



Terms of Reference

Post Title: Technical Assistance for the elaboration of the ECREEE communication strategy document (2015 -2020)

Type of Contract: Consultancy

Duration: 19th January 2015 – 20th March 2015

Duty Station: ECREEE Headquarters - Praia

1. BACKGROUND OF THE ECOWAS CENTRE FOR RENEWABLE ENERGY AND ENERGY EFFICIENCY (ECREEE)

On 12 November 2007, the **Economic Community of West African States (ECOWAS)** organized a conference on peace and security in Ouagadougou, Burkina Faso. The Ouagadougou Declaration highlighted the need for regional cooperation in various sectors. In the energy sector, the declaration articulated the need to establish a specialized Centre to promote clean, efficient and affordable energy. The ECOWAS Centre for Renewable Energy and Energy Efficiency (ECREEE) was therefore established as a consequence. The ECOWAS/UEMOA White Paper on access to energy services in rural and peri-urban areas had expressed the need for such a regional agency already in 2006. The foundation for the Centre was laid by Regulation C/REG.23/11/08 of the 61st Session of ECOWAS Council of Ministers in Ouagadougou, Burkina Faso, on November 23, 2008. ECREEE is a specialized agency which acts as an independent body but within the legal, administrative and financial framework of ECOWAS rules and regulations.

Facing the current institutional framework, the communication unit of ECREEE intends to request proposals of consultancy for the elaboration of the 2015 – 2020 communication strategy, aiming the improvement of the communication process among ECREEE's core stakeholders. The communication strategy to be developed will be targeted but not limited to:

- Building, strengthening and maintaining a stronger relationship with the core partners;
- Enhancing and maintaining a good relationships with the media (regional and international), as a process to reach and communicate strategically to the different stakeholders;

- Strengthening and maintaining a close relationships with the National Focal Institutions;
- Gaining visibility and raise awareness within the general public by keeping them informed about ECREEE's activities.

2. OBJECTIVES & DELIVERABLES OF THE CONSULTANCY

According to the ECREEE's Business Plan, It is crucial for this agency to have in place a good communication strategy in order to reach all the relevant publics, aiming to build and maintain a stronger reputation. At the communications standpoint, more can be done to better communicate the numerous activities and projects carried out by the centre.

The communication team needs to have in place a good communication strategy targeted to the main purpose of this unit, which is to raise awareness about the organization, have a good visibility within the region and internationally, and build a strong reputation that will add tangible and intangible value to the institution.

With this purpose, ECREEE would like to work in collaboration with a consulting company, which will be based at ECREEE's headquarters for the period of three 9 weeks (January – March) to conceive and write a comprehensive communication strategy, to cover a period of six (6) years (2015 – 2020). Also an issue to be addressed with the strategy is the diagnosis of the current communication status.

As already mentioned, the document will be focused on the key stakeholders such as the partners, media, national focal institutions as well as the general public, aiming to keep them informed about the activities carried out with the purpose to build, strength and maintain a closer relationship.

Since ECREEE is carrying out many programs, the document must include program-based communication strategies, to better enhance the program's visibility. The communication strategy will include an operational plan and the communication tools.

The consultant should elaborate a manual containing the guidelines related to the graphic aspects of the communication. The manual should contain rules for the production of all written materials, such as publications, letters, banners, calendars, etc.

A communication unit capacity analysis should be proposed by the consultancy company, together with the communication strategy. This step is crucial because it will compare the existent capacities in-house against the ideal scenario, identifying possible gaps to be tackled through a training program.

Therefore the expected deliverables are:

1. Professionally edited communication strategy file;
2. Professionally edited branding manual;
3. Communication unit capacity analysis.

3. ACTIVITIES AND TIME SCHEDULE

The activities should start on 19th January 2015 and finish on 20th March 2015 (9 weeks)

The communication strategy 2015 – 2020 draft document will be submitted for review and approval no later than 27th February 2015.

