



**MINISTRY OF ENERGY AND PETROLEUM  
STATE DEPARTMENT FOR ENERGY**

**KENYA OFF-GRID SOLAR ACCESS PROJECT**

**Terms of Reference for Consultancy Services- Consumer  
Education and Communications Campaign Implementation**

## Definition of Terms

**KOSAP Facilities Manager (KFM)** This refers to the Consultant contracted to implement Component 2 on behalf of the Ministry of Energy and Petroleum ( MOEP).

**KOSAP Project Coordination Unit** This is the entity in charge of the day-to-day management of the Project. Membership comprises of Project Coordinator, various Specialists, County Renewable Energy Officers(CREOS), and GOK officers from MOEP.

**Implementing Entities** These refer to the three entities implementing the Project. These are MOEP, Kenya Power and Lighting Company (KPLC), and Rural Electrification and Renewable Energy Corporation ( REREC).

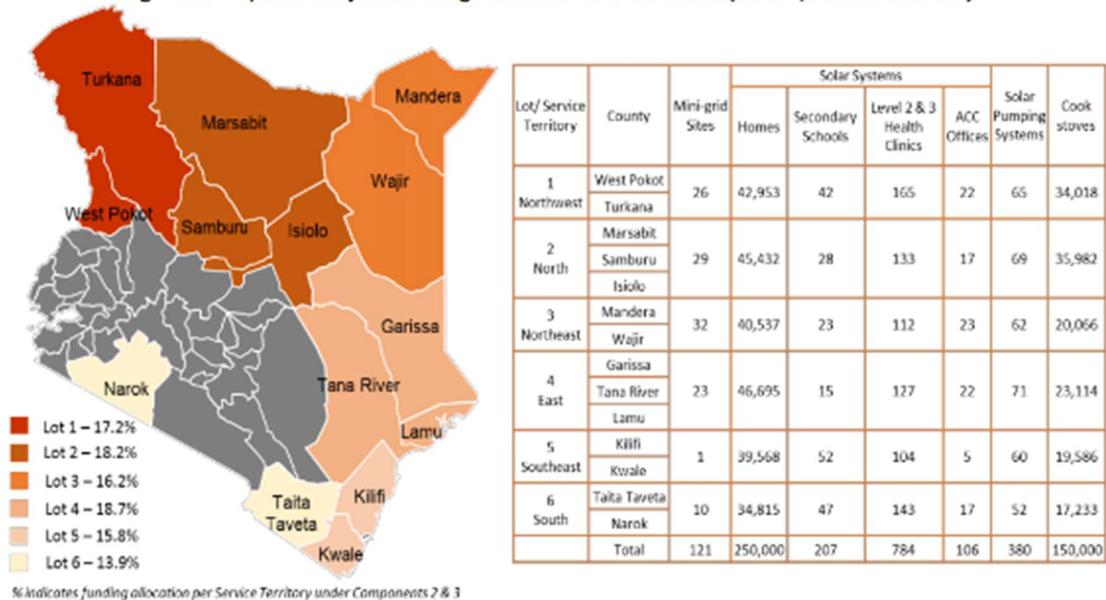
**Recipient Companies** These are Solar and Clean Cooking Solution Providers who are contracted by the KFM to establish businesses in Underserved Counties.

## 1.0 Background

The Kenya Off-Grid Solar Access Project (KOSAP) is a flagship project of the Ministry of Energy and Petroleum (MoEP) and is financed by the World Bank (WB). It aims at providing electricity and clean cooking solutions in the remote, low-density, and traditionally underserved areas of the country<sup>1</sup>. The project is part of the government’s commitment to providing universal access to electricity in Kenya by 2030, universal access to modern energy services for cooking by 2028 as well as the impetus for growth in achieving Vision 2030<sup>2</sup>. The project is implemented jointly by MoEP, Kenya Power (KP), and Rural Electrification and Renewable Energy Corporation (REREC).

The Project targets to reach approximately 277,000 households (1.5 million people), in the 14 Counties of West Pokot, Turkana, Marsabit, Samburu, Isiolo, Mandera, Wajir, Garissa, Tana River, Lamu, Kilifi, Kwale, Taita Taveta, and Narok. This will be achieved through the construction of 122 mini-grids and the sale of 250,000 standalone solar systems. In addition, 387 public facilities such as secondary schools, health facilities, and administrative offices will be electrified through solar power; while 380 existing community boreholes will be retrofitted with solar water pumps. The Project will also facilitate the sale of 60,000 clean cooking stoves in the 14 Counties.

**Figure 6. Proposed Project Funding Allocation and Solutions per Lot/Service Territory**



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The project comprises four components<sup>4</sup> as follows:

- 1.
2. Component 4: Implementation support and capacity building

<sup>1</sup> CRA: First and Second Policy on Marginalised Areas

<sup>2</sup> Kenya National Electrification Strategy

<sup>3</sup> World Bank: KOSAP Project Appraisal Document

<sup>4</sup> World Bank: KOSAP Project Appraisal Document

## 2.0 PURPOSE AND OVERVIEW OF THE CONSUMER EDUCATION AND ENGAGEMENT IMPLEMENTATION PLAN

The Ministry has developed a Consumer Education and Communication Strategy and an elaborate Implementation Plan, which it now seeks the services of a qualified Public Relations and Communications firm( *therein referred to as a consultant*) to implement.

### 2.1 Communication Goals

Informed by the overall project goal to increase access to modern energy services in underserved counties of Kenya, the communication goals in support of the use of solar and clean cooking technology (to drive the electrification of households, enterprises, community facilities, and water pumps) are:

- a. Generate awareness and increase knowledge of solar and CCS.
- b. Drive education on potential benefits (individual and community) that can be accrued upon the electrification of households, community facilities, and water pumps.
- c. Cultivate acceptance to generate and sustain demand for services and products facilitated by KOSAP.
- d. Drive endorsement from individuals and institutions that directly influence the perceptions and decision-making of the residents of the 14 underserved counties.

#### 2.2.1 Recap of Behaviour Change Communication Objectives

- a. **Awareness** – At the end of 18 months from the implementation of this plan, 65% of the targeted population will know of the available solar and clean cooking solutions and express a positive attitude towards these solutions.
- b. **Behaviour** – At the end of 18 months from the implementation of this plan, 65% of the reached population will have subscribed to a KOSAP-facilitated product/service<sup>5</sup>.

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<sup>5</sup> The 65% targets were set using a combination of approaches; including SMART (Specific, Measurable, Achievable, Realistic and Time -bound) objectives setting; and OTS (Opportunity to See) model of advertising/campaign communication measurement which tabulates extent to which an individual is exposed to a campaign message based on extent of interaction/engagement with a medium. OTS values can be used to implement brand actions and be a catalyst in the behaviour change process, by cultivating/nurturing positive messages and advocacy.

## 2.1 IMPLEMENTATION PLAN FOR EACH COUNTY

The implementation in each county will be guided by whether all the components are being implemented in the county.

