



RURAL ELECTRIFICATION AGENCY
ENERGY – EMPOWERMENT – EFFICIENCY
NIGERIA ELECTRIFICATION PROJECT (NEP)



DRAFT

DISTRIBUTED ACCESS THROUGH RENEWABLE ENERGY SCALE-UP (DARES)

TERMS OF REFERENCE

For

**CONSULTANCY SERVICES FOR SPECIALIZED STRATEGIC MEDIA RELATIONS &
ADVOCACY, MULTIMEDIA PRODUCTION AND EVENT PROGRAM MANAGEMENT
FOR THE DISTRIBUTED ACCESS THROUGH RENEWABLE ENERGY SCALE-UP
(DARES)**

REA-NEP/C/QCBS/181/2024

October 2024

BACKGROUND

In 2018, the Federal Government of Nigeria secured a low-cost loan of US \$550 million (US \$350 million from the World Bank and US \$200 million from the African Development Bank) for the implementation of the Nigeria Electrification Project (NEP, P161885). The NEP, being the FGN's flagship off-grid access program was launched in 2018 with the aim of connecting more than 3.5 million people, 90,000 MSMEs, and public institutions (15 universities, three teaching hospitals, and 100 COVID-19 isolation centers).

The NEP has been successful in delivering clean, reliable electricity to more than seven million people and had created an ecosystem for private sector-led electrification in Nigeria supported by catalytic public sector subsidies administered as results-based financing (RBF).

Although the NEP has laid credible foundation to help Nigeria reach universal access by 2030 and achieve its Nationally Determined Contribution (NDC) commitments under the Paris Agreement, a lot still has to be done towards achieving these ambitions. In recognition of the need to further accelerate access to clean, reliable and sustainable power towards bringing to realization Nigeria's Energy Transition ambitions, the FGN in partnership with the World Bank have embarked on the implementation of the Nigeria Distributed Access through Renewable Energy Scale-Up (DARES) Project with the aim of scaling-up on the existing impact of the NEP.

The DARES seeks to accelerate electricity access to over 13 million Nigerians in rural, unserved and underserved peri-urban areas through the deployment of mini-grids (Isolated and Interconnected) and stand-alone solar solutions using innovative financial and de-risking instruments to triple the pace of electrification.

The DARES project which is a US \$750 million loan facility is funded by the IFC (debt facility) in collaboration with World Bank (IDA financing), to create the platform for scaling up private sector-led electricity access solutions. Given the success of the NEP and mandate of the REA to further increase the deployment of sustainable energy access solutions to unserved and underserved parts of Nigeria, the DARES, just like the NEP will be implemented by the REA through the existing Project Management Unit (PMU). The REA has signed a subsidiary agreement with the Federal Ministry of Finance to initiate implementation of the DARES.

The DARES project has three components, all of which will be implemented by the REA:

1. Component 1: Solar Hybrid Mini Grids for Rural Economic Development (the total IDA commitment for Component 1 is US \$410 million)
2. Component 2: Stand-alone Solar Systems for Homes and MSMEs (the total IDA commitment for Component 2 is US\$300 million)
3. Component 3: Technical Assistance (The total IDA commitment for component (US\$40 million)

As NEP transitions to the Distributed Access through Renewable Energy Scale-up (DARES) program, this transition marks not only the successful completion of NEP, but also the beginning of a new chapter in Nigeria's renewable energy journey. A comprehensive media engagement, sensitization, and advocacy strategy is required to inform Nigerians about the projected impact that would be undertaken under the Distributed Access through Renewable Energy Scale-Up (DARES). This communications entry strategy will ensure effective message reframing and communication synergy among stakeholders, shape national and sector dialogues about renewable energy and off-grid solutions, as well as raise awareness about the objectives, activities, and achievements of DARES.

A strategic media consulting firm that integrates communication, multimedia production, and event management is essential for a high-impact project like the Distributed Access through Renewable Energy Scale-Up (DARES). Consequent upon the project's scale and significance, engaging a communications firm to amplify its messaging and educate Nigerians on its achievements is not only necessary, but strategic and compelling.

