



# Terms of Reference (TOR)

## Media Training Services

### I. General Information

**Background:** In September 2011, UN Secretary-General Ban Ki-Moon launched the Sustainable Energy for All initiative as a global partnership platform that was to promote and support new collaborative approaches for governments, business and civil society to work together in making sustainable energy for all a reality by 2030 – as set out in Sustainable Development Goal 7 (SDG7).

Set up as a multi-stakeholder platform, Sustainable Energy for All (SEforALL) aims to contribute towards three interlinked objectives: (i) ensure universal access to modern energy