Component	Focus
Component 1	All Counties except West Pokot and Taita Taveta
Component 2 A	All 14 Counties
Component 2B	All 14 Counties.
Component 3 A and 3B	All 14 Counties

## AREAS OF FOCUS

### 2.2 Engaging Stakeholders

The primary target audience of the communication activities will be end beneficiaries of people living in the Counties, where initiatives and investments are to be rolled out under KOSAP. For this audience, the emphasis will be on creating awareness of the project and its components, educating them on how it works, and ultimately building acceptance and sustained demand for solar and clean cooking energy solutions. Considering that a significant proportion of the audience is unlikely to have a clear understanding of the new technologies, there is a need for clear and targeted communication interventions that not only educate consumers but also demonstrate the advantages of the solutions and how to access them. Special attention will be paid to behaviour change communication about clean cooking solutions. Effective and tested strategies will need to be employed. Communication activities targeted at the consumers will also pay attention to creating opportunities for interaction with the implementers and Solar Service Providers (SSPs) and Clean Cooking Solution Providers (CCSPs) to share feedback, have their concerns addressed, and receive guidance on how to maintain and get the best out of the solutions. The secondary audience to be engaged will be influential members of society, whose buy-in will contribute towards encouraging uptake by reinforcing the messages among the primary audience. These secondary audiences exert influence on the consumer either directly or indirectly.

#### 2.2.1 Direct influence

- i. Community networks, such as faith-based leaders, women, and men organizations, Community-Based Organizations (CBOs), Civil Society Organizations (CSOs), Vulnerable and Marginalized Groups (VMGs) including Persons Living with Disabilities, community leaders/opinion formers (including elders). These categories of people will be considered KOSAP influencers who will be trained to articulate the campaign messages.
- ii. National and county government leaders, such as County Government's executive (Governor, Deputy Governor, County Executive Committee (CECs) and Chief Officers);

national government representatives (County and Sub-County Commissioners, Chiefs, Assistant Chiefs);

- iii. Private sector: Solar Service Providers and Clean Cooking Solution Providers
- iv. Sales Agents and market activators
- v. Self-Help Groups – Youth Groups and Women Groups
- vi. Media: Local language radio stations; national print and electronic media.

These stakeholders will be engaged through courtesy calls and meetings to update them on the KOSAP project, key milestones, and challenges.

### 2.2.2 Indirect influence

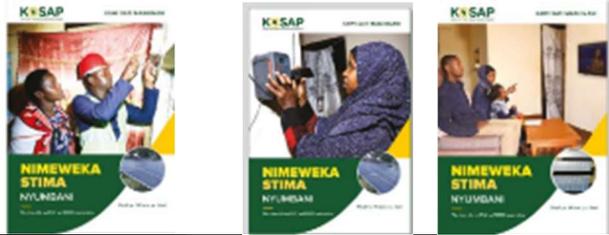
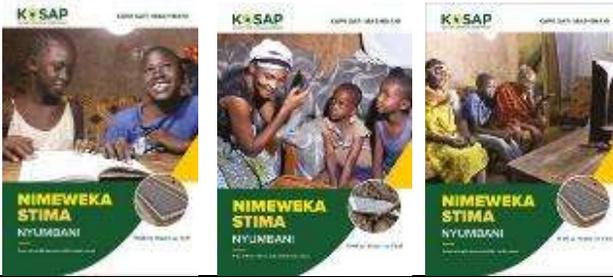
- i. Representatives of development blocs, such as the North and Northern Eastern Development Initiative (NEDI) and Frontier Counties Development Council (FCDC).
- ii. KOSAP implementers: County Renewable Energy Officers (CREOs); REREC; KPLC, the World Bank, the KFM and MoEP.
- iii. Political leaders include Members of Parliament (MPs), Senators, Women Representatives, and Members of the County Assembly (MCAs). We will monitor the political landscape to identify any risks.

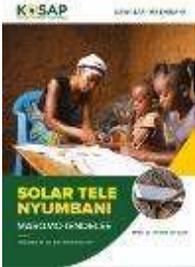
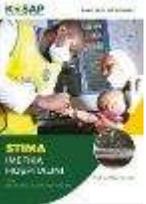
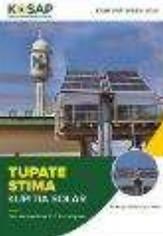
### 2.3 Key Messages

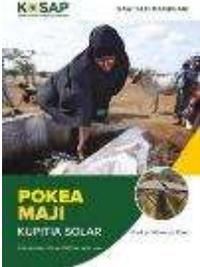
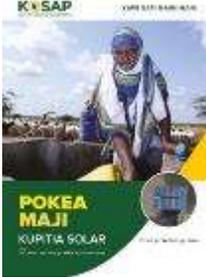
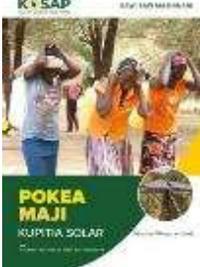
The following key messages will be delivered to the primary audience and the various secondary audiences in the Counties.

The messages will be in the form of radio advertisements which have been produced and translated into local languages as well as posters and fliers.

Consumer Education and Citizen Engagement Messages		
CATEGORY	KEY MESSAGES	
Recommended Tagline	Kawi Safi Mashinani	
Component I: Mini-grids for community facilities, households, and enterprises	Pata Stima Nyumbani	

	Nimeweka Nyumbani Stima	
	Stima Hospitalini Imefika	
Component 2A: Standalone Solar Systems for Households	Nimeweka Nyumbani Stima	
	Pata Nyumbani Stima	

	Solar Tele Nyumbani	
Component 2B: Clean Cooking Solutions for Households	Jiko Safi, Afya Bora	
Component 3A: Standalone Solar Systems for Community Facilities	Solar Imefika Hospitalini	
	Solar Tele Shuleni, Masomo lindelee	
	Tupate Solar Kupitia Solar	
Component 3B - SOLAR BOREHOLES	Tupate Maji Kupitia Solar	

	Pokea Maji Kupitia Solar	 	
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**Messages by Components**

Component 1: Mini-grids	Component 2A: Standalone Solar Systems for Home	Component 3A: Standalone for Community Facilities	Component 3B: Solar Water Pumps for Communities
<ul style="list-style-type: none"> <li>• Power at last</li> <li>• Electricity at your doorstep</li> <li>• Life does not stop (in the evening)</li> <li>• Improved economy</li> <li>• Opening of business opportunities</li> <li>• Improved security</li> </ul>	<ul style="list-style-type: none"> <li>• Better lighting brighter homes</li> <li>• Power on the go</li> <li>• Saving you money and hustles</li> <li>• Learning does not stop.</li> </ul> <p><b>COMPONENT 2B</b></p> <ul style="list-style-type: none"> <li>• Cleaner cooking</li> <li>• Saving cost</li> <li>• Saving time</li> <li>• Modernized improved and healthier homes</li> <li>• Business opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Gaining together</li> <li>• Learning Continues</li> <li>• Growing our local economy</li> <li>• Reliable and better healthcare</li> <li>• Better/Improved security</li> </ul>	<ul style="list-style-type: none"> <li>• Healthier living through reliable water supply for domestic needs</li> <li>• Reliable water supply for domestic needs</li> <li>• Less traveling and hustles because it will no longer be breaking down.</li> <li>• Lowered maintenance costs</li> </ul>

**PR MESSAGES**

- KOSAP enables households to access competitively priced, reliable, quality, safe, and sustainable energy sources

<ul style="list-style-type: none"> <li>• KOSAP is meant to empower people to enhance their quality of life and leave no one behind</li> </ul>
<ul style="list-style-type: none"> <li>• KOSAP is working with the private sector, as well as national and county government to maximize the impact of the project and support its sustainability</li> </ul>
<ul style="list-style-type: none"> <li>• KOSAP is meant to create opportunities for income-generating activities and productive growth.</li> </ul>
<ul style="list-style-type: none"> <li>• KOSAP supports the county government's agenda of providing green energy to unlock the economic potential of the county, leveraging its vast solar resources</li> </ul>

