

**Provision of Public Relations, Marketing and Communication services for two energy efficiency regional awareness campaigns in Fort Portal and Lira Cities**

## 1.0 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 derisking 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**)

Behavioural change communication (BCC) has been identified as a key strategy that supports unlocking of all the other financing, skills, institutional coordination, and policy barriers in scaled adoption of EE technologies and practices in agriculture and built environment. This strategy aims at achieving an energy efficiency mindset change among people. This will be implemented through awareness raising events, stakeholder engagement meetings, information, educational and communication tools development and dissemination as well as tailored capacity building trainings. Therefore, EE behavioural change communication strategies coupled with multistakeholder engagements are critical toward sustainability and scale of EE technologies and practices adoption among businesses, social institutions, and households.

In this regard, SNV is now seeking for public relations, marketing and communications services from licenced and competent firms to support in undertaking two (2) energy efficiency regional awareness campaigns in Fort Portal and Lira Cities.

## 2.0 Purpose and scope of the assignment

The overall objective is to design/develop and implement an awareness campaign strategy in Fort Portal and Lira Cities.

## 2.1 Specific undertakings for the assignment

To attain the above objective, the consultant will need to deliver the following tasks across Fort Portal and Lira City.

- a) To lead in developing and profiling compelling EE awareness messaging in both English and local dialect to be used in the branding and mass advertising of the awareness events for the various target audiences
- b) Develop a well-designed awareness campaign road map with stipulated timelines encompassing the various target audiences for activations
- c) Undertake awareness raising activations in selected schools, institutions, markets as well as city drives for Fort Portal and Lira
- d) To ensure event visibility across selected media including social media engagement.
- e) Undertake photographic, videographic and narrative documentation of the activation event
- f) Develop and implement a crisis management strategy

## 3.0 Approach/ Methodology

The Consultant is expected to deploy the following approaches:

- a) Develop a 360-energy efficiency awareness campaign with stipulated timelines encompassing both above the line and below the line activations directed towards various target audiences.
- b) Partake in planning meetings, briefings and campaign reviews
- c) Content creation and design including but not limited to digital banners, GIFs, animations, short videos with respect to messaging to be used in the branding and mass advertising of the awareness events for the various target audiences and media platforms
- d) Undertake media relations activities for promotion/visibility of the campaign including development of press releases, supporting press conferences, article placements, interviews, guest appearances in liaison with the project communications team
- e) Periodic status reporting on campaign executions with recommendations for revision in strategic direction where necessary
- f) Overall campaign report weighed against the campaign's stipulated objectives.

## 3.1 Project Target Audience

- a) **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)
- b) **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 Enterprises and Private Sector Foundation Uganda, Uganda Tea Development Association, Uganda National Farmers Federation, Uganda Real Estate Developers Associations, Uganda Hotel Owners Association etc
- c) **Academia:** Makerere University, Mountains of the Moon University, and Uganda Martyrs' University, Mbarara University of Science and Technology, Lira University, Busitema University and Gulu University.
- d) **Civil Society Organizations and Development Organizations:** GIZ, WWF, ACODE, GGGI, Embassy of Sweden, FCDO, EU, Power for All etc
- e) **Media Houses:** Nation Media Group, Vision Group, Next Media, UBC, Regional Radio Stations etc

- f) **Energy Efficient Technology suppliers and manufacturers:** clean cooking technologies, Industrial technologies, heating technologies, cooling technologies, lighting technologies water pumping technologies among others
- g) **Energy efficiency service providers:** Energy Services Companies, Financial Institutions among others
- h) **Social institutions:** Schools, Hospitals/health facilities, Prisons etc

#### 4.0 Expected Deliverables

- Final approved inception report detailing the methodology, timelines, workplan for execution
- Detailed strategy for promotion of the regional awareness event.
- Key compelling messaging on EE targeting businesses, households, financial institutions, and policy actors
- Campaign status updates shared with project communications team on a weekly basis
- A detailed report on the campaign event execution
- Short video documentary derived from short videos shot during the activations and exhibition.

#### 5.0 Reporting and Supervision.

The consultant shall be directly supervised by the project communications team which 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, Journalism, Marketing, Social Sciences and Business Management. He/she should evidence atleast 7 years' experience in stakeholder engagement and management, campaign design and execution, undertaking media planning and engagement, public relations, marketing of renewable energy and energy efficiency technologies and services and events management.

Other Associate Consultants should evidence expertise and experiences in Graphics Design and production, copy writing, excellent writing skills, media buying, Renewable energy and Energy efficiency, public relations, marketing, and sales etc. Each of the associate consultants should evidence experience of atleast 5 years.

##### 6.2 Consultant competencies

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

- Strong research and analytical skills
- Demonstrated oral and written communication 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
- Tax Compliance Certificate
- Valid trading license
- Company profile
- CVs of all the proposed staff for the assignment
- References for earlier comparable assignments undertaken

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



The assignment is expected to be undertaken within a maximum of 50 days. The contract shall be a fixed term with all the key activities and deliverables paid based on the value for money offering agreed during negotiation. The proposed payment terms are based on specific quality approved deliverables.

- 40% based on an approved inception report with a clear strategy for promotion of the event
- 40% based on campaign execution
- 20% based on an approved Final report with all the requisite attachments

## **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](mailto:ugandatenders@snv.org). The subject should read: **Public Relations, Marketing and Communication services in Fort Portal and Lira Cities.**

The technical proposals should include CVs of the key personnel as well as evidence of earlier comparable assignments undertaken.

### **8.2 Deadline for submissions**

All the applications should be sent not later than **14<sup>th</sup> October 2022 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 reserves the right to either increase or decrease the assignment scope depending on budget availability. 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.*