

## TERMS OF REFERENCE

### **Consultant to develop communication material for WOCEWA (Women and Clean Energy in West Africa) project)**





**Project Title:** WOCEWA

**Type of contract:** Individual Consultant

**Duration:** Approximately 60 days non-consecutive days between 2024-2026

**Duty station:** Home based.

**Scope:** West Africa Region

**Deadline:** 20<sup>th</sup> August 2024



## **I. Background**

The ECOWAS Program on Gender Mainstreaming in Energy Access (ECOW-GEN) since its establishment in 2013 has worked to steer ECOWAS Member States towards the direction of mainstreaming gender in policy formulation, legislative drafting, energy project and program design and implementation, with the intention to promote equality in energy development through equal access to resources and equal contribution to the decision-making processes that shape and influence energy expansion in West Africa.

In line with the ECOW-GEN, ECREEE in collaboration with The International Development Research Centre (IDRC) developed Women and Clean Energy in West Africa (WOCEWA) project which specifically works to meet the objective of the policy relating to mainstreaming gender in the private sector and increasing the participation of women as clean energy consumers and suppliers.

In implementing these activities, WOCEWA is establishing a fund to support women-led small and medium enterprises (SMEs) in the energy sector who needed small grant funding for their businesses. This grant will aim to subsidize the costs of borrowing from commercial/

In order to promote these activities, WOCEWA is seeking the support of a Communications Specialist, who will be expected to promote greater knowledge of the project among the general public.

## **II. Objectives of the assignment**

The objective of this assignment is to engage a consultant to develop and produce communication materials to effectively communicate on WOCEWA Project to its target audiences. The consultant will also develop innovative communications materials and media tools, including revision of web content of ECOW-GEN

### **❖ Specific Objectives of the assignment**

- a) Develop a strategy for external communications and outreach, in line with the ECREEE communication strategy.
- b) To develop printed and electronic gender sensitive Information, education and Communication (IEC) products for creating awareness about WOCEWA in the West Africa sub-region and beyond in English, French and Portuguese.
- c) To widely disseminate the IEC products as a means of ensuring adequate information sharing and knowledge management on grant 's WSMEs and regional scholarship for young girls with the various partners and stakeholders involved in the program.

## **III. Scope of work**

The assignment will entail the development, design, and printing of gender responsive IEC products on gender and energy to inform, educate and communicate to the various categories of stakeholders, both at the international and local levels, so that they may understand the WOCEWA project and participate in its implementation. The consultant will be responsible for the following:

### **A. WOCEWA Scholarship:**



- Develop a creative brief outlining the key messages to communicate (e.g., eligibility criteria, application process, etc.), content structure, and distribution channels for the materials.
- Develop a variety of communication materials, such as:
  - Scholarship Brochure: A clear and concise brochure outlining the scholarship program, eligibility criteria, application process, deadlines, and benefits. Use visuals and easy-to-understand language.
  - Eye-catching social media posts and graphics targeted to the specific platforms frequented by the target audience.
  - Frequently Asked Questions (FAQs): Address common questions applicants might have about the scholarship.
- Develop a variety of communication channels:
  - Email Campaign: Develop targeted email blasts to relevant audiences like schools, universities, or student organizations.
  - Social Media Promotion: Utilize social media platforms like Facebook, Twitter, or Instagram to reach a broader audience.
  - 30 seconds video spots could be interesting.

**B. Grant for women led SMEs in the energy sector.:**

- Conduct interviews with women running SMEs in the energy sector who will receive grants for business development, thereby providing the basis to produce video materials and photographs as part of the project implementation.
- Collaborate on a script that is clear, concise, and resonates with the target audience.
- Produce, at HD quality, a fifty-minute gender sensitive documentary, based on WSMEs that grant fund interviews on their activities for online display.
  - The minimum standards for the video quality are as follows:
    - ✓ **Resolution:** Full HD
    - ✓ **Frame Rate:** Minimum 24 frames per second (fps)
    - ✓ **Orientation:** Horizontal with a 16:9 aspect ratio
- Produce and print all the final gender sensitive IEC products produced for this assignment in English, French and Portuguese.

**IV. Deliverables**

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

<b>Deliverables</b>	<b>Tentative timeline</b>
Inception Report showing the consultants' understanding of the TOR in relation to the scope of the assignment	Within 10 days of signing contract
A communication and dissemination strategy for WOCEWA (scholarships and grant WSMEs)	20 days of signing the contract



Final version of the gender responsive IEC products of scholarships	30 days of signing the contract
Gender responsive Documentary Materials for beneficiaries SME of grant	Before mid-November 2026

## **V. Time frame of the assignment**

The duration of the contract should be of (60) sixty days non consecutives.

## **VI. Language of work**

The day to day working language with the project team will be in English and French. But the deliverables of final version of IEC products of scholarships and documentary for beneficiaries SME of grant will be in three official language of countries members of CEDEAO (French, English and Portuguese).

## **VII. Expertise required.**

The consultant should have:

- Bachelor's degree in communications, Public Relations, journalism, or related field
- at least 5 years of experience in developing communication materials for different stakeholders at the international level.
- Graphic design experience (considerable knowledge with InDesign or Illustrator and Photoshop)
- Video conception and edition experience (considerable knowledge of premier pro and aftereffects)
- Demonstrate two similar experiences in developing of IEC materials on gender and energy issues in West Africa
- technical skills in gender and energy development issues to provide the necessary interpretation and context.
- Strong skills in developing and writing communications content for large scale events.
- Good command of information and communication technology.
- Language: Proficiency in English and French (spoken and written) is essential including the ability to draft at a professional level in both languages.

Travel within the ECOWAS region will be required.

## **VIII. Terms of payment**

The consultant shall submit a detailed plan, which will be subject to ECREEE approval, of carrying out the assignment. He is also required to submit his offer.

The remuneration will be paid according to the following milestones:

- 20% on submission of the inception report and
- 20% on presentation of the draft final report communication materials
- 60% on presentation of the accepted final printed and video communication materials



## **IX. Submission of Applications**

Eligible institutions interested in tendering should provide a brief outline of the approach they would adopt, covering the following general headings:

1. Interpretation of the Terms of Reference, including but not limited to the description of the approach and methodology to be used, description of the outputs to be delivered and timetable of activities. Regarding travel, a proposal on how to deal with travelling to capture projects in different parts of West Africa has to be included.
2. Description of the organization and the staff performing the service (background and experience of the team, including curriculum vitae for those who will be involved in conducting the survey). Please do also send the company's CV, digital examples of your past work and a list of technical equipment available.
3. Budget, including all costs (also VAT - value-added tax). The price proposal should indicate the total amount, taking into account all relevant expenditure necessary for the delivery of the requested services.
4. Indication of the contact person relevant to the service delivery

The financial proposal should clearly indicate the costs associated with each of the tasks. Only technical Proposals that will get a pass mark of 70% will continue to the next level of opening financial offers.

Interested consultant should submit the technical and financial bids to [wocewa@ecreee.org](mailto:wocewa@ecreee.org) latest by **20<sup>th</sup> August 2024, 23h59 (UTC-1)**.

For clarifications/questions, please contact Prisca Zidago; [pzidago@ecreee.org](mailto:pzidago@ecreee.org) and Erica Flan; [eflan@ecreee.org](mailto:eflan@ecreee.org)

**Do not copy any other email addresses but the tender email or your application will be disqualified.**

***Obs: The selection procedure will be in accordance with the "ECOWAS Procurement Code.***