### Environmental and Social Safeguard Key Messages

Component 2 A		
Full Disclosure	Full disclosure on product performance. All standalone systems under KOSAP meet Verasol and the Kenya Bureau of Standards and are therefore of high quality.	Kosap Facilities Manager (KFM)FM, Companies under Components 2, Consumer Educating Consultant.  Part of what Consumer education consultancy should advise companies and reassure the public of the good quality of KOSAP products
Warranty Period	Both SSPs & CCS have at least 1y warranty for emerging companies and a 2-year warranty for established companies.	
End-of-Life Management	Integrate consumer awareness/sensitization on SSP and CCS products on best practices for proper handling and disposal of products once they reach the end-of-life phase	
Grievances redress mechanism	Each company should have a well-established Complaints Mechanism-where any issue including product performance or repayment schedules is registered, processed, and resolved.	
Component 3A and B		
Benefits and negative impact of electricity	As in Component 1	Implementing agencies
Grievance redress mechanism	Stand-alone systems in public facilities, dispensaries, and ACC's offices are under KPLC and any complaints on performance, faulty connections, etc. will be addressed by the contractor and KPLC Boreholes retrofitted with solar will be run by REREC and County governments and complaints around revenue collection, operation and maintenance of the boreholes will be handled by the 2 entities	

## 2.4 Communication Tactical Approach

In engaging the primary and secondary audiences, different tactics will be employed to deliver on the respective project goals. For the primary audience, the overall goal is creating awareness about KOSAP and its initiatives within the different counties; as well as causing behaviour change and encouraging them to embrace new technologies, such as solar systems and clean cooking stoves. For the secondary audience, the main objective is mobilizing direct and indirect influencers to reinforce the project's campaign messages, while mobilizing them to provide third-party endorsement and serve as KOSAP influencers. Leveraging their stature in society and the influence they have over the primary audience, the aim is not just to deliver the messages to secondary audiences but also to rope them in as voices in forums, media opportunities, and meetings.

To effectively deliver and drive the desired message in the implementation phase, the proposed communication approach is clustered into three phases based on the role they play in achieving the behaviour change objectives- Pre-Launch, Launch, and Sustenance phases.

## 3.0 KEY ACTIVITIES

### PREPARATORY/INCEPTION ACTIVITIES

#### 1. Engagement with KOSAP PCU and CREO (S)

The Consultant will engage the staff at the Project Coordination Unit (PCU) and those in the Contract Implementation Team (CIT) for this consultancy. The KOSAP PCU comprises MOEP Staff, various specialists, and County Renewable Energy Officers (CREOS). The Consultant will schedule physical and virtual meetings for all CREOs alongside KOSAP staff to equip them on the communication campaign messaging and collaterals as well as create an understanding and direction of the consumer education campaign.

#### 2. County Courtesy Calls

The Consultant will engage the County Government to inform them of the proposed activities to take place within the Counties. The Ministry will provide a letter introducing the Consultant to the county leadership and highlighting the communication activities to be executed.

#### 3. Virtual Meeting with County Directors of Communication

The Consultant in collaboration with the KOSAP PCU will brief the County Directors of Communications on the KOSAP communication rollout. The online meeting will be attended by CREOS.

#### 4. Re-briefing and Re-engagement of Influencers

20 influencers per county had been identified to support the communication campaign. The influencers were identified in collaboration with the CREOs and were drawn from community networks (Women groups, Chiefs, Ward Administrators, County Administration, Men groups, Youth Groups, Vulnerable and Marginalized groups, religious leaders, etc.) to drive the KOSAP Communication.

Action: Direct Communication and outreach, in collaboration with CREOs

Physical training should be executed by the Consultant and CREOS in each county, to make the influencers brand ambassadors for the Project. After the training, the Consultant will equip the influencers with communication materials.

Actions:

- During the training, the KOSAP PCU representative will talk about the KOSAP project and address any questions and areas of clarification on the KOSAP project
- Consultant to share all approved communication materials with the influencers to align on messaging

#### **4. KOSAP Internal Stakeholders Virtual Training**

The KOSAP internal stakeholders include the Project Implementing Units (PIUs) and Communication teams at the Ministry of Energy, Kenya Power, and REREC. The Consultant will conduct virtual training of these teams to expose the stakeholders to the proposed KOSAP communication activities and the communication messages.

#### **5. Virtual and physical Meetings with KFM and Recipient Companies**

Engage the KOSAP Facilities Manager (KFM) and the recipient companies on the planned communication activities within the county and identify any areas of synergy and collaboration for example branding and media interviews. As the companies have their marketing budget and receive KOSAP market entry funding, it is critical that the Consultant collaborates with the companies and leverage their marketing campaigns to include behaviour change aspects and align on messaging.

Actions:

The Consultant will schedule the online training meeting through emails and do phone follow-ups in consultation with the KOSAP Facilities Manager (KFM) and the KOSAP PCU.

- Collaborate with the companies and leverage their marketing campaigns to include behaviour change aspects and align on messaging
- Meetings coordinated through the KOSAP project team
- Consultant to use the forum to request the recipients to identify sales agents to use to drive communication
- Consultant to organize forums at the county level for recipient companies.
- Establish a USSD Code that consumers can use to access details of solar and clean cooking companies selling the products in each county. Use the USSD code to reach KPLC and REREC concerning Components 1 and 3 A.

#### **6. Virtual and Physical Training of Radio Presenters**

The consultant will conduct a hybrid of training (virtual and in-person) for select radio presenters (as per the media schedule). These radio presenters will be our message carriers during the launch phase of the Consumer Awareness and Citizen Engagement Communication Campaign (on-air and on-ground activations, talk shows, and media interviews). The training will allow the presenters to understand the KOSAP project, messaging, and the overall communication campaign.

Actions:

- Consultant to make a physical presentation (for Nairobi-based stations) and online presentations to the media representatives and presenters
- Share the KOSAP communication materials

- Share collateral materials

### **7. Mapping and Engagement of Media at the Regional and National level**

The Consultant will map out the County-based media and brief them on the upcoming KOSAP communication initiatives within the County. For the national level, the Consultant to prepare a database of relevant media that will amplify the KOSAP Message.

### **8. Production of branded communication materials**

The consultant to produce the approved branded collateral *(Please see the proposed breakdown in Appendix 1.)*

Actions:

- Client to approve collaterals list and quantities
- Client to approve share of collateral material across the stakeholders including CREOs, Influencers, and Media houses
- The Consultant to deliver the communication materials to the CREOs and Influencers in the Counties.

### **9. Development of Collaterals**

The Consultant will develop different collaterals to help complement our messaging as well as help in training the different teams.

- Tool Kit- This will be a standard kit that will incorporate all educational materials about the KOSAP project. The tool kit will be distributed at all the training as well as with Influencers for reference.
- Posters- The Consultant will print out posters with various messaging informed by the different KOSAP components. These posters will help amplify our messaging as well as highlight the different products within KOSAP. The posters will be placed in public institutions e.g., clinics, schools, and marketplaces among others.
- Brochures/fliers- These collaterals will play an important role when traversing the communities. They will carry detailed information about the KOSAP, what the Project offers, and the benefits both economically and socially. These collaterals will play a big role as education materials as well as referrals by the different ambassadors. The brochures will be distributed alongside the tool kit.

### **10. Development of social media content calendar**

The consultant will develop a social media content calendar with a messaging framework, based on the scope of the Project.

