



TERMS OF REFERENCE

FOR

A CONSULTANCY TO PREPARE COMMUNICATION MATERIALS FOR THE ECOWAS PROGRAMME ON GENDER MAINSTREAMING IN ENERGY ACCESS (ECOW-GEN)

1. Introduction

The ECOWAS Programme on Gender Mainstreaming in Energy Access (ECOW-GEN) is another flagship programme being implemented by the ECOWAS Centre for Renewable Energy and Energy Efficiency (ECREEE) in partnership with the Human Development and Gender Department, of the ECOWAS commission, the United Nations Industrial Development Organization (UNIDO), the African Development Bank (AfDB), the Mano River Union (MRU), and the ENERGIA International Network on Gender and Sustainable Energy, with the objective to meet the Sustainable Energy for All (SE4ALL) goals in West Africa.

ECOW-GEN was established against the background that the region's energy challenges affect disproportionately the lives of men and women. Women, who are mainly responsible for procuring and using traditional biomass for cooking, experience more directly the negative effects of the lack of access to clean and modern forms of energy. Exposure to respiratory diseases as a result of indoor air pollution, safety issues, and less time available for productive ventures are some of the effects associated with the supply and use of traditional fuels, and these are the challenges faced by a larger number of women in the ECOWAS region.

Related to this is the fact that energy policy makers tend to concentrate on the technical details of modern energy infrastructural programmes without due attention to the gendered nature of access and utilisation by different women and men in specific socio-economic contexts. Given this circumstance, it is imperative that an approach which takes gender differences, experiences and circumstances into consideration is adopted in addressing these energy challenges.

Through the framework of ECOW-GEN, ECREEE has the objective to provide support to ECOWAS Member States to mainstream gender in policy formulation, legislative drafting, project and programme design and development of energy interventions by:

- Steering and supporting the development of gender-sensitive energy policies within the region
- Reviewing existing energy policies to promote gender sensitivity
- Promoting knowledge management, awareness creation and advocacy on gender and energy issues



- Building and strengthening capacities for gender mainstreaming in energy policies and projects
- Implementing gender-responsive investment and business promotion in sustainable energy development in the ECOWAS region.

2. Objectives of the Assignment

The main objective of this assignment is to develop, design and print out a range of gender responsive communication materials that will relay the ECOW-GEN message on gender and energy to stakeholders.

2.2 Specific Objectives of the assignment

- To develop a communication and dissemination strategy for ECOW-GEN
- To develop printed and electronic gender sensitive Information, education and Communication (IEC) products for creating awareness about ECOW-GEN in the West Africa sub-region and beyond in English, French and Portuguese
- To widely disseminate the IEC products as a means of ensuring adequate information sharing and knowledge management on gender and energy issues with the various partners and stakeholders involved in the programme

3. Scope of the Assignment

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 programme and participate in its implementation.

The selected consultant shall be required to undertake the following tasks:

- Develop a communication and dissemination strategy for ECOW-GEN
- Design an ECOW-GEN webpage on the ECREEE website and work with the ECREEE website master to upload all the final gender sensitive IEC products produced for this assignment on the ECOW-GEN webpage in English, French and Portuguese
- Review literature related to the ECOW-GEN so as to get a comprehensive understanding of the objectives, expected outputs and activities; and implementation arrangements.
- Develop the following information, education and communication products:

	Products	Quantity	Product Description
I	ECOW-GEN roll-up banners	2 electronic copy 2 printed copies	Produce 2 distinct roll-ups using relevant, attractive and unique pictures of women and men that relate clearly the message of ECOW-GEN.



II	ECOW-GEN brochures	1 electronic copy 1000 printed copies	Using information provided by ECREEE, and other relevant information, produce attractive brochures with gender responsive information on the programme, its objectives, activities, partners and the rationale for intervention etc.
III	ECOW-GEN fact sheet/flyers	1 electronic copy 1000 printed copies	Using information provided by ECREEE and other relevant sources agreed by both parties produce fact sheets/flyers that provide information/statistics on the energy and gender issues in the ECOWAS region.
IV	ECOW-GEN Posters	3 electronic copies 9 printed copies (3 in English, 3 in French, 3 in Portuguese)	Using 3 different pictures and attractive caption that promote gender responsiveness, produce 3 posters
V	Five minute video documentary	1 written script 1 video documentation	Produce, at HD quality, a five minutes gender sensitive documentary, based on stakeholder interviews on the programme, the issues it addresses, and its justification etc.
VI	Develop a ECOW-GEN photo archive	20 photos	Produce original pictures for use by ECOW-GEN that illustrate ECOW-GEN objectives and key messages and develop a photo archive where the photos can be stored

- a) Illustrate all materials with animation, still photos, flow charts, diagrams or any other form of illustration that may enhance the communication of information. Gender sensitivity of the knowledge products must be assured.
- b) Pre-test and review the English and translated materials. Gender experts must be part of the review
- c) Produce and print all the final gender sensitive IEC products produced for this assignment in English, French and Portuguese.
- d) Gender responsive Documentary
- e) Design the layout of project reports, presentation slides and other documents to reflect the programme's gender responsiveness



4. Deliverables and outputs of the assignment

Deliverables	Schedule of deliverables
a) Inception Report showing the consultants' understanding of the TOR in relation to the scope of the assignment. The inception report should clearly show the methodology to be used, qualifications of the consultancy team, previous work done by the firm and a work plan. Clear outline of how gender responsiveness will be assured in the assignment should be provided.	within 10 days of signing the contract
b) A communication and dissemination strategy for ECOW-GEN	20 days of signing the contract
c) Final printed and digital version of the gender responsive IEC products	60 days after signing the contract
d) Gender responsive Documentary Materials (Script, Photo and videos)	90 days of signing the contract
e) An ECOW-GEN webpage on the ECREEE website showing all the communication IEC products on line	120 days of signing the contract

5. Qualifications, Competencies and Experiences

This assignment requires a firm (local or international) with good communication and advocacy skills.

The consultants should have:

- an understanding of the ECOWAS region with at least 5 years of experience in developing communication materials for different stakeholders at the international level.
- demonstrated excellent capacity and skills in drafting, editing, proofreading, production, illustration and translation.
- technical skills in gender and energy development issues in order to provide the necessary interpretation and context.
- Excellent research skills, with an ability to analyse and synthesize large amounts of complex information within tight deadlines.
- Fluency in written and spoken English and French and produce IEC products in English, French and Portuguese

Travel within the ECOWAS region will be required



6. Timeframe

The assignment will be undertaken within four months, starting from when agreed between both parties.

7. Reporting

The Consultant shall report to ECREEE.

8. Financing and payment Schedule

The payment will be made in three instalments:

- 20 % of total costs upon the reception and approval of the inception report.
- 40 % of total costs upon the approval of the first draft communication materials.
- 40 % of total costs upon the receipt of the final printed communication materials.

9. Requirement for submission of proposals

Interested firms should submit the technical and financial bids to gender@ecreee.org latest by 16th December.

The technical proposal should clearly indicate the interpretation of the terms of reference (ToR), comments on the ToR (if any), methodology for the assignment. It should also include an elaborate work plan. The financial proposal should clearly indicate the costs associated with the each of the task stated in section 3. Professional fees and reimbursable expenses should be clearly disaggregated.

Only technical Proposals that will get a pass mark of 70% will continue to the next level of opening financial offers.

Annex 1: KEY BACKGROUND DOCUMENTS

- ECOW-GEN concept note
- ECOW-GEN communication handout
- MRU Background paper on Women's Economic Empowerment through Energy Access