**Terms of Reference**

**Provision of event management services**

**For**

**The Energy Efficiency Multi Stakeholders Platform (EE-MSP) Kampala**

1. **Background**

SNV is a not-for-profit international development organization that applies practical know-how to make a lasting difference in the lives of people living in poverty. We use our extensive and long-term in-country presence to apply and adapt our top-notch expertise in agriculture, energy, and water to local contexts. SNV has over 1,300 staff in more than 25 countries in Asia, Africa, and Latin America. We are proud to be a not-for-profit organization that uses project financing to implement our mission. This requires us to work efficiently and to invest in operational excellence.

In its new Strategic Plan period (2019 – 2022), SNV will more explicitly aim for systems change during project preparation and implementation by strengthening institutions and kick-starting markets that enable many more to escape poverty beyond our projects. We will continue to position ourselves as a premium organization and invest in making knowledge flow to and from the frontline. For more information on SNV's operations, visit our website: [www.snvworld.org](http://www.snvworld.org/).

**1.2 The Inclusive Markets for Energy Efficiency in Uganda (IMEU) project description**

The Inclusive Markets for Energy Efficiency in Uganda (IMEU) is a four-year project funded by the Embassy of Sweden (EoS) in Kampala, Uganda. IMEU is implemented by a consortium of 3 partners: SNV Netherlands Development Organisation (lead), College of Engineering, Design, Art, and Technology (CEDAT), and Private Sector Foundation Uganda (PSFU).

The project aims at contributing to the development of sustainable and inclusive markets for appropriate energy efficient (EE) products and services for households, businesses, and institutions in Uganda.

The thematic scope for the project is based on prioritised value chains of tea, maize and oil seeds in agriculture and built environment considering industrial, public, and residential buildings. The agricultural sector targets agribusinesses and cooperatives while in the built environment, the project targets households, hotels, commercial facilities, and social Institutions in selected districts and cities.

Energy Efficiency adoption in Uganda is still low across sectors due to known barriers of limited awareness, limited technology availability and appropriateness, perceived high upfront costs, poor quality of products, limited skills, and knowledge as well as limited institutional coordination. To address these barriers, it therefore requires a market systems development approach with interventions at supply, demand and enabling environment.

Therefore, in contributing to the kick-starting and strengthening of markets for energy efficiency products and services in Uganda, the project has planned to intervene at demand, supply and enabling environment for EE market as follows:

(1) Stimulating uptake of EE products and services by increasing awareness among energy users **(demand side)**

(2) Targeted and contextualized de-risking support to small and medium enterprises (SMEs), energy service companies (ESCOs) and Energy Service Provider Companies (ESPC) **(supply side)**

(3) Strengthening institutional coordination, research and enabling environment for energy efficiency **(enabling environment)**

IMEU project has the ambition to contribute to the development of inclusive energy efficiency markets in Uganda; the project acknowledges the need to strengthen institutional coordination and policy advocacy as a key pillar for demand and supply to operate effectively and sustainably. Therefore, a Multi-Stakeholder Platform (MSP) approach has been proposed to attain institutional coordination, knowledge sharing and policy advocacy in the energy efficiency subsector as envisioned by the IMEU project.

1. **The objective of the MSP Launch event:**

The Inclusive Markets for Energy Efficiency in Uganda (IMEU) project, together with the energy efficiency department in the Ministry of Energy and Mineral Development (MEMD), has aimed to establish EE-MSP at the national level to develop and discuss joint solutions together with the relevant stakeholders from business, civil society, academic institutions, and the relevant public departments. The overarching goal of the event is to launch an EE -Multistakeholder platform aimed at fostering collaboration and contribute to the discussion around EE policy, strategies, innovations and cross-cutting issues in Uganda

1. **Purpose and Scope of the Assignment**

The overall objective is to undertake event planning and reporting of the Energy Efficiency Multi-Stakeholders Platform (EE-MSP), in Kampala.

These events shall bring together demand, supply, financing, and policy actors to witness and sign to the EE-MSP.

**2.1 Specific undertakings for the assignment**

The following tasks are required of a competent media consultant firm.

1. Undertake the overall PR and launch execution/ venue management of the EE-MSP.
2. Provision of MC/Moderator for the main event and moderating High-level Panel Discussion.
3. Organise mini-exhibitions for the identified exhibitors in clean cooking (3), industrial appliances, solar PV, services (industrial associations-UNACC, EEAU) and policy levels, IMEU (PSFU, SNV and Makerere University)
4. Develop Energy Efficiency (EE) documentary (5-minute Video) (content to be discussed)
5. Design and print event banners.
6. EE-Road map document review, layout and printing
7. Prepare a final event report.