### **11. Develop a Dedicated Clean Cooking Promotional Plan**

Given that the level of knowledge and uptake of Clean Cooking Solutions is low, the Consultant will develop a plan as to how this component will receive adequate attention. This should largely focus on below the below-the-line marketing plan which may include but is not limited to cooking demonstrations or school cooking challenge events.

## MAIN ACTIVITIES

### 1. Stakeholder Forum

Engage County Governments to inform them of the proposed activities to take place within their counties.

Actions:

- A signed letter from the Ministry of Energy, detailing the ongoing KOSAP Consumer Awareness and Citizen Engagement Campaign activities and requesting support and cooperation with the Consultant from both the National and County government representatives and the proposed stakeholder forum during the launch
- Courtesy calls by the KOSAP PCU(CREOS) and the Consultant to the County government leadership - CEC in charge of Energy, Chief Officer,& County Director of Communication.

### 2. Radio Spots

The consultant will be expected to place radio spots in selected radio stations in the 14 Counties. In the first round, these will focus on Components 2A and B, and in the second phase, this will focus on Components 1 and 3. *A list of radio stations that have been selected to drive the campaign messages to the communities, based on their reach is provided in Appendix 2.* This makes it impactful in delivering awareness and educating the community to effect behaviour change (to purchase the solar systems and support the relevant KOSAP community initiatives).

These radio stations will be used to reach the primary audience for the paid spot ad. They will also be used for driving paid media messages that can be leveraged for presenter mentions/on-air activations, news, and interview programs, as a value-add on advertising spend.

### 3. Market/On-ground Activation(s)

On-ground activations provide an opportunity to directly engage the primary audience, educate them on the project and its various components, and secure their buy-in. For example, a road show attracts crowds who can be engaged.

Mechanics: Using the paid media (radio) we will hype the on-ground activation to draw the attention of members of the community attending key events such as roadshows within the county for engagement and education on KOSAP. The activation mechanics will be approved by the client, in collaboration with the county-level administration, -Ward Administrator/ sub-county administration before implementation. *This will be one road show as per the media grid in Appendix 2.*

The Consultant will coordinate with Component 2 Recipient Companies to pair the radio advertisements with on-ground parasols/displays to increase outreach.

It is expected that the Consultant will travel to different select markets during the market day to get traffic flow to undertake brand activation. This will be an opportunity to directly engage the consumers to educate them on the benefits of the KOSAP project across the different components. Crucial for this will be to allow the end-users to interact with the products as well as showcase their applicability. Market activations will be done in collaboration with the CREOs, KOSAP influencers, and Component 2 Recipients.

**Actions:**

- Invite recipient companies to exhibit their products during the market activations
- Consultant to facilitate CREOS participation in the activations
- Consultant to ensure that branded collateral materials are distributed in the activations.

*Please refer to the Appendix section for the breakdown of the production of branded collateral items*

**4. Paid Media Interviews and Talk shows**

Collaborate with the media presenters in scheduling the interviews and logistics. The Consultant will execute sponsored content on reality programming talk show(s) on the paid radio station. Interviews for CREOS representing the Project will provide an opportunity to amplify various key messages relevant to the project. It is also a means for gathering consumer feedback.

While one radio station will be the main outlet for the paid aspect, the Consultant will seek opportunities for the KOSAP message to be cascaded to other radio stations within the counties.

**Actions:**

- Secure interviews with the paid-for radio stations (2-5 interviews per radio station). Consultant to collaborate with the media presenters in scheduling the interviews and logistic
- Identify the spokespersons for each interview slot from the pool of Influencers or officials of National or relevant County governments
- Brief the spokespersons on the KOSAP messaging and ensure that they stay on message – before the interview
- Provide explicit locations of service providers in various sub-counties.
- Quantifiable benefits to be aired.

**5. Branding (OOH)- Wall Branding**

Out-of-home medium creates a unique opportunity for the Project to enjoy extended engagement with audiences in ways other mediums simply cannot match. Wall branding will be used as a medium, where - various market centers and community facilities will be branded with KOSAP messaging. The Consultant will work with County Renewable Energy Officers to confirm various urban and peri-urban places with good traffic to brand and communicate KOSAP messaging. This will help reinforce our messaging to complement the above-the-line ones.

**Actions:**

- Identify and approve wall branding sites across the counties
- Approval of the wall branding artwork
- Execution of the wall branding across the 14 Counties. Payment for all relevant costs will be borne by the Consultant.

**6. Media Workshop**

Rationale: Besides being a critical stakeholder on its own, the media also acts as a conduit for reaching other stakeholder groups. Therefore, it is critical that they not only understand the project but also be allied with a positive mindset. This is to improve their understanding and hence reportage of the project. Information shared is for background, and not necessarily for immediate reportage.

Mechanics: Journalists will be mapped and selected to participate in the workshop. Through presentations and group discussions, their understanding of the project will be enhanced, making

them more effective in reporting on KOSAP. For this session, regional TV and radio journalists and bloggers within the County will be invited for this physical workshop.

**Actions:**

- KOSAP PCU to share with the Consultant the spokespersons' list that can represent and speak for KOSAP during these workshops across the 14 KSTs
- The KOSAP spokespersons to conduct the training during the workshops
- The Consultant will equip the media with KOSAP communication collaterals, and merchandise (County specific collateral on KOSAP, brochures, and T-shirts)
- Consultant to invite the media
- Consultant to develop Talking Points
- Consultant to meet the costs of the event logistics (venue, time, etc.)
- KOSAP Communication Specialist to make a presentation to the journalists on KOSAP
- Consultant to prepare a tip sheet for journalists that will be shared and will form the basis of follow-up stories.

**7. Briefing Sessions with KOSAP Influencers**

The Consultant will conduct briefing sessions for the selected influencers selected for the County updating them on the launch of the KOSAP communication campaign and their proposed role in it. The goal is to appeal for their support and to inform them of the schedule and logistics of activities they are to participate in. The consultant will provide the influencers with KOSAP merchandise to popularise the brand.

**8. Social Media Campaign Activation**

The consultant will execute the approved social media content calendar specific to the launch phase, as captured in the preparatory phase.

**10. Organize Two High-Level Publicity Events**

To create visibility for the Project, the Consultant will be expected to hold two high-level events that will be presided over by Senior Leadership in the Government. The events will be expected to be held in 2 of the 14 Counties. The details of the event will be agreed upon by the Consultant and the PCU. *A guide on the scope of the event is provided in Appendix 3.*

**11. Execute the Clean Cooking Solutions Marketing Plan** and incorporate it into the various activities outlined in the Strategy.

**12. Flight Content Video**

The Campaign will deploy the already developed content videos to amplify our messaging to the different stakeholders as well as end-users/consumers. The content videos will be showcasing the benefits of the different end-users. These content videos will be very key not only by creating deeper emotional appeal but also to provide social proof which will drive awareness and push uptake. The content videos will be disseminated through different channels i.e., Websites for the implementing partners, Recipient Companies, Facebook, and WhatsApp (through our ambassadors). *There will be a need to edit the videos to ensure that they reflect the current reality.*

**13. Testimonials**

The Consultant will collect on a continuous basis consumer testimonials, whose objective is to lend believability and influence product uptake and behaviour change from the target population. It is expected that through the collaboration of SSPs and CCSPs, the satisfied consumer will be identified

to share their life-changing experiences and the benefits accrued from the use of these solutions. This will be captured every quarter, with 2 lots covered in one quarter, until all lots are captured. The testimonials will be amplified through feature stories, or the content used on social platforms for the State Department, the KFM, and the other implementing partners e.g., websites, Facebook, and WhatsApp.

