

Terms of Reference

National Awareness Campaign for Gender and Energy in Senegal

1) Background

GVEP International works to increase the effectiveness of energy product/service providers by supporting micro, small and medium enterprises to strengthen, expand and diversify their businesses and improve their ability to raise capital and scale-up. To do this, GVEP provides high-quality financial, technical and project management services, as a means of driving economic prosperity and contributing to clean energy access, in a way that is inclusive of people living in poverty.

In Senegal, GVEP, in partnership with SEM Fund, is leading on the implementation of two initiatives funded by the ENERGIA Network, under their Phase 5 programme:

- The first initiative, “**Energy opportunities for women in Senegal**”, (EOW) aims to encourage women’s economic empowerment through energy access by supporting the development and growth of 250 micro and small enterprises in the energy space that are owned and managed by women. The project also aims at increasing productive use of energy by women across the value chain. It is expected that the growth of the micro and small enterprises will improve access to energy for 400,000 people over three years.
- The second initiative, “**Genderising Energy Policies in Senegal**” aims to complement the first one, by advocating for the integration of clear gender objectives within the SE4ALL national action plan and investment prospectus in Senegal using evidence collected from the EOW project and by increasing awareness of the importance of the gender and energy nexus amongst key stakeholders and the general public.

The United Nations General Assembly declared the decade 2014-2024 as the Decade of Sustainable Energy for All (SE4ALL), underscoring the importance of energy issues for sustainable development and for the elaboration of the post-2015 development agenda. In adopting the resolution, the General Assembly acknowledged that access to sustainable energy services is essential to social inclusion and gender equality. **Further, it has been declared that the focus of the first two years will be on a global campaign on energy, women, children and health.**

One of the key activities of the **Genderising Energy Policies in Senegal** is to **translate the global campaign on energy, women, children and health to the national level in Senegal by implementing a public awareness campaigns that spur greater attention on women economic empowerment through energy access by governments and other public and private institutions in energy and other development sectors.** The national campaign will therefore focus on three concrete issues: domestic cooking; energy for productive use; and women, children and health. This campaign aims to reach 3 million people.

The campaigns will include media outreach and public awareness activities (media trips, event coverage, press conferences, TV and radio campaigns, social media campaigns,

working with well-known public figures, billboards and other advertisements, etc.) This will be supported by the development of communication products that showcase the results of the EOW programme and allow for the visibility and voice of women entrepreneurs targeted by the programme in the advocacy efforts (story gathering, video, print materials, online communications, publication of best practices/case studies, policy briefs etc.).

The campaign is expected to be conducted by a professional marketing/PR agency and is expected to involve collaboration with media, private sector and civil society. The campaign is aimed to deliver the key messages to the general public and decision makers nationwide through a well-structured, well integrated approach and will be delivered through several media (TV, press, radio, a celebrity, advertising, etc.).

GVEP International is responsible for overseeing and coordinating the project's implementation and execution.

GVEP is now inviting Expressions of Interest from eligible and qualified agencies to undertake the national awareness campaign.

2) Key objectives of the assignment

The main objective of the campaign is to raise awareness on the importance of Women Economic Empowerment in the energy space and its related impacts on the lives of people as regards to three concrete issues: domestic cooking; energy for productive use; and women, children and health. The aim is to increase awareness at all levels. In close coordination with GVEP, the agency will plan, develop, coordinate and implement a comprehensive marketing awareness campaign and communication strategy, suitable for all levels using a range of media appropriate and accessible for the various target audiences.

Specific main tasks (non – exhaustive list)

- Identify and map appropriate communication channels for enhancing public awareness at the national and local levels. This includes research on general and trade-specific publications, TV and radio stations/programmes in order to present GVEP with detailed statistics and recommendations regarding, target audience, circulation, cost per unit, etc
- Advise on the design of appropriate communication and advocacy tools to be used in the national and public awareness campaign.
- Prepare proposal of a plan, timeline and budget for the development and the delivering of campaign, ensuring that all planned activities stay within a predefined budget.
- Manage costings and produce spending updates throughout the campaign.
- Negotiate advertising space and airtime (online, broadcast and print) to reach the highest number of people in the target audience at the lowest possible cost and monitor activities to ensure that the adverts run accurately.
- Develop a press kit including general and event-specific press releases and success stories/case studies, as needed

- Build relationships with key journalist and TV reporters with the aim of securing media coverage; and manage the launch press conference and other key press events.
- Under the supervision of GVEP, facilitate the production of two video reportages suitable for TV broadcasting and secure airtime within at least one national TV station.
- Manage the relationship with and activities of a celebrity ambassador, who will be the face of the campaign and who will speak out in favour of women playing an active role in in the energy market.
- Prepare and submit reports on all activities of the campaign.

3) Qualifications and experience

The selected consulting agency/team will have a track record of at least seven (7) years of expertise in the development of communication strategy, disseminating communication materials and raising awareness among consumers about the characteristics and benefits of a product.

The agency shall be able to provide evidence of having undertaken similar assessments for at least 3 years in Senegal and/or another country preferably in Sub-Sahara Africa.

The lead applicant should have:

- A Master's degree in the field of public relations, journalism, communication or marketing, or business management or similar field.
- In-depth knowledge of the Senegalese mainstream media and PR environment, as well as of marketing theories and techniques.
- Familiarity with branding compliance and other marketing guidelines.
- Demonstrated ability to create content that is persuasive, clear, concise and able to convey and present technical ideas/knowledge in an engaging manner for varied audience.
- Demonstrated ability to create content for sustainable development or other relevant areas for a variety of audiences and for a wide range of media platforms (provide links to profiles as examples).
- Experience in handling press/media events
- Proficiency in English and French
- Excellent written, oral and interpersonal skills
- Experience in working with an international organisation
- Knowledge of Senegalese energy sector

4) Duration of assignment

The assignment runs from December 15/January16 2015 to July 2017. However, the agency will not be required to provide continuous assistance over the 20 month period. Involvement will be limited to providing specific services at specific times as indicated in the work plan or any other period as may be subsequently agreed by the parties in writing.

5) Application Procedure

Applicants are required to submit the following:

- A Technical Proposal including a Letter of Interest, stating why you consider your agency suitable for the assignment;
- Brief methodology on the approach and implementation of the assignment.
- Include a Monitoring and valuation plan of the campaign expected results by quarters
- List and CVs of key technical personnel proposed for this project highlighting qualifications and experience in similar projects.
- Work references (at least 3 with preferably one international organisation) - contact details (e-mail addresses) of referees (companies for whom you've produced similar assignments).
- Financial proposal indicating consultancy fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment.
- The proposals (technical and financial proposals) must be submitted to Louis.seck@gvepinternational.org

6) Submission Deadline

Expressions of interest must be delivered to the address above by Friday 22nd November, 2015.