



RURAL ELECTRIFICATION AGENCY

ENERGY ≠ EMPOWERMENT ≠ EFFICIENCY

NIGERIA ELECTRIFICATION PROJECT

TERMS OF REFERENCE

**Consultancy for Strategic Communications Support for the AfDB-Financed
Nigeria Electrification Project (NEP)**

January 2020

Providing Strategic Communications Support for the AfDB-Financed Nigeria Electrification Project (NEP) under the Rural Electrification Agency (REA)

i. BACKGROUND

The objective of the Nigerian Electrification Project (NEP) is to increase electricity access to households and micro, small and medium enterprises, students and patients at federal universities and teaching hospitals throughout Nigeria. The Rural Electrification Agency (REA) (implementing agency for the project) is working in collaboration with the World Bank and the African Development Bank to develop a robust project that will be the largest mini-grid and off grid electrification project in Africa. The Nigerian Electrification Project is being financed with a \$350 million loan facility from the World Bank having four components (solar mini grids, standalone solar systems for homes and enterprises, energizing education and technical assistance) with the primary focus on creating an enabling environment to encourage private sector investment in the Nigeria off grid space.

In addition, the Board of the African Development (AfDB) also approved a USD 200 million sovereign facility to support and finance the Nigeria Electrification Project (NEP). AfDB-NEP will be implemented by the Rural Electrification Agency (REA or the "Implementing Agency"), within which a dedicated project management unit (PMU) has been established. The proceeds of the AfDB's financing for AfDB-NEP will be applied across the following four components (all together, the "Project"):

- 1) **Component 1:** A minimum subsidy tender program awarding subsidies to private sector developers to support the rollout of solar and/or hybrid mini-grid solutions across up to 250 sites split into a minimum of 5 lots;
- 2) **Component 2:** A performance-based grant program incentivizing solar home system installation companies and mini-grid developers to incorporate the distribution and sale of energy efficient productive use appliances in their regular line of activities/business;
- 3) **Component 3:** Phase 3 of the Energizing Education Programme (EEP), a government-led initiative that aims to install dedicated power systems for federal universities across the country's six geopolitical zones; and
- 4) **Component 4:** Technical assistance and capacity building for a wide range of public and private sector stakeholders in the country's off-grid sector.

With the AfDB financing, the Project will contribute to: (i) more than 500,000 people obtaining access to electricity (approx. 105,000 households); (ii) approximately 76.5 MW in increased installed power generation capacity (of which, 68 MW will be from solar generation); (iii) eight universities obtaining access to; reliable sources of energy, renewable energy workshop/training centres and streetlights; (iv) 20,000 Micro-Small and Medium- sized Enterprises (MSMEs) supported/supplied with productive use appliances and equipment; and (iv) the avoidance of 1.69 million tons of CO2 emissions.

A comprehensive communication strategy and stakeholder engagement plan is required to

support the AfDB-NEP objectives. The communication strategy will help ensure message discipline and communications synergy among AfDB-NEP stakeholders, shape the national and sector dialogue about the mini-grid and off-grid space, and raise awareness to the AfDB-NEP objectives, activities and achievements. Implementing the communication strategy through a professional, holistic and consistent approach will help align stakeholders to AfDB-NEP objectives and attain public and private sector support and confidence in this Federal Government initiative.

ii. OBJECTIVE

The assignment is to (1) evaluate and update the current NEP communications strategy based on NEP project implementation stages; (2) support communication strategy implementation and all tactical activities under NEP; (3) build capacity with the Rural Electrification Agency that will support strategy implementation; and (4) provide overall advisory on all communications and stakeholder engagement activities.

iii. SCOPE OF THE ASSIGNMENT

Task 1 - Evaluate and update the current NEP communications strategy based on AfDB-NEP project implementation stages and current realities. This includes developing specialized communications plans for each of the AfDB-NEP components (Solar Hybrid Mini-Grids, Productive Use Appliances Component, Energizing Education Programme, and Technical Assistance).

The Communications Firm is expected to conduct a review and validation of the AfDB-NEP communication strategy and determine which additional activities will need to be included for implementation. An assessment of the existing communication structure and practices – such as how stakeholders receive and process information related to the project. As part of this process, The Communications Firm is expected to undertake a combination of quantitative and qualitative research including a quick opinion survey and apply other qualitative research techniques to collect necessary data on NEP's current standing in the power sector. These will provide better understanding on stakeholder knowledge and perception on the Nigeria Electrification Project and highlight areas and/or stakeholders of focus.

The Communications Firm will design for implementation, specialized communications plans for AfDB-NEP components (hybrid solar mini grids, Productive Use Appliances Component, Energizing Education and Technical Assistance. This will entail conducting consultations with respective project managers and stakeholders in order to assess the various levels of project requirements and implementation, respective stakeholder groups, milestones, etc. Each AfDB-NEP component communications plan must align to the overall NEP communications strategy.

Task 2 - Support communication strategy implementation and all tactical activities under the Nigeria Electrification Project.

The Communications Firm will finalize the communication strategy for AfDB-NEP and help

build “collaboration” on the strategy execution across several stakeholder groups, under the guidance of the Rural Electrification Agency and African Development Bank. The final strategy will need to include clear message architecture to frame the entire communication strategy as well as sub-messaging for the specific AfDB-NEP components.