#### **14. Milestone Press Releases**

As the implementation of the Project continues, it is important to maintain top-of-mind awareness by periodically communicating key newsworthy milestones. In this way, consumers and secondary audiences can maintain track of the project activities. The communications team will be on the constant lookout for newsworthy milestones that can be amplified on local and national media platforms. Publicity will be achieved on regional TV and radio stations as well as national TV, and online media platforms. It is expected that coverage will be provided every quarter.

#### **15. Milestones Reporting on social media**

The consultant will amplify milestones reporting on social media – curate and activate compelling content about KOSAP and its impact in enriching livelihoods within communities by showcasing milestones for components being implemented in the county. Frequency as above. The same will also be shared with the Ministry’s Communications Platforms.

#### **16. Courtesy calls**

Rationale: Key individuals within this stakeholder group will be identified, based on their influence, and scheduled for a visit or phone call to build relations. Courtesy calls allow for intimate feedback to identify challenges and insights based on the stakeholders’ different needs and interests. Through the call, the project can secure buy-in and mobilize the secondary target audience as ambassadors and endorsers. PIUs will cascade information on KOSAP to larger institutions.

Mechanics: Critical secondary target audiences with indirect influence on consumers will be identified for outreach. This will help in gauging how the project is being received and opportunities for improvement. The courtesy call will be focused on:

Updates and key milestones on the KOSAP project

Gaining visibility on feedback or challenges faced in collaborating with the project and engaging with consumers.

Gathering feedback from consumers

Appealing for support on critical processes of the project

#### **14. Barazas**

The Project will utilize barazas as good accountability platforms that are very instrumental in contributing towards the improvement of local public service delivery. These platforms be used to undertake consumer education through direct interaction with duty-bearers. The chief (s) alongside the Ward Administrators, County, and sub-county Administrators will be trained and equipped with the KOSAP messaging and use them as the KOSAP influencers. The barazas will be used to propagate the campaign messages and influence the users towards behaviour change and uptake of the KOSAP products. The Consultant will hold one (1) baraza per County at the beginning of the campaign and (5) barazas in each county- one baraza per quarter.

*Actions:*

- The Consultant will work with MOEP to request County Commissioners to have Chiefs organize and incorporate KOSAP messages during their barazas
- The Ministry will seek approvals from County Commissioners to have KOSAP branding(IEC materials) and display of KOSAP products by the recipients during the barazas
- Request project beneficiaries and their sales agents will be required to participate in the barazas as a point of interface with consumers
- The Ministry to work with the County Commissioner to schedule the Barazas for each County

### **15. Engagement of KOSAP Implementing Partners**

Quarterly engagement with KOSAP Implementing Partners: REREC, Kenya Power on alignment and update on the KOSAP communication campaign (these include the Technical Advisors and Head of Communications/Representatives from the Corporate Affairs Departments)

Actions:

- Engagement will be executed through:
- Progress reports
- Newsletters
- Virtual meetings

### **16 . Feature stories**

The consultant will generate feature stories from consumers of KOSAP solutions for social and mainstream media dissemination as well as collaborate with CREOs to identify stories amplifying the KOSAP project and its impact. These stories should be shared through the Ministry's communication platforms.

Action:

- Collect content pieces,
- Seek Client approval
- Rollout in owned media and pitching to external media outlets

### **17: Provide Branding and Graphic Design Services to the Project.**

This will include aligning branding on the KOSAP Facilities Manager Website and MOEP Website, and other graphic design services as may be required.

### **18; Produce and Develop KOSAP Publications**

In Consultation with the KOSAP PCU develop the following

- Quarterly Newsletter
- Project Profile/Impact Publication ( about 20 pages)
- Annual Citizen Engagement Report( Detailing how the Project has reached out to citizens during the Year)

### **19. Undertake Reporting**

The Consultant will be expected to provide regular reporting to the PCU to include but not limited to the following

- ✓ Inception Report including Workplan
- ✓ Monthly reports,
- ✓ Quarterly reports

✓ Final Project Report

## 20. Undertake Final Project Research

To ensure that the impact of the communications campaign is determined after the implementation of the Campaign, the Consultant will undertake final project research. A report on the impact will then be produced and submitted to the Ministry.

4.0 ITEMISED DELIVERABLES				
	ACTIVITY	Frequency (per county)	Output	TIMEFRAME
	<b>PREPARATORY/INCEPTION ACTIVITIES</b>			
	<b>Inception Report</b>			April,2024
1	Virtual meeting with MOEP- PCU staff to align on Consumer Education and Citizen Engagement campaign.	continuous	Meetings held with CIT	May, June, 2024
2	Virtual meeting with CREOS to align on Consumer Education and Citizen Engagement campaign and agree on points of collaboration. Showcase the KOSAP communication materials to the CREOs and collaborate with the Consultant and local officials (County and National Government) on on-ground logistics (venue, timing, security, preferred days for community engagement and activities)	As required	CREOS properly aligned on their role	
3	Hold consultative meetings with County Officials including CEC Energy, County Commissioner, County Working Group, and County Directors of Communication to inform them of the proposed activities to take place within their Counties.	14 (1 per County)	Meetings held with county-level stakeholders	
4	Review the database of the KOSAP Influencers as defined in the Implementation Plan and replace members as necessary	Updated database for the 14 Counties	Updated database of KOSAP Influencers	

5	Engage KOSAP Implementing partners (REREC and Kenya Power) to update them on the upcoming activities and KOSAP messages	1	PIUs at REREC and KPLC are well-aligned with the campaign	
6	Update the Database of Regional Media for the 14 Counties as well as the national level	1	Database for media at county and national level	
7	Engage Recipient companies. Engage Recipient companies on the planned activities within the counties, Identify any areas of synergy and collaboration	Continuous		
8	Establish a USSD Code that consumers can use to access details of solar and clean cooking companies selling the products in each county. Use the USSD code to reach KPLC and REREC about Components 1 and 3 A. (The consultant can suggest social media feedback options that provide more flexibility for users who have basic smartphones.)	1	KOSAP USSD code	
9	Virtual and physical training of select radio presenters (as guided by the media schedule)	1		
10	Development and Production of branded collateral material	1	As per the approved list	
11	Develop a dedicated clean cooking promotional plan that should focus on a below-the-line marketing plan which may include but is not limited to cooking demos or school cooking challenge events.	2		
	<b>MAIN ACTIVITIES</b>	<b>Frequency (per county)</b>	<b>Output</b>	
12	Briefing Sessions with KOSAP Influencers updating them on the launch of the KOSAP communication campaign	1 meeting per county	14 meetings held	
13	Development and rollout of a social media campaign	Continuous		
14	Radio spot ads and on-air activation for all 14 counties	At least 8 weeks in the selected radio stations as per	As per the approved schedule	July, August September 2024

		media Schedule allocation. Phase 1 in May-June, 2023 will support component 2. The second phase to support Components 1 and 3		
15	Provide event management services - high-level events	One even in May 2024 and the second in January 2025	1 high-level publicity event held	
16	Development of KOSAP Profile and Impact Story publication	1000		
17	KOSAP Newsletter -Project Updates-The Consultant to collect the content for stories, edit, design, and layout-	Quarterly/Continuous	5 Quarterly newsletters published	October November December, 2024
18	Media Workshops-one per county	14		
19	Paid for Radio Interviews and talk shows	14		
20	Market/on-ground activations across the 14 counties	2 sites per county 28		
21	Outdoor Branding - Wall Branding across the 14 Counties in selected sites	8 months		
22	Courtesy call visits to county leadership during the launch of consumer awareness and citizen engagement campaign	14		
23	Barazas across the 14 counties in collaboration with CREOS, County Governments, and the Ministry of Interior.	14	14 barazas held	January, February- 2025
24	Editors Roundtable	1 breakfast meeting	Editors Roundtable held	
25	Provide event management services - high-level events	One even in May 2025 and the second in January 2025	1 high-level publicity event held	

