solutions.

3. Scope of Work (technical and geographic)

The consultant will be expected to carry out the following tasks:

Design marketing and sensitization materials

- Conceptualize, develop layout, format scripts and design information, education and communication materials and activities (radio, television, print media, billboards, video, leaflet and WACCA project folder).
- Conceptualize, develop layout, format and design information, education and communication materials on cooking energy services/issues (radio, TV, plea letters, PowerPoint Presentation, program brochure, posters, etc.) targeting potential decision-makers.
- Test and validate the tools with the task force comprised of clean cooking energy solutions entrepreneurs and other stakeholders.

Design awareness campaign

- Analyze the current literature such as market assessment study and current and prospective consumer segments of the clean cooking market. Clearly define the priority audiences that the awareness campaign should target. Analyze their characteristics, needs, factors influencing their purchasing decisions and nature of content needed to influence behavioral change.
- Propose appropriate communication methods/dissemination channels for the different target audiences, using the designed consumer awareness materials. Determine channels, time of day, frequency, locations etc.
- Analyze existing consumer awareness material package material and propose adjustments of the material to the various local contexts and suggestions on additional/complementary messages to be developed.
- Identify the current promotion activities of some of the existing wholesalers; retailers and other organizations involved in the clean cooking energy services in the region as well as their capacity to scale up their promotion activities.
- Provide recommendations on how the awareness campaign could support actors in the supply chain in order to strengthen their promotion activities of quality clean cooking energy services.
- Develop a database of media and public relations professionals / agencies in the ECOWAS region that can be utilized during project implementation, and facilitate contact with them when necessary.

Implementation plan and budget

- Develop an implementation plan/media roll out plan for the awareness campaign with associated timeline for all activities.
- Develop a budget for all proposed activities.
- Develop a monitoring tool that provides feedback on the effectiveness/impact of the advert to the targeted audience.

The geographic scope of the campaign is the entire ECOWAS region. Hence the material should be easy to translate from English to French and Portuguese.

4. Expected Deliverables and Reporting Requirements

The consultant is expected to provide the following outputs:

- (i) *Inception report* – outlining in detail the work/activities to be undertaken by the consultant including methodology, implementation plan and timelines. It should also include an overview of the narrative summarizing the consultant’s understanding of the scope and the intended goals of the consumer awareness campaign and an outline of the final report;
- (ii) A comprehensive consumer awareness strategy clearly defining: targets audiences, what communication methods will be used and specification such as channels, frequency, languages, etc.
- (iii) An implementation plan/media roll out plan for the awareness campaign with associated timeline for all activities.
- (iv) Key message for all materials with the support of the task force.
- (v) An audio-visual public service announcement geared towards consumers/general public.
- (vi) An audio-visual public service announcement geared towards policy makers.
- (vii) An audio public service announcement for consumers/general public.
- (viii) Design layout (for printing/production) of WACCA project folder, brochure, banner, billboard, campaign, t-shirt, poster.

- (ix) A budget forecast of the costs associated with the suggested activities.
- (x) A monitoring tool that provides feedback on the effectiveness and impact of the advert to the targeted audience.
- (xi) A list of firms identified with the capacity to successfully execute the consumer awareness campaign designed.
- (xii) *Draft report* – The consultant will deliver the draft report and power point presentation three weeks before the end of the assignment.
- (xiii) *Stakeholder validation workshop* - The consultant is expected to travel to a location to be determined by WACCA to present findings and deliverables to a stakeholder's workshop before the end of the assignment.
- (xiv) *Final report* - Final Report on Consultancy, which should show the methodology used, activities undertaken, successes, challenges, results (planned and unplanned), lessons identified and recommendations on how to address those lessons.

To complete these aforementioned outputs, the consultant will be required to:

- Participate in an inception meeting at ECREEE's Secretariat in Praia, Cabo Verde.
- Prepare an Inception Report within one week after the commencement meeting.
- Collaborate with key stakeholders in the target countries to collect information, photo and video footages for the development of promotional materials, case studies and other activities.
- Conduct on-site visits to clean cooking energy businesses and programs in selected countries.
- Meet with the Task Force composed of selected individuals for consultation and vetting purpose.
- Participate in a selected stakeholder/partner validation workshop of the consumer awareness campaign and adjust the campaign based on feedback provided.

