



**MINISTRY OF ENERGY AND MINERAL DEVELOPMENT**

**REQUEST FOR EXPRESSIONS OF INTEREST**

(CONSULTING SERVICES – FIRMS SELECTION)

<b>COUNTRY</b>	<b>UGANDA</b>
<b>NAME OF THE PROJECT</b>	<b>ELECTRICITY ACCESS SCALE-UP PROJECT (EASP)</b>
<b>PROJECT NUMBER:</b>	<b>P166685</b>
<b>REFERENCE NO:</b>	<b>MEMD/CONS/2021-2022/00500-ERD</b>
<b>ASSIGNMENT TITLE:</b>	<b>CONSULTANCY SERVICES FOR MARKETING AND MOBILISATION FOR ELECTRICITY CONNECTIONS AND PRODUCTIVE USE OF ELECTRICITY UNDER THE ELECTRICITY ACCESS SCALE UP PROJECT</b>

The Government of Uganda has received funding from the World Bank for implementation of the Electricity Access Scale-up Project (EASP), which aims at increasing access to energy for households, commercial enterprises, industrial parks, and public institutions nationwide, including in refugee hosting districts. Government intends to utilize part of the proceeds for **Consultancy services for Marketing and Mobilization for electricity connections and productive use of electricity**. The objective of this assignment is to carry out marketing and mobilization activities to create awareness for electricity connections and productive use of electricity under the EASP, in support of Government’s Electricity Connections Policy (ECP). The Consultant will be required to carry out this assignment over a period of three (3) years.

The consulting services (“the Services”) shall include marketing and mobilization activities for electricity connections and productive use of electricity across the country, covering service territories operated by Umeme and other Service Providers (SPs), including in refugee hosting districts.

The objective of this assignment is to carry out marketing and mobilization activities to create awareness for electricity connections and productive use of electricity under the Electricity

Access Scale-up Project (EASP), in support of Government's Electricity Connections Policy (ECP). In undertaking the marketing and mobilization activities, the Consultant shall:

1. Review the existing Marketing Strategy for connections that was developed under the Energy for Rural Transformation Phase III (ERT-3), and generate an updated and comprehensive Marketing Strategy that takes into account the connection targets under the EASP, the promotion of productive use of electricity within the country, and considerations for extending electricity in refugee hosting districts.
2. Develop a monitoring and evaluation framework for the Marketing Strategy.
3. Develop key messages intended to relay specific information on; what the connection subsidy entails, application forms and procedures, advantages of using electricity over traditional forms of energy (e.g., kerosene), benefits of productive use of electricity, energy efficiency and promotion of positive behavior in tariff payment, among others.
4. Produce and disseminate Information, Education, and Communication (IEC) and promotional materials in a variety of local languages and formats for the different target groups including refugee hosting districts. These will include; flyers, brochures, posters, documentaries, newsletters, stickers, booklets, T-shirts, caps, tyre covers, branded reflector jackets among others.
5. Develop messages on the safety implications and risks in regard to illegal connections including vandalism of electricity supply infrastructure.
6. Develop engendered messages to specifically encourage female-led households and businesses to apply for electricity connections and use it productively.
7. Develop messages to prevent extortion of customers. This will include sensitizing customers on extortion practices and punitive measures Government is taking to curb the practice during the course of the implementation of the ECP.
8. Provide for outdoor advertising that will include: production and renting space for billboards, suburban signs, banners, painting of buildings among others.
9. Develop a strong print and electronic media engagement plan:
  - a) In consultation with key stakeholders in the communities, identify the key media houses in terms of popularity and coverage in each service territory.
  - b) Develop a media dissemination plan specifying the media house, activity, timeline and key message.
  - c) Monitor media coverage and include feedback in monthly reports.
  - d) Maintain strong relations with the media to ensure wide and positive coverage of the program activities.
  - e) This will also include production and dissemination of information through; newspaper adverts, supplements, articles, radio, television adverts and social media.
10. Carry out regular training for the Service Providers to enhance their marketing and mobilization capacity and work closely with them throughout implementation of the activities.
11. Design and implement publicity activities covering grid extension, mini-grid electricity services and productive use of electricity.

12. Carry out community meetings, road shows, launches, workshops etc that are necessary to support new connections and uptake of electricity for productive use. This will involve working closely with the Service Providers, local leaders, religious and opinion leaders.
13. Design specific activities to raise awareness on options for using electricity beyond basic needs such as light, phone charging and TV/radio, highlight the economic and social benefits of productive uses and implement publicity and mobilisation initiatives aimed at promoting productive use of electricity countrywide.

The detailed Terms of Reference (TOR) for the assignment can be accessed at [www.energyandminerals.go.ug](http://www.energyandminerals.go.ug)

The Ministry of Energy and Mineral Development (MEMD) now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. **The shortlisting criteria for the firm’s capability and experience are:**

1. The Consultant must have a minimum of 10 years’ general experience in marketing and mobilization assignments.
2. The Consultant should have sound understanding, knowledge and experience in successful developing and implementing marketing and mobilization strategies. The Consultant should have undertaken a minimum of two (2) countrywide marketing and mobilization assignments in the last ten (10) years. **Documentary evidence in form of completion certificates or the equivalent will be required.**
3. The Consultant should have a strong and proven track record of developing and dissemination of communication products in a variety of formats and languages (**samples of previous works should be shared**).
4. The Consultant should demonstrate knowledge of culturally appropriate practices that are important in working with grassroots populations (**documentary evidence in form of completion certificates or the equivalent should be provided**).
5. Submit an organizational structure showing availability of key personnel with appropriate skills/expertise and experience in management, marketing and communication, community engagement and mobilization, and productive use of electricity or business development (please do not submit CVs and bio data of experts at this stage).

The attention of interested consultants is drawn to Section III, paragraphs 3.14, 3.16 and 3.17 of the World Bank’s ‘Procurement Regulations for IPF Borrowers’ July 2016 revised November 2017, July 2018 and November 2020 [Procurement in investment Project Financing; Goods, Works, Non-Consulting and Consulting Services], setting forth the World Bank’s policy on conflict of interest.

Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A consultant will be selected in accordance with the Quality and Cost Based Selection (QCBS) method set out in the World Bank's 'Procurement Regulations for IPF Borrowers' July 2016 revised November 2017, July 2018 and November 2020.

Further information can be obtained at the address below during office hours (Monday to Friday, 08:30 – 17:00 hours, except on public holidays).

Expressions of interest (One original plus three copies) must be delivered in a written form to the address below (in person, or by courier, or by e-mail) **by August 12, 2022 at 10:00 a.m.**

The packages must be clearly marked as;

**Expression of Interest for Consultancy services for Marketing and Mobilization for Electricity Connections and Productive use of Electricity under the Electricity Access Scale Up Project (EASP).**

**Address:**

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