REA-DARES seeks to hire a consulting firm for specialized strategic media relations, advocacy, multimedia production, and program management for this assignment. The firm will be tasked with developing a comprehensive media strategy specifically tailored for DARES program. This strategy will include pitching compelling stories that resonate with various stakeholders, such as the beneficiary communities, government officials, and potential investors. By securing media coverage across television, radio, print, and digital platforms, the firm will significantly enhance the project's visibility.

Additionally, the firm will assist to coordinate interviews and public appearances for the project spokespersons, ensuring they effectively communicate the project's progress, key milestones, and its transformative impact on the Nigerian populace. This proactive engagement is crucial for fostering credibility and building trust within the community. It will allow citizens to stay informed about how the DARES is addressing energy access challenges and contributing to sustainable development.

The media sensitization efforts will include targeted outreach to both national and international media outlets, aiming to highlight the innovative aspects of the Distributed Access through Renewable Energy Scale-Up (DARES), such as the deployment of solar mini-grids and the project's alignment with broader national energy policies. By doing so, the firm will not only inform the public but also attract potential partnerships and investments that can further enhance the project's reach and effectiveness.

Overall, this comprehensive approach to media engagement will ensure that the DARES achievements and future plans are widely disseminated, understood, and appreciated by the Nigerian populace, ultimately driving greater community involvement and support for the initiative.

Furthermore, the consortium would support the creation of editorial content such as thought leadership articles and video documentaries to showcase the real-life testimonies and success stories from communities and businesses benefiting from DARES's interventions.

Implementing the communication strategy through a professional, holistic, and consistent approach is vital for aligning stakeholders with the Nigeria Electrification Programme and the objectives of the Distributed Access Through Renewable Energy Scale-Up (DARES) initiative. This strategic communication effort will play a crucial role in building support and confidence among both public and private sectors for this federal government initiative.

Given the complexity and significance of these communication efforts, engaging a specialized consortium is essential for the effective execution of the strategy. By leveraging their expertise, we can ensure that the transition to the DARES project is communicated seamlessly, fostering inclusion and inspiring action across all stakeholder groups.

With the potential to impact millions of lives by improving energy access, it is imperative that our messaging resonates and engages effectively. A well-executed communication strategy will not only enhance the visibility of the DARES initiative but also drive community involvement and investment, ultimately contributing to sustainable development goals in Nigeria. Engaging a dedicated firm, to support the DARES Project Management Office (PMO), will provide the necessary resources and insights to navigate this critical phase, ensuring that the objectives of DARES are met with clarity and purpose.

1. OBJECTIVES

These objectives will guide the delivery of technical assistance and ensure that the DARES initiative is effectively communicated, well-managed, and widely recognized for its contributions to the renewable energy sector.

- **Strengthen strategic communication efforts:**
 - Provide expert technical assistance in developing and implementing a comprehensive strategic communication plan for the DARES initiative. This includes crafting clear, consistent, and compelling messaging that effectively communicates the goals, achievements, and impact of the project to various stakeholders and the general public.
- **Enhance knowledge management:**
 - Develop and implement robust knowledge management strategies that capture, organize, and disseminate critical information related to the DARES project. Ensure that knowledge management practices support continuous learning, innovation, and effective decision-making within the project framework.
 - Facilitate the creation and maintenance of a centralized repository of project-related documents, multimedia content, and other resources to ensure easy access and retrieval by stakeholders.
- **Advance advocacy and public awareness:**
 - Design and execute targeted advocacy campaigns to raise awareness of the importance of renewable energy and the DARES initiative. Engage with key stakeholders, including policymakers, community leaders, and the media, to build support for the project and influence policy decisions.
 - Leverage various communication channels, including social media, traditional media, and community outreach, to amplify the reach and impact of advocacy efforts.
- **Produce high-quality multimedia content:**
 - Create and manage the production of high-quality multimedia content, including videos, graphics, and audio materials, that effectively showcase the successes, challenges, and impact of the DARES project. Ensure that all content is aligned with the project's branding and messaging guidelines.
 - Tailor multimedia content for various platforms, including social media, websites, and presentations, to maximize engagement and visibility among target audiences.
- **Manage and execute high-profile events:**
 - Provide expert support in planning, organizing, and managing high-profile events, including conferences, workshops, media briefings, and community engagements related to the DARES project.
 - Ensure that all events are strategically aligned with the project's communication and advocacy goals, and that they effectively engage stakeholders, generate media coverage, and promote the project's objectives.
- **Maximize visibility and public engagement:**
 - Implement strategies to enhance the visibility of the DARES project across local, national, and international platforms. This includes securing media coverage, developing branded materials, and