Note: All assignment outputs and deliverables will be property of WACCA.

5. Payment Schedule

- 10% upon signature of the contract;
- 10% upon receipt and approval of inception report;
- 25% upon receipt of all drafts of IEC material.
- 25% upon receipt of all final versions of IEC material.
- 30% upon receipt of a final report.

6. Proposal Submission Requirement

- a). *Technical proposal* not exceeding 10 pages in length (font size 12) with the proposed approach and activities to be taken for the implementation and management of the assignment, including an operational work plan with timelines and track record of consultant/team, etc.
- b). Financial offer/budget including breakdown of costs with man-days for each team members (if team approach is utilized).
- c). Curriculum Vitae of consultant and of each member of the team (if a team approach is utilized)
- d). Scanned copy of passport(s)
- e). Other supporting material deemed to be relevant to the proposal may be attached as an annex. Although annexes are useful, they will not be evaluated.

Note: There is no proposal template. Proposals should cover the above requirement.

7. Evaluation Criteria

Proposals will be evaluated on the basis of:

- b). Implementation methodology
- d). Experience of consultant/team
- c). Cost effectiveness / price

8. Qualification requirements

The selected consultant/team will have a track record of at least five years of expertise in the development of communication strategy, disseminating communication materials and raising awareness among consumers about the characteristics and benefits of a product.

- Lead applicant should have at least a bachelor's degree in the field of public relations, journalism or marketing, or business management or similar field.
- Familiarity with branding compliance and other marketing guidelines.
- Work experience in Sub-Saharan Africa and comprehensive knowledge of sustainable energy access issues.
- Proficiency in English and French, Portuguese would be an asset.
- Excellent written, oral and interpersonal skills.
- Familiarity with clean cooking energy field and the WACCA initiative will be an asset.
- Familiarity with website development and social media platforms is preferred.

9. Client's Input and Counterpart Personnel

Services, facilities and property to be made available to the Consultant by the Client:

- (i) The Consultant will provide own services, facilities and property sufficient to activity completion;
- (ii) The Consultant will be provided with relevant documents and contacts in ECREEE's possession to facilitate the assignment;

Professional and support counterpart personnel to be assigned by the Client to the Consultant;

- (iii) The Consultant will be assigned a counterpart by ECREEE to streamline all technical aspects of this assignment;
- (iv) The Consultant will work with a taskforce consisting of entrepreneurs and other stakeholders from Member States (MS).

10. Application Deadline

Interested and qualified consultants should send their application at the latest by 15th April 2015 to wacca@ecreee.org (max. 10 MB).

11. Language of Work

The contractor must have the capacity to work in both English and French. All to be delivered as part of the output for this consulting should be submitted in English.

12. Level of Effort

The expected level of effort of this assignment is expected to be 45 days of professional staff time between April 30th to June 30.

No.	Item	Target delivery date	Indicative number of days	Location
1	Inception Meeting and report	April 30 th	3	Remote via Skype
	Baseline; stock-taking and interfacing with key stakeholders	May 10	3	Home base
1	Submit a storyboard and script for the documentary; audio message; template for brochure; poster; banners and t-shirt to ECREEE for approval	20 May	12	Home base
2	Submit draft materials (video, audio message, design brochures, posters, t-shirts) for comments	10 June	15	Home base
3	Submit edited and final materials	23 June	5	Home base
4	Present a complete work to task force	30 June	2	ECREEE Secretariat
Total number of days			40	



*ECOWAS Regional Centre for
Renewable Energy and Energy Efficiency*

*Centre Régional pour les Energies Renouvelables
et l'Efficacité Energétique de la CEDEAO*

*Centro Regional para Energias Renováveis e
Eficiência Energética da CEDEAO*

ECREEE Secretariat

Achada Santo Antonio

C.P. 288, Praia, Cape Verde

Tel: +238 2604630, +238 2624608

E-mail: wacca@ecreee.org

Web: <http://www.ecreee.org>