26	Bi-annual Media Familiarization trips (will be executed in Counties that are executing Components 1 and 3 and based on tangible milestones)	Bi-annually (as and when tangible milestones are available)	2 media tours held	
27	Develop and publish an Annual Citizen Engagement Report	2 Once per year	2 reports published	
CONTINUOUS/QUARTERLY ACTIVITIES				
28	Engaging Private Sector (Recipients) for alignment on KOSAP messaging and provision of communication/marketing counsel	Continuous	Advise being provided to 10 companies per quarter	
29	Provide Branding and graphic design services to the Project.	Continuous		
30	Align Project branding with KOSAP Facilities Manager Website	Continuous		
31	Video content to be flighted on digital platforms	Continuous	Video flighted	
32	Liaise with regional media to write Feature stories from consumers of KOSAP solutions for social and mainstream media dissemination.	1 feature story published per quarter/Continuous	1 feature story published per quarter	
33	Collating success stories and packaging them for the MOEP KOSAP page and KFM website		Success stories published on the website -quarterly	
34	Quarterly opinion pieces (driving awareness of KOSAP, lending project credibility/stakeholder endorsement)	Quarterly /Continuous	Opinion pieces published quarterly	
35	Press Releases, based on project milestones	As and when there's a milestone to report  Continuous	Press Releases as required	
36	Targeted media interviews – by the spokesperson and/or beneficiaries	As and when there's the availability of the	As require	
37	Continuous Project Reporting (launch of communication report, PR activation reports, monthly reports, quarterly reports)	Daily, monthly, and quarterly media monitoring reports	Continuous	

CLOSURE ACTIVITIES				
	ACTIVITY	Frequency (per county)	Output	
38	Final Project Research to establish level uptake	1	Research undertaken	March, 2025
39	Final Project Report	1	The final project report provided	

NB: The consultant's financial quote must include all elements developed under the TOR including all ATL- Above the Line (including media buying estimates ) as well as Below-the Line- BTL costs.

## **5.0 TEAM COMPOSITION, COMPETENCE AND EXPERIENCE REQUIREMENTS**

### **5.1 FIRM'S COMPETENCE AND EXPERIENCE**

The selected firm will be a professional marketing communications firm, or association of firms, with a track record of relevant work experience in similar countries, preferably in sub-Saharan Africa. The selected consulting firms' team will need to demonstrate their experience both in communications and marketing campaign development particularly in the sub-Saharan Africa market context.

The selected firm (s) should have excellent expertise in implementing integrated Below-the-Line and above-the-line campaigns and have a good knowledge/ experience in the renewable energy field or community-based consumer campaigns. The firm's technical staff should have knowledge in Behaviour Change Communication of Communication for Development. The campaign will be expected to work in synergy with government-appointed implementers, KPLC and REREC where necessary as well as the County Working Groups. Experience of working in tandem with such agencies is thus required.

Experience working in Government projects, especially in Arid and Semi-Arid Lands (ASALs) in Sub-Saharan Africa and countries with similar socio-economic context to that of the Client country/Kenya is critical. Hence, experience working with the Government, World Bank Group, international development organizations, and/ or NGO consumer/behavior change campaigns is essential. Background knowledge and experience in the energy sector would be an added advantage. The firm will receive guidance from the Project Coordinating Unit (PCU) for KOSAP under the Ministry of Energy and Petroleum.

The firm or consortium will need to demonstrate:

- Extensive consumer marketing experience and expertise, with at least three (3) similar assignments delivery including at least one (1) assignment delivered targeting rural underserved community;

- Demonstrated creativity, dedication, and client satisfaction
- Demonstrated ability to develop an integrated behavior change campaign including both above- and below-the-line activities
- Demonstrated experience developing rural demand for product/behaviour
- Strong understanding of the local enabling environment and the public-sector context in Kenya
- The relevance and suitability of the applicant firm's core business with the ToR of this envisaged assignment and institutional strength and successful track record in providing state-of-the-art technical advisory services;
- Strong local staff with fluency in Kiswahili and other local languages in the target counties will be an asset for the successful delivery of the assignment.

## **5.2 KEY EXPERTS' COMPETENCE AND EXPERIENCE**

KOSAP expects that the selected consulting firm will put its best creative and implementation staff and sub-consultants on the assignment. Team composition and qualifications should reflect key skills needed to undertake each proposed component activity area. Essential staff for the assignment shall include:

### **5.2.1 Team Leader**

The team leader will be the primary person responsible for the technical work and will manage the assignment design and implementation process. He/she should hold a Master's degree in Communications/Marketing, development communications, Public Relations, Journalism, or any other relevant qualification and, at least 10 years' experience in related community-based assignments. Registration with the relevant professional body will be necessary.

### **5.2.2 Marketing Specialist**

The marketing specialist should hold a Master's degree in Marketing or any other relevant qualification and, at least 8 years' experience in related community-based assignments. Registration with the relevant professional body will be necessary.

### **5.2.3 Community-Based Consumer Education Specialist**

The Community-Based Consumer Education specialist should hold a Master's degree in Communication, Education, or any other relevant qualification and, at least 8 years of experience in related community-based assignments. Registration with the relevant professional body will be necessary.

### **5.2.4 Technical Staff**

The technical staff should hold a Bachelor's degree in Communication, Creative Designs, Gender and Diversity, Education, Development Communications, Public Relations, Journalism, or any other relevant qualification and, at least 5 years of experience in related community-based assignments.

## **6.0 TYPE OF CONTRACT AND PAYMENT BASIS**

This will be a lump sum- against outputs payable as follows:

Phase	Mode of Payment	Amount to be Paid
Installment 1	10% of the Contract sum upon Submission and approval of Inception Report	10% of the Contract Amount
Instalment 2	15% of contract sum upon approval of activity reports and satisfactory delivery of deliverables 1-13 and relevant quarterly and continuous activities 28-37.	15 % of the Contract Amount
Installment 3	25% of contract sum upon approval of reports and satisfactory delivery of deliverables 14-16 and relevant quarterly and continuous activities 28-37.	25% of the Contract Amount
Installment 4	20% of contract sum upon approval of reports and satisfaction delivery of deliverables 17- 22 and relevant quarterly and continuous activities 28-37	20 % of the Contract Amount
Installment 5	20% of contract sum upon approval of reports and satisfactory delivery of deliverables 23-27 and relevant quarterly and continuous activities 28-37.	20 % of the Contract Amount
Installment 6	10% of contract sum upon approval of reports and satisfactory delivery of deliverables 39-40 and relevant quarterly and continuous activities 28-37.	10% of the Contract Amount
		100%

## 7.0 REPORTING

The selected consulting firm will report to the PCU team made up of representatives from REREC, KPLC, and MoEP.

The PCU/ PIUs are expected to be deeply involved in the execution of the assignment. Therefore, the selected consulting firm will be required to work closely with PCU/PIUs to ensure the firm (s) understands the goals of the assignment before starting the activities outlined in this scope of work.