**3.0 Approach/ Methodology**

The Consultant is expected to deploy the following approaches:

1. Event concept design and management
2. Participate in briefing, update and review meetings.
3. Coordinate transport to conference and exhibition venues where necessary.
4. Registration of all attending participants during EE-MSP event
5. Organization and management of the exhibition and conference venues and addressing logistical requirements.
6. Supporting the event sessions, for instance, through procurement of a Master of Ceremony, addressing Protocol where necessary
7. Securing of service providers EE-MSP road map document and printing
8. Securing of service providers EE-MSP Documentary
9. Coordinate and organise security requirements for the event.
10. Reporting on concluded events, with recommendations on areas for improvement

**3.1 Possible relevant Institutions could be part of the EE-MSP participants.**

1. **Government Institutions:** Ministry of Energy and Mineral Development (MEMD), Uganda Energy Credit Capitalization Company (UECCC), Electricity Regulatory Authority (ERA), Uganda Revenue Authority (URA), Uganda National Bureau of Standards (UNBS), Uganda Investment Authority (UIA), The Climate Change Department of the Ministry of Water and Environment (MWE), The Ministry of Agriculture, Animal Industry and Fisheries (MAAIF)
2. **Industry Associations:** Uganda National Renewable Energy and Energy Efficiency Alliance (UNREEEA), Energy Efficiency Association of Uganda, Uganda Clean Cooking Alliance, Uganda Manufacturers Association, Uganda Small Scale Industry Association, Federation of Medium and Small Scale Entreprises and Private Sector Foundation Uganda, Uganda Tea Development Association, Uganda National Farmers Federation, Uganda Real Estate Developers Associations, Uganda Hotel Owners Association etc
3. **Academia:** Makerere University, Mountains of the Moon University, and Uganda Marty’s University, Mbarara University of Science and Technology, Lira University, Busitema University and Gulu University.
4. **Civil Society Organizations and Development Organizations**: GIZ, WWF, ACODE, GGGI, Embassy of Sweden, FCDO, EU, Power for All etc
5. **Media Houses:** Nation Media Group, Vision Group, Next Media, UBC, Regional Radio Stations etc
6. **Energy Efficient Technology suppliers and manufacturers:** clean cooking technologies, Industrial technologies, heating technologies, cooling technologies, lighting technologies water pumping technologies among others
7. **Energy efficiency service providers:** Energy Services Companies, Financial Institutions among others
8. **Social institutions:** Schools, Hospitals/health facilities, Prisons etc

**4.0 Expected Deliverables**

* Final approved inception report detailing the methodology, timelines, and work plan for execution and exhibition, including overall PR and launch execution/ venue management of the EE-MSP event layout.
* Excellent layout of the EE -MSP road map document and Printing
* Excellent video documentary on the EE issues in Uganda
* Design and print vent banners and promotional materials.
* Design of the high-level panel discussion session
* A detailed report on the campaign event execution

**5.0 Reporting and Supervision.**

The consultant shall be directly supervised by the project communications team, Private Sector Development Advisor (IMEU), who reports to the Project Manager, Inclusive Markets for Energy Efficiency in Uganda Project.

**6.0 Required Qualifications, competencies, and Experience.**

**6.1 Qualification and Experience of Lead and associate consultants**

The lead consultant should possess a degree in any of the following disciplines: Communications, Marketing, Hospitality and Industry, Social Sciences and Business Management. He/she should evidence at least 7 years’ experience in stakeholder engagement and management, campaign design and execution, marketing of renewable energy and energy efficiency technologies and services.

Other Associate Consultants should have evidence expertise and experience in high-level Events design and management, Renewable energy and Energy efficiency, social sciences, marketing, sales etc. Each of the associate consultants should evidence experience of at least 5 years.

**6.2 Consultant competencies**

In addition to the above expertise and experience, the proposed team should demonstrate the following competencies.

* Proven experience in event management.
* Strong research and analytical skills
* Demonstrated event concept design skills
* Demonstrated stakeholder engagement and facilitatory skills
* Good understanding of the renewable energy and energy efficiency sub-sector
* Demonstrated documentation and dissemination skills
* Evidenced qualitative and quantitative data collection and analysis skills
* Good understanding of operations of a market systems development approach
* Ability to undertake studies in challenging environments

 **6.3 Requisite documentation for the consultant**

* Company Legal registration documents (certificates of registration and incorporation)
* Tax Compliance Certificate addressed to SNV or most recent one not more than 1 month old.
* Valid trading license
* Company profile
* CVs of all the proposed staff for the assignment
* References for atleast three earlier comparable assignments undertaken.

**7.0 Timeline, Contracting and Proposed payment terms**

The assignment is expected to be undertaken within a maximum of 20 days. The contract shall be a fixed term with all the key activities and deliverables paid based on the value for money offering agreed upon during negotiation. The proposed payment terms are based on specific quality-approved deliverables.

* 70% based on an approved inception report, including the script of the EE documentary and EE\_MSP road, may document layout design as well as a key outline of the EE Panel discussion session.
* 30% based on successfully organising and managing events with key stakeholder participation and submission of the final MSP launch event report.

**8.0 Application process**

**8.1 Submission of Proposals**

Interested companies should send technical and financial proposals to SNV Netherlands Development Organization in soft copies via email: ugandatenders@snv.org The subject should read: **Provision of event management services for The Energy Efficiency Multi Stakeholders Platform (EE-MSP), Kampala**.

The technical proposals should include the key personnel’s CVs and evidence of earlier comparable assignments undertaken.

**8.2 Deadline for submissions**

All the applications should be sent no later than **2nd May 2023 at 5:00 pm.** Any applications past the deadline shall not be received.

Only successful applications shall be contacted.

**Tender disclaimer.**

*SNV reserves the right to either accept or reject any or all bids submitted. SNV can stop this procurement at any time without need to give explanation or can extend the deadline for submission once it sees it fit. In case you do not hear from SNV within 3 weeks of closure of the bid receipt date, consider yourself unsuccessful.**SNV also reserves the right to reject and cancel the tender in case any illegal, corrupt, coercive, or collusive practices are noticed. Late bids will be rejected*. *Please note that viewing, downloading or otherwise using the TOR constitutes acceptance on your part of all the above noted statements and conditions*