

INVITATION FOR EXPRESSION OF INTEREST

Assignment:	Partner for communications support, media relations and increasing local awareness of Beyond the Grid Fund for Africa (BGFA) and Modern Cooking Facility for Africa (MCFA) programmes in Sub-Saharan Africa.
Project countries:	Primary: Democratic Republic of the Congo, Zambia, Uganda Secondary: Burkina Faso, Kenya, Liberia, Mozambique, Zimbabwe
Sector:	Communications and PR
Funding sources:	Beyond the Grid Fund for Africa Home - beyondthegrid.africa Modern Cooking Facility for Africa Home - moderncooking.africa
Type of contract:	Consulting services
Type of notice:	Invitation for Expression of Interest
Issue date:	19 September 2022
Closing date:	10 October 2022 at 12:00 noon local time in Helsinki, Finland

Assignment description: Nefco intends to procure consulting services ("Consultant") related to communications support, media relations and increasing local awareness of Beyond the Grid Fund for Africa and Modern Cooking Facility for Africa programmes in Sub-Saharan Africa.

The aim is to:

- 1) Increase overall awareness of the importance of clean energy access;
- 2) localise content and increase visibility for key stakeholders/audiences in all BGFA and MCFA project countries;
- 3) reach out to media in all BGFA and MCFA project countries;
- 4) support Nefco in increasing the awareness globally of the BGFA and MCFA programmes and how the programmes are creating value for various stakeholders in the project countries through the production of impact stories; and
- 5) create various communications materials to support the above.

Scope of work would include but may not be limited to:

- Media relations
- Production of news articles, impact stories and other communications materials
- Design and production services (of visual materials and videos)
- Crisis communications (when needed)
- Event management/coordination

Assignment start-date and duration:

The assignment is expected to start in January 2023 the latest for a 12-month initial period, with possible prolongation until the end of 2026 with additional budget allocations.

The Assignment may also be extended with additional activities, if relevant.

Maximum budget available for the assignment (VAT 0%):

Annual (12-month) indicative budget is max EUR 150,000 (one-hundred-fifty-thousand euros), for a four-year period until the end of 2026.

Consultant profile:

When expressing an interest in shortlisting, the consultant should take into consideration the following general profile demands and requirements:

1. Experience of Consultant firm

- 1.1. A minimum of three (3) years of experience in similar assignments in Africa.
- 1.2. Demonstrated track record
 - I. in media relations management and content creation;
 - II. of communications related assignments in Africa, preferably in the primary BGFA and MCFA project countries; and
 - III. in activities related to sustainable financing and communicating impact.

2. Approach and methodology

- 2.1. Ability to cover all primary BGFA and MCFA project countries within the scope of the Assignment either with local presence or ability to travel. Local presence in secondary countries is an advantage.

3. Qualifications and competence

- 3.1. Team with adequate competence and experience: content creation, media contacts and experience working with journalists, and project management.
- 3.2. Possibility to produce materials in English, French and Portuguese. Proficiency in other local languages is seen as an advantage.

Submission requirements:

Interested consultancy firms are hereby invited to submit their Expressions of Interest for the purpose of being shortlisted for a Request for Proposals.

Nefco will assess the qualifications and competence of the consultants seeking to be shortlisted, based on the information submitted, which should include the following and respond to the criteria mentioned above (Consultant profile):

- Company profile, including size, annual turnover, locations, core competence
- Details of experience in similar assignments, including countries, minimum three (3) samples of per listed *Demonstrated track record* item with short descriptions, max 200 words each (see *1. Experience of Consultant firm* above)
- Organisation and staffing for the Assignment, including
 - How the Consultant would cover the project countries as required
 - CVs of key experts available to work on the Assignment (max two (2) pages each), including language skills.

Note: Information shall also indicate whether the Consultant will submit a proposal alone or intend to enhance its experience and competences for some of the listed tasks by associating with other firm(s).

Should the Consultant associate with other firms, similar information shall be included in the expression of interest, based on the competences of the associated firm(s).

Next steps:

Based on the documentation received, Nefco will prepare a shortlist of the interested consultants and invite the five highest ranked firms to submit a proposal. Nefco will also be responsible for the possible procurement and contracting of the consulting services in question.

Notes:

1. The shortlist of qualified and experienced firms will be made from responses to this notification. The shortlisted Consultants will be asked to submit technical and financial proposals, from which the highest-ranked Consultant will be selected.

2. The shortlist selection criteria are:

1. Experience of Consultant firm

- Consultant's experience in communications services, minimum 3 years - max 20 points
- Consultant's track record in media relations management, communications and/or marketing assignments in Africa, and in activities related to sustainable financing and communicating impact - max 30 points

2. Approach and methodology

- Ability to cover all BGFA and MCFA project countries - max 20 points

3. Qualifications and competence

- of the consultant's team as described in the Consultant Profile Section - max 30 points

The preliminary timeline is as follows:

Nefco expects to distribute a Request for Proposal, including Terms of Reference with specific evaluation criteria among the shortlisted consultants during October 2022. The expected submission deadline for consultants' proposals is end of October 2022 and the assignment is expected to start in January 2023 the latest.

Expressions of Interest shall be submitted in English in a single (1) pdf file max 5MB by email to Nefco at procurement@nefco.int, cc: to lia.oker-blom@nefco.int, attention/subject: 'Expression of Interest: Communications partner for BGFA and MCFA', no later than 10 October at 12:00 noon local time in Helsinki, Finland.

Nefco reserves the right not to procure any services.