The Communications Firm will support a coordinated approach on all communication activities across the various Government agencies and other players involved in NEP. Activities will be planned and implemented to raise public awareness and understanding of NEP activities, capacity building on the off grid space. This includes consultations, workshops, trainings and various opportunities for information sharing. Internally, the Communications Firm, will establish channels and protocols for information sharing, updates and consultations amongst the various NEP government stakeholders. While externally, the Communications Firm will develop initiatives for promoting and sustaining timely information flows between the Government, the public and key stakeholders (such as civil society, advocacy groups, media, etc.) in particular. Promotional materials will be originated and produced for final distribution to audiences in order to help promote transparency and build public and sector awareness on the Nigeria Electrification Project.

The Communications Firm will contribute to the design/production of all communications materials for the AfDB-NEP communication strategy and its corresponding components, in support to the NEP of the Rural Electrification Agency with the final approval from the Managing Director of the REA. The Communications Firm will support the following:

- Production of print and electronic materials such as audio-visual products, web-based tools and products, social-media, publications, etc.;
- Provide communication capacity building for AfDB-NEP officials in line with best practice;
- Organizing press conference/briefings, prepare press releases, talking points, updated Fact Sheets, FAQs
- Monitoring and analyzing media coverage in different levels
- Creating web content for social media outreach
- Maintain a calendar of events and public sensitization campaign activities
- Ensure maximum media coverage of activities and events with appropriate media relations.
- Conducting of assessments and to capturing success stories and milestones events for content development and dissemination through various platforms
- Document, collect and create relevant content such as drone footages, video, photos, interviews, meeting notes, etc

Task 3 - Provide overall advisory on all communications and stakeholder engagement activities

During the Assignment, the Communications Firm is expected to provide advisory to the Management and staff of the Rural Electrification Agency on issues that will impact communications success. Same advisory will be provided to the AfDB-NEP stakeholders to ensure communications and engagement alignment across the board.

Task 4 - Build capacity within the Rural Electrification Agency (specifically in the Promotion, Information and Outreach Department) that will support sustainable implementation

While the Communications Firm will help drive all communications activities for sustainability, it will be expected to establish capacity building protocols and initiatives whereby REA Promotions staff are empowered to improve their level of communications competence. It will also be expected to identify any skills or process gaps that can impede successful implementation. The provision of this support should result in the ongoing success of all the communications initiatives under NEP.

iv. DELIVERABLES

- (i) The consultant shall store and archive all materials in an organized fashion electronically as well as keep backups of this material.
- (ii) Monthly progress reports on activities conducted.

v. CONTRACT PERIOD

The engagement of the consultant shall be for an initial period of One (1) Year, which is subsequently renewable.

vi. REPORTING

This assignment will be implemented with direct reporting to the Head, PMU and the Managing Director of the Rural Electrification Agency. The Communications Firm shall seek approval and clearance of appropriate authorities as and when necessary for each of the deliverables during the implementation phase of the assignment.

vii. QUALIFICATION OF FIRM AND TEAM COMPOSITION

The Communications Firm should be registered and have relevant experience with development project/programs, especially donor-funded operations.

The Firm is expected to have a team of two (2) professionals with a diverse set of skills and experience in different areas of specialization including media and communication, social sciences, social media and public communications:

- A Senior Communications Specialist with at least 7-years' experience in the Power Sector; and
- A Communications Specialist with at least 3 years' experience in implementation of complex programmes, able to engage high-level stakeholders.

The team will have:

- Extensive experience and a successful track record in the field of information and communication and a familiarity with development issues;
- Extensive experience in the field of communication – such as strategic communication, media, social media, advertising, public relations, political campaigns, digital campaigns, social marketing, and related activities;

- Proven expertise in the design and implementation of advocacy campaigns on public interest issues at an international level;
- Excellent knowledge and understanding of methodology both in quantitative and qualitative research techniques.
- Ability to plan, design and implement communication products and activities (such as print and electronic media products, workshops, stakeholder meetings, focus group discussions, etc.);
- Excellent writing and presentation skills in English; demonstrated interpersonal and diplomatic skills, as well as the ability to communicate effectively with all stakeholders and to present ideas clearly and effectively; proven ability to work in a collaborative and multi-stakeholder team environment.
- The ability to draft professional public communication materials quickly. Proven experience in at least one similar assignment in the last three years in a similar capacity.
- Experience in producing high-quality print publications and video content.
- Knowledge of multilingual website design and punctual maintenance.

VIII. PAYMENT TERMS:

The Consultant shall submit invoices to the Client and be paid monthly for the duration of the Assignment. The Strategic Communication Services to be carried out by the Consultant shall be on a time-based contract.

IX. SELECTION METHOD

The Consultant is to be selected in accordance with the Consultants' Qualifications Selection (CQS) Method set out in the in the African Development Bank's ***"Rules and Procedures for the use of Consultants" May 2008 Edition Revised July 2012***, which is available on the Bank's website at <http://www.afdb.org>.

X. COPYRIGHT AND OWNERSHIP

All raw and finished materials shall be owned by the REA. The Consultant shall maintain confidentiality of all information received from the REA and other sources concerning all data and insights obtained during the Assignment.