The following activities and tentative timeline are foreseen as shown in the following table:

Activities	Tentative timeline
Agreement on the draft index and detailed schedule; Analysis of the communication activities, based on interviews with the communication team and analysis of the communication tools;	1 st week (19 th – 23 rd January)
Presentation of the current diagnosis of the communication	2 nd week (26 th – 30 th January)
Presentation of the communication strategy overview	3 rd week (2 nd – 6 th February)
Presentation of the first-draft proposal of the branding manual	5 th week (16 th February – 20 th February)
Presentation of the first-draft proposal of the communication strategy document	6 th week (23 th February – 27 th February)
Finalization of the branding manual and deliver of the professional edited soft copy	7 th week (2 nd - 6 th March)
Finalization of the communication strategy document; Presentation of the communication unit capacity analysis document;	8 th week (9 th – 13 th March)
Fine tune and final considerations	9 th week (16 th - 20 th March)

4. PROFILE OF THE CONSULTANT

The successful consultant for this assignment must:

- Previous professional experience in developing and elaborating a communication strategy for an international organization;
- Fluent English language skills; Portuguese and French is an added value;
- Proven experience in dealing with African issues focusing a socio-economic and political development of the continent and knowledge related to the ECOWAS energy sector;
- Demonstrate at least 10 years of experience in the area of institutional and strategic communication, as well as IGO's cooperation and International relations;
- Display cultural, gender, religion, race, nationality and age sensitivity and adaptability;
- Experience working in the communication field in any ECOWAS country.

5. REPORTING AND COORDINATION

The expert will directly report to the communication officer and will work closely with the communication unit in order to have all the necessary resources to perform. Constant communication and knowledge sharing is required not only with them but also with the rest of the ECREEE staff.

ECREEE will be responsible to provide a workstation for the consultant, though it is his/her responsibility to have his/her own computer.

6. EVALUATION AND AWARD OF CONSULTANCY

The evaluation of the proposals and award of the contract (consultancy) will be based on expertise background, technical competencies and the budget. The ECREEE reserves the right to accept or reject any proposal received without offering any explanation.

ECREEE expects from the companies interested, to present:

1. The technical proposal;

- Description of the suggested execution methodology and scope of offered services
- Description of the contractor :
 - Documents as requested below (see formal, legal, financial);
 - Detailed CVs of project team with proven track record of similar international assignments with similar scope and complexity;
 - Copy of highest university degree certificates of project team and other technical trainings related to the assignment;
 - Copy of Passport of project team;
- Indicative work Plan of activities, schedule of works, including diagram indicating the working days of the offered experts per activity;

2. Financial proposal

- Personnel Costs: budget table according to the expert diagram (showing the individual daily fees of the experts in Euro and shall be inclusive of all taxes, duties, works contract tax, sales tax, service tax, VAT etc.)

3. Supporting documents

- Certificate of incorporation;
- Short company description with examples of its previous experiences in similar assignments, contacts of three recent corporate clients.

The best offer will be determined as follows:

80% QUALITY OF TECHNICAL PART

- Qualification of consultant/team;
- Quality and quantity of track-record of work experience in communication strategy;
- Quality of proposed methodology: shows clear understanding of all technical aspects related to services requested. It provides a plan and gives an outlook on the provided solutions to achieve the set objectives and meet all the requirements;
- Experience regarding the ECOWAS energy sector.

20% FINANCIAL PART

For the evaluation of the best financial offer the following costs will be considered:

- Personnel Costs: budget table according to the expert diagram (showing the individual daily fees of the experts in Euro; inclusive of all taxes, duties, contract tax, service tax, VAT, per diem etc.).
- Other costs (telephone, printing etc.)

The financiers reserve the right to verify the information provided by the applicant independently.

7. INTELLECTUAL PROPERTY RIGHTS

Any reports, documents graphics, or other materials, prepared by the consultant for this assignment shall belong to and remain the property of ECREEE.

8. TERMS OF PAYMENT

The consultancy covers a period of 9 weeks (45 working days), starting on 19th January 2015.

Regarding the payment, it will be done according to the table below:

Upon signature of contract	25%
Upon the presentation of first-draft of the communication strategy and the branding manual	25%
Upon the finalization and presentation of the communication strategy and the branding manual	50%

9. LOCATION OF TECHNICAL SERVICES

Due to the nature of the service being requested, the consulting company should assign a consultant who will be based at ECREEE's headquarters, in order to provide the services. ECREEE will make the necessary logistic arrangements to provide a workstation to the consultant at its headquarters during the period of the assignment. Though ECREEE will not be responsible to make arrangements to provide a computer, which is under the responsibility of the consultant.

10. SUBMISSION OF APPLICATIONS

Electronic offers shall be submitted by e-mail (pdf-format) at latest by 5:00pm (UTC-1), 12th December, 2014 to: snogueira@ecreee.org and jbarros@ecreee.org

For further information on ECREEE and the programmes and units, visit the ECREEE website www.ecreee.org.