Throughout the project, the selected consulting firm will keep close communication with the Project Coordinator who will confer with technical advisors and other technical specialists as needed. The consulting firm is expected to have or arrange for all the logistical means required to carry out the assignment.

## APPENDIX 1

### KOSAP Collateral items Estimated Production costs + Distribution

No.	Item	Recipients	Quantity
1.	Brochure	/ MOEP/ CREOs	10,000
2.	A4 Posters (Comp 1, 2 &3)	CREOS Influencers Sales Agents	4000 in total 1000 per type
3.	A5 Fliers (Comp 1,2 & 3)	Influencers Sales Agents	3 000 1,000 per type
4.	Branded round-neck shirts	Influencers, Journalist, Radio Presenters, Sales Agents KOSAP Team	3,000
5.	Branded Polo T-shirts	MOEP/KPLC/REREC CECs, COs CREOs, County Officials, County Commissioners, Ward Administrators Chiefs KOSAP Team	1000
6.	Branded Caps	MOEP/REREC/KPLC Influencers Journalist, Radio Presenters, Sales Agents CECs, COs CREOs, County Officials, County Commissioners, Ward Administrators Chiefs KOSAP Team	1250
7.	Reflector Jackets	MOEP/KPLC/REREC CECS Cos	1000

		COs CREOs, County Officials, County Commissioners, Ward Administrators Chiefs	
8.	Lesos	Influencers, Sales Agents Radio Presenters. KOSAP Team	1000
9.	Roll-up banners	Used during Launch & Barazas across 14 counties (	15
10.	Notebooks	MOEP/KPLC/REREC CECS Cos COs CREOs, County Officials, County Commissioners	1,000
11.	Project Profile	WB MOEP/KPLC/REREC Journalists	500
12.	Aprons	MOEP/KPLC/REREC Journalists Influencers	1000
13.	Staff ID cards	18 staff Id	
14.	Business cards	18 staff members, 200 each	
15.	Branding KOSAP Offices	4 units	

## APPENDIX 3

### SAMPLE EVENTS SERVICES FOR KOSAP

#### KENYA OFF-GRID SOLAR ACCESS PROJECT STAKEHOLDER ENGAGEMENT EVENT IN WEST POKOT, KAPENGURIA TOWN

##### 1.0 Introduction

The Kenya Off-Grid Solar Access Project (KOSAP) is a flagship project of the Ministry of Energy, financed by the World Bank aimed at providing electricity and clean cooking solutions in the remote, low-density, and traditionally underserved areas of the country. The Project is part of the government's commitment to provide universal access to electricity in Kenya by 2022 as well as the impetus for growth in achieving Vision 2030. The Project is implemented jointly by the Ministry of Energy, Kenya Power and Lighting (KPLC) as well as the Rural Electrification and Renewable Energy Corporation (REREC).

The Project targets to reach approximately 277,000 households (1.3 million people), community facilities: schools; health facilities, and administrative offices as well as 380 community boreholes in the 14 Counties of West Pokot, Turkana, Marsabit, Samburu, Isiolo, Mandera, Wajir, Garissa, Tana River, Lamu, Kilifi, Kwale, Taita Taveta, and Narok.

##### 2.0 Stakeholder Engagement Event

To ensure speedy and seamless implementation, the Project developed a Stakeholder Engagement Strategy that has been guiding the implementation of the Project from its adoption in August 2018. This has ensured that the stakeholders of the project and their roles are properly recognized. It has guided in securing the commitment and support of stakeholders by engaging them at all stages of the project. Apart from providing a regular bulletin that updates stakeholders on the progress of the Project, KOSAP has also been facilitating County Working Meetings as well as Technical Working Group Meetings.

To complement the above efforts, the Project intends to hold a stakeholder engagement forum in West Pokot as part of efforts to showcase the progress achieved so far. This will be a high-profile event that will be graced by the Cabinet Secretary, Chief Administrative Officer, and Principal Secretary of, the Ministry of Energy. Other key stakeholders will be the Chair, Energy Committee, Council of Governors, Governor, West Pokot County, and the leadership at the Frontier Counties Development Council (FCDC). It will also be attended by CEC Energy from the 14 Counties and residents of West Pokot County who are expected to purchase products offered by the Project.

##### 2.1 Rationale for the Stakeholder Engagement Event

The proposed Stakeholder Engagement Event will be anchored on Component 2 of the Project as the fulcrum for the event.

This component provides support to the private sector to establish sustainable supply chains for the marketing and sales of solar home systems and clean cooking solutions. The project aims to deliver 250,000 stand-alone solar home Systems and 150,000 clean cooking solutions.

About 19 companies - 10 SSPs and 9 CCSPs- have been contracted and have commenced sales in the Counties. The 2nd round of identification of SSPs and CCSPs commenced in August 2020 with an invitation for expression of interest and the evaluation process is currently being finalized.

The expected benefits to the communities include:

- Improved education standards as children will have an opportunity to study for longer hours using solar power.
- Improved security as secure lighting acts as a deterrent to criminals.
- Improved health standards and quality of life as power for cooking and lighting will be obtained from clean energy sources replacing the current methods of lighting such as paraffin-fueled lamps that have high emissions that pollute the environment and are dangerous to human health
- Increased savings as clean cookstoves use fewer amounts of wood and charcoal when compared to traditional methods of cooking.

### **3.0 Objectives of the Stakeholder Engagement Event**

- Create internal visibility for Component 2 with the Cabinet Secretary and Principal Secretary having a clear understanding of the objectives of the Component.
- Provide an opportunity for the Cabinet Secretary to speak publicly on the contribution made by Component 2 towards the goal of achieving universal access to electricity by 2022 and universal access to clean cooking by 2028.
- Create broad understanding among key stakeholders such as, among others, the TWG, and leadership at the Council Governors, on the importance of stand-alone solar and clean cooking solutions to the energy needs of underserved counties.
- Provide an opportunity for potential customers to understand the availability of solar products and clean cooking products in underserved counties.
- Provide an opportunity for companies funded under KOSAP Facilities to showcase their products to consumers
- Create broad awareness of the contribution of KOSAP towards universal access to electricity by 2022 and universal access to clean cooking by 2028.
- Create visibility for the Project that is delivering on its mandate.

### **3.1 Expected Outcomes**

- Increased visibility for KOSAP among key stakeholders
- Increased uptake of standalone solar and clean cooking solutions offered by the Project
- Increased exposure of products of companies funded under KOSAP Facilities to consumers
- Increased understanding among stakeholders on the contribution of solar in achieving universal electrification in Kenya.

### **4.0 Venue and Date**

It is proposed that the event be held in Kapenguria Town, West Pokot County.

### 5.0 Date

The event is expected to take place in ----

### 6.0 Format of the Proposed Publicity Event

The publicity event will be a messaging platform to demonstrate the milestones the Project has made, as well as highlight/ paint a picture of the journey ahead. It will be a key platform and strategic opportunity to engage key stakeholders. The launch will be graced by the Energy CS, alongside government representatives, including Chief Administrative Officers (CAS) MOE and Principal Secretary (MOE). Others will be Representatives from the World Bank, the Chair of the Energy Committee at the COG as well as the West Pokot County Leadership.

The event will constitute the following:

- ✓ Formal (speeches)
- ✓ Testimonials from satisfied customers
- ✓ Solutions demonstration as the launch mechanic (This will be at a nearby homestead or stimulated at the event venue.)
- ✓ Exhibition of solar and clean cooking products

**Participants:** About 150 participants will be expected. The sitting arrangements should take into consideration Covid 19 Guidelines.

**Exhibitors:** 15 exhibitors in total will be expected to participate. The Ministry will provide exhibition space, a table, and two chairs for ten exhibitors.

<b>PROPOSED PROGRAMME FOR THE LAUNCH EVENT</b>	
0830-0930	Arrival & Registration of Guests
0930-1000	MC calls Function to Order <b>Entertainment</b> -Traditional Dancers -Testimonials (Clean Cooking Solutions-CCS & Standalone Solar Systems-SSS)
1000-1030	<b>CEC, Department of Trade, Industrialization, Investment, Energy and Cooperative Development</b>  <b>Governor,</b>
1030-1045	<b>Council of Governors</b> <b>Chair, Energy Committee</b>
1045-1100	<b>World Bank Representative</b>
1100-1130	<b>Principal Secretary, State Department of Energy</b>  <b>Cabinet Secretary (Guest of Honour)</b>

1130-1200	<ul style="list-style-type: none"> <li>▪ Symbolic Launch/Demonstration by Cabinet Secretary of Clean Cooking Solutions (CCS) &amp; Standalone Solar Systems (SSS)</li> <li>▪ Photo Opportunity</li> <li>▪ Tour of Vendors' Exhibition</li> </ul>
1200-1230	<p>Lunch</p> <p>Guests Leave at their pleasure</p>

**8.0 Specific Terms of Reference**

**The Objective of the Assignment**

To achieve the above, the Ministry of Energy is seeking to engage an events management company for the overall planning, coordination, and logistics management for successfully conducting the KOSAP Component 2 Publicity Event.

**Scope of work**

The event management firm will be responsible for the overall management of logistics for the publicity event: The scope of work will include, among others:

**A. Preparation and Management of the Publicity Event**

- i. Review of the publicity event concept note to recommend improvements on the articulation and format of the event.
- ii. Prepare a cost estimate for the event including the costs of venue and tents, food as well and exhibition stands.

**B. Participant management**

- i. Finalize the list of participants in close consultation with the Client
- ii. Ensure that all invitations to participants are sent out promptly
- iii. Follow up on invitations via telephone and email
- iv. Identify and secure accommodation block booking for self-paying participants

**C. Event venue arrangements**

- i. In consultation with the client, identify possible venue options and obtain cost estimates from the venue providers
- ii. Once the venue selection is confirmed by the client, secure booking for the venue
- iii. Identify key service providers and arrange for the provision of necessary services including tents to accommodate 150 participants and 15 exhibitors. A VIP holding area is also required.
- iv. Liaise with the Client Team to identify satisfied consumers of solar and clean cooking solutions who can provide testimonials during the event
- v. Liaise with the Client and identify an event MC who will resonate with KOSAP audiences.
- vi. In consultation with the Client Team, organize a launch mechanism e-demonstration of the usage of solar and clean cooking solutions by the Chief Guest.

- vii. In consultation with the client, ensure that the venue is appropriately branded in the KOSAP colour scheme.
- viii. Ensure all required equipment such as Public Address Systems, backup generators, appropriate, lighting, podium, flowers, at least 2 outdoor television screens, and toilets for VIPs and Participants are available as per the event concept.
- ix. Ensure that streaming services for the event are secured and provided professionally.
- x. Ensure all catering for the event is promptly available including provision of water and refreshments as well as lunch for 100 pax.
- xi. Arrange and manage participants' registration on site
- xii. Support the preparation, production, and efficient distribution of materials that will be used at the publicity event.
- xiii. Organize entertainment during the event including securing the services of traditional dancers.

***D: Plan and manage media presence***

- i. Working with the Client Team, to ensure media coverage of the event, including preparation of pre-event media appearances media advisory, media invitation, and confirmation of media participation.
- ii. Arrange transportation costs for Media from Kakamega or Eldoret Bureaus.
- iii. Arrange photographic and video services to cover the event. Copies of raw footage and copies of edited clip (15mins) 3 Short clips for social media
- iv. Design and implement a social media campaign pre- – during and after the event.

**8.1 Reporting Arrangements**

The event management firm will work in close coordination with and under the supervision of the Ministry of Energy. The team should be available for meetings with the Ministry of Energy team as and when required for organizing the workshop.

**8.2 Experience and qualifications:**

- i. The bidder must be a reputable company with prior 5 years of experience in the planning and execution of high-level events.
- ii. Proven and demonstrated track record of delivering creative, production, and logistics similar to as defined in this request for proposal
- iii. A competent team to carry out the assignment including skills in media management, graphics design, overseeing the production of promotional materials
- iv. The bidder must have internal editorial and production capacities in English;
- v. Previous experience of undertaking similar services in the public sector;
- vi. A reputation for adherence to ethics, quality, and timely completion of work; and

**8.3 Breakdown of Items**

TEM	Duration	Qty	Unit Price (Ksh.)	Amount (Ksh.)
Venue Hire	1	1		
Security services before and during the event	1	1		
<b>Exhibition Area</b>				
100 seaters tent	1	8		

Rectangular table dressed	1	18		
Plastic chairs dressed in spandex	1	15		
<b>Main Event</b>				
Dome Tent or A-Frame Tent 20*30m	1	1		
Lighting	1	1		
Dressed Rectangular Table (registration area)	1	2		
Plastic chairs dressed in spandex	1	120		
Banqueting/Executive Chairs	1	30		
PA System and accessories	1	1		
Generator	1	1		
65' TV/Screen	1	2		
Podium	1	1		
Draping in KOSAP colours	1	1		
Coffee Tables (for the centerpieces)	1	6		
Carpeted stage 6m *4m (22 boards.	1	1		
Flowers/Centerpieces	1	6		
President's Portrait	1	2		
VIP Toilets double unit	1	4		
Public toilet	1	6		
Handwashing stations	1	4		
Handwash liquid (value add)	1	4		
Red carpet for the VIP area, walkway, and stage area	1	1		
Thermometer	1	2		
Sanitizers	1	10		
Visitors Book	1	1		
Pen (value add)	1	5		
Testimonials/brand ambassador(s)	1	2		
Masks - 200 pcs (Value add)	1	4		
Badges + tags - for 20pcs	1	1		
Ushers	1	4		
Transport/Logistics (equipment transport)	1	1		

<b>VIP Holding Area</b>				
Stretch tent for VIP holding area	1	1		
Furniture for holding area	1	1		
<b>Entertainment</b>				
Traditional Dancers	1	2		
DJ music	1	1		
Professional MC that resonates with the target audience and is effective in delivering the KOSAP agenda	1	1		
<b>Catering Services</b>				
Tent 50-seater 150	1	1		
Refreshments (water and soda - water + 200 soda)	1	1		
Lunch - VIP	1	100		
<b>Production Cost</b>	1	1		
Street banner	1	1		
Roll-up banners	1	4		
Teardrop banners	1	4		
A Folder- Printed on 300gsm art Matt + Matt Lamination	1	150		
Programme Printed on 135gsm art Matt	1	150		
A5 Brochure Printed in full colour on 150gsm	1	150		
Media Banners	1	2		
Reflector Jacket (for the CS)	1	10		
Branded Apron (option for the CS)	1	10		
Caps	1	150		
<b>Media Relations &amp; Advocacy Costs</b>				
Media Facilitation (transportation) from Kakamega or Eldoret	1	15		
Videography Costs - content creation for media and Client archiving	1	1		
Photography Costs - content creation for media and Client archiving	1	1		

Contingency Fee (reimbursed)	1	1		
Agency Event Management Fee				
			<b>TOTAL</b>	