- ensuring a strong presence on social media.
- Engage with the public and stakeholders through interactive platforms, storytelling, and visual content that resonates with diverse audiences and encourages active participation in the DARES initiative.
- **Monitor and evaluate communication and advocacy impact:**
 - Establish metrics and monitoring mechanisms to assess the effectiveness of communication, knowledge management, advocacy, and visibility efforts. Use this data to refine strategies and ensure that the DARES project achieves its desired impact.
 - Provide regular reports and updates to project leadership, highlighting successes, challenges, and areas for improvement in the overall communication and visibility strategy.

2. SCOPE OF THE ASSIGNMENT

This scope of work outlines the comprehensive support required to ensure that the DARES initiative is effectively communicated, widely recognized, and successfully managed, maximizing its impact on expanding renewable energy access and visibility.

Strategic communication and media relations

- **Assessment and strategy development:** Conduct a comprehensive assessment of the current communication and media relations strategies within the DARES initiative. Develop and refine a strategic communication plan that aligns with the project's goals, phases, and key milestones, ensuring effective media engagement.
- **Message crafting and dissemination:** Develop clear, consistent, and compelling messaging that effectively communicates the project's objectives, achievements, and impact to a diverse range of stakeholders, including government entities, NGOs, community leaders, the general public, and the media.
- **Media relations management:** Establish and maintain strong relationships with key media outlets, journalists, and influencers. Ensure proactive engagement with the media to secure coverage of DARES-related events, milestones, and impact stories through press releases, op-eds, interviews, and media pitches.
- **Communication channels management:** Identify and manage the most effective communication channels, including digital platforms, social media, newsletters, and press releases, to ensure broad dissemination and engagement.
- **Strategic advisory:** Provide advisory services to the management and staff of the REA /DARES as the need arises. Some advisory services will

be provided to the DARES stakeholders to ensure communications and engagement alignment across the board.

Knowledge management

- **Knowledge capture and organization:** Develop systems and processes for capturing, organizing, and storing project-related knowledge, including best practices, lessons learned, and critical data. This will involve creating a centralized repository for easy access by stakeholders.
- **Resource development:** Produce and maintain detailed documentation, reports, and case studies etc. that encapsulate the progress, challenges, and successes of the DARES initiative. Ensure these resources are easily accessible and can be used for training, reporting, and knowledge-sharing purposes.
- **Continuous learning support:** Facilitate workshops, webinars, and training sessions to promote ongoing learning and the application of best practices within the DARES framework.

Advocacy and public awareness

- **Advocacy campaigns:** Design and implement advocacy campaigns focused on raising awareness of renewable energy and the DARES initiative's role in expanding access. These campaigns should target policymakers, influencers, and the general public to build broad-based support.
- **Stakeholder engagement:** Engage key stakeholders through targeted outreach efforts, including meetings, roundtable discussions, and direct communication. This will involve working closely with government agencies, community leaders, and media outlets to amplify the project's advocacy efforts.
- **Media relations:** Strengthen media relations by organizing press conferences, media luncheons, and briefings to keep the media informed and engaged with the ongoing developments of the DARES project.

Multimedia production

- **Content creation:** Produce high-quality multimedia content, including videos, infographics, podcasts, and other visual and audio materials that effectively communicate the DARES project's story. Ensure that all content aligns with the project's branding and messaging standards.

- **Platform-specific content development:** Tailor multimedia content for various platforms, including social media, websites, presentations, and public exhibitions, to maximize engagement with target audiences.
- **Radio drama:** Design and produce 12-episode radio drama series to educate members of the public and significant other stakeholders on the programmes and activities of DARES project. The final production will be translated into 4 main languages (Hausa / Ibo / Yoruba / Pidgin) and disseminated on selected local radio stations across the 6 geo-political zones of the country.
- **Content curation and management:** Maintain an organized library of all multimedia content produced, ensuring easy access for stakeholders and use in ongoing communication and advocacy efforts.

Event management

- **Event planning and coordination:** Plan, organize, and execute high-profile events such as conferences, workshops, media briefings, and public engagements. These events should strategically align with the DARES initiative's communication, media relations, and advocacy goals.
- To propose unique and innovative ideas that align with the NEP event's objectives, theme, and vision, ensuring that all creative solutions support the event's goals and overarching direction
- **On-site management:** Provide on-site management and coordination for all DARES events, ensuring seamless execution, media coverage, and stakeholder engagement. Document and report on key activities, discussions, and outcomes.
- **Partnership development:** Collaborate with event planners, vendors, and partners to ensure all logistical and operational aspects of events are handled efficiently and in alignment with DARES objectives.

Visibility and public engagement

- **Visibility enhancement strategies:** Develop and implement strategies to enhance the visibility of the DARES initiative at local, national, and international levels. This includes leveraging traditional media, social media, public relations, and community outreach efforts.
- **Branded material development:** Design and produce branded materials, such as brochures, banners, posters, and promotional items, that effectively communicate the DARES brand and message during events and public engagements.

- **Interactive public engagement:** Create opportunities for public engagement through interactive platforms, such as social media campaigns, community outreach programs, and storytelling initiatives that resonate with diverse audiences and encourage active participation in the DARES initiative.

Communication audit

- **Impact assessment:** Develop and implement metrics and monitoring mechanisms to assess the effectiveness of all communication, media relations, knowledge management, advocacy, and visibility activities. Use this data to continuously refine and improve strategies.
- **Reporting:** Provide regular reports to DARES leadership, detailing the successes, challenges, and areas for improvement in communication, media relations, and visibility efforts. Ensure that these reports contribute to the overall learning and adaptation within the project.
- **Feedback mechanisms:** Establish feedback loops with stakeholders to gather insights and suggestions, ensuring that communication, media engagement, and stakeholder strategies are responsive to their needs and expectations.

Capacity Building of REA Staff on Strategic Communications:

- Conduct Strategic Communications need identification survey among REA staff (including those at the zonal level and the DARES Project Management Unit) and identify capacity gaps;
- Develop appropriate training package in consultation with REA Communications Department and the DARES Project Management Unit;
- Organize capacity building training to minimize the capacity gaps among the staff. The Consultant will be required to carry out other related tasks, within the Project Management Unit, for the Project.
- **Other Specific Tasks** Deliver a detailed communication plan, including messaging strategies, target audiences, timelines, and key communication objectives for the DARES initiative.
- Develop and launch a centralized repository for all project-related documents, multimedia content, and knowledge resources.
- Create and deliver high-quality multimedia content, including a minimum of 5 videos, 3 infographics, and 5 social media animations per month, all aligned with the DARES branding guidelines.
- Design and implement at least one targeted advocacy campaign aimed at raising awareness of renewable energy and the DARES initiative.

- Provide a detailed monthly report on the progress of communication efforts, including social media analytics, media engagement statistics, and a summary of content production and dissemination.
- Plan, organize, and execute at least one high-profile event related to the DARES initiative, ensuring that all event objectives align with the project's strategic goals.
- Develop a dashboard to track communication and advocacy metrics.
- Provide reports documenting engagement with key stakeholders such as community leaders, policymakers, and media representatives.
- Conduct a quarterly review of the communication, advocacy, and knowledge management strategies. Provide a report on findings and recommend necessary adjustments to enhance effectiveness and ensure alignment with evolving project goals.

IMPLEMENTATION ARRANGEMENT FOR THE CONSULTING FIRM

S/N	Service Area	Frequency	Timelines	Logistical Consideration
1	Strategic Media Relations & Advocacy	3 times per week	Ongoing	Coordinate with REA media team
2	Multimedia Production	Daily	As needed	Access to locations, and subjects for filming and photography.
3	Event Program Management	2-3 times per month	Monthly or as needed	Plan and execute events, including venue selection, logistics, and coordination with stakeholders.

3. Qualification of the Firm

The qualifications outlined below are essential to ensure that the selected firm is well-equipped with the professional competencies, skills, and knowledge base to support the Distributed Access through Renewable Energy Scale-Up (DARES) initiative through comprehensive and effective media relations, advocacy, multimedia production, and event management services.

4.1 The consulting firm to be invited to participate in this assignment should possess the following qualifications:

- (i). The firm should be a top-tier communication firm with a minimum of ten (10) years of operational existence as an organization.
- (ii). The firm must have completed a minimum of two (2) similar assignments in the last five (5) years.
- (iii) Must have demonstrated a strong track record of successfully planning and executing events for large organisations and multinational corporations.
- (iv). Have technically and managerially sound composition of staff to perform the activities.
- (v) The firm must have on their team, staff with relevant experience in analytical skills, fluent in written and spoken English, and other major Nigerian languages.
- (vi) The firm should possess in-depth knowledge of the Nigerian renewable energy landscape, including key stakeholders, development partners, regulatory frameworks, and market dynamics.
- (vii) Must have the ability to work across all regions of Nigeria.

4.2 Other Specific Requirements

(a) Strategic Communication Support

(I). The firm must demonstrate the capacity to carry out advocacy work and produce consistent, high-quality reports. They must ensure that all specific tasks in this ToR are adequately addressed in their reports.

(II). The firm must have a strong track record in reporting and producing content on power, energy, and clean energy transition initiatives. These include published articles, reports, and multimedia content showcasing their understanding and coverage of these sectors.

(III). The firm should have substantial experience in media sensitization and advocacy, particularly in promoting renewable energy projects and policies. They should provide case studies or references from previous projects where they have successfully influenced public opinion and policy through strategic media campaigns.

(IV). The firm must have specialized expertise in strategic media relations, including building and maintaining relationships with key media outlets,

journalists, and influencers. They should have a proven ability to secure media coverage in top-tier publications and platforms relevant to the energy sector.

(b) Multi Media Production

In addition, the firm must have the following experience:

- The firm must be experienced in Multimedia Production across all aspects of multimedia and Documentary Productions, Corporate Video Productions, Event Coverage.
- Live Streaming, Photography, Virtual Reality Productions, Training, and Social Impact Projects.
- Work experience and understanding of the context in regions across Nigeria is an added advantage.

(c) Event Planning Program Management

Other requirements include:

- Experience working with international development institutions, with an understanding of the specific needs and standards required by these organisations.
- Demonstrated experience managing events funded by the World Bank or similar Multinational organization will be considered a significant advantage.
- References from previous clients, particularly from the corporate and international development sectors, to validate your experience and reliability.
- Required to provide evidence of previous work, including detailed case studies or portfolios of similar events managed within the corporate sector, particularly those involving international development institutions. This evidence should demonstrate your ability to successfully manage complex events, including those funded by organisations like the World Bank. References from previous clients and documentation of past projects are also requested to support your application.

4. DELIVERABLES AND PAYMENT TERMS

The following reports shall cover the implementation status, progress, achievements, challenges, including recommendations on the activities listed under the scope of assignment in Section 3.

S/N	Deliverables	Delivery Schedule	Payment Terms (Percentage of the Contract Sum)	Remarks
1.	Inception Report	Within two (2) weeks from commencement	Ten (10)	
2.	Monthly Progress Report	Every 4 weeks	Three (3)	Starting from week 6 (16 Reports in all)
3.	Quarterly Progress Report	Every 3 months	Three (3)	Starting from week 14 (8 Reports in all)
4.	Draft Final Report	By the week 102 from commencement	Six (6)	
5.	Final/End of Assignment Report	By the week 104 from commencement	Twelve (12)	

Payments to the Consultant will be made on a monthly basis upon submission and approval of relevant reports towards achieving the deliverables listed above. Every report shall be submitted in one (1) soft and three (3) hard copies. The Audio and Audio visuals will be submitted on flash drives and uploaded on Drive and links shared

The report shall be in the following formats MS Word, MS Excel, PPT and all others acceptable to the project, as required

DURATION OF CONTRACT

The initial phase of the assignment is 24 months with the possibility of extension upon satisfactory performance.

REPORTING

The consultant shall be reporting to the to the Head, Nigeria Electrification Programme. 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.

TEAM COMPOSITION

The Consulting firm is expected to have the following key experts:

S/N	PERSONAL	ACADEMIC QUALIFICATION	WORK EXPERIENCE
1.	Team lead (Media & Public Relations Expert)	Bachelor's or Master's Degree in Mass Communication, Public Relations, Journalism	<p>Experience working in the power sector.</p> <p>Minimum of (10) years' experience in development communication initiatives and/or writing and editing; journalism.</p> <p>Experience in technical writing and demonstrated ability to translate complex concepts into easily digestible communication materials.</p> <p>Demonstrable experience of representing an organization in public or/and media relations and excellent public-speaking skills is a must.</p> <p>Excellent in written and verbal communication and presentation skills in English /French language.</p>
2.	Multimedia Audio and audiovisual production professional and filmmaker	<p>Bachelor of Arts (BA) in Film Studies or Master of Fine Arts (MFA) in Film Production, Mass communications, Digital or Interactive media or related field.</p> <p>Relevant professional certifications in film production, audio engineering, or video editing.</p>	<p>Minimum of 5 years of experience in audio and audiovisual production. include roles such as production assistant, sound technician, or videographer, providing hands-on exposure to the production process from pre-production to post-production.</p> <p>Experience in documentary filmmaking, corporate video production, or television production.</p> <p>Skilled in scriptwriting and visual storytelling</p> <p>Proficient in DSLR cameras, professional audio recorders, microphones,</p>

			<p>mixers, lighting equipment, and grip gear.</p> <p>Software: Expert in Adobe Premiere Pro, After Effects, Audition, and Pro Tools. Familiar with DaVinci Resolve and Final Cut Pro.</p> <p>Experienced in sound design, dialogue editing, Foley creation, and audio post-production.</p> <p>Knowledge of UX design principles is crucial for creating engaging and immersive VR experiences.</p>
3.	Event and Program Management Expert	A Bachelor's degree in Business Administration, Public Administration, Social Sciences, or a related field	<p>At least ten (10) years of progressive experience in corporate events and program management.</p> <p>Experience in working with donor agencies and international organizations.</p> <p>Demonstrated experience in planning, organizing, and executing complex events and programs.</p> <p>Proven ability to manage budgets, timelines, and resources effectively</p> <p>Experience in managing large-scale, multi-stakeholder events and programs.</p> <p>Ability to translate complex information and concepts into visually appealing and impactful designs.</p> <p>Experience in creating design assets for events including, but not limited to, event branding, invitations, presentations, social media</p>

			<p>graphics, and other promotional materials.</p> <p>Excellent communication and collaboration skills to work closely with the project team and stakeholders to understand requirements and deliver high-quality designs.</p> <p>A keen eye for detail and the ability to ensure design consistency across all materials.</p> <p>Flexibility and adaptability to work within tight deadlines and incorporate feedback effectively.</p> <p>Familiarity with corporate design trends and best practices in the event and energy industry would be an advantage.</p> <p>Experience in using project management software (e.g., MS Project, Primavera).</p>
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The consultant may propose some support staff, along with the key staff, with their specific individual roles and responsibilities clearly outlined in the technical proposal.

I. FACILITIES TO BE PROVIDED BY THE CLIENT

The REA-DARES shall be responsible for providing physical space in Abuja for the Consultant to work where necessary. The client shall also provide information/documents, relevant records that would facilitate the work of the consultant. The client shall also suggest the most suitable project sites, stories and relevant contacts.

II. CLIENT CONTRIBUTION

Client will bear the cost of all official travels of the consultant during the cause of the assignment.

III. SELECTION METHOD

The Consultant shall be selected under the Quality and Cost Based Selection (QCBS) Method as set out in World Bank's "Procurement Regulations for IPF Borrowers" dated Fifth Edition, September 2023 available on www.worldbank.org/procurement.

IV. INTELLECTUAL PROPERTY

All information pertaining to this project (documentary, audio, digital, cyber, project documents, etc) belonging to the client, which the service provider may come into contact within the performance of his/her duties under this consortium shall remain the property of the REA who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever form without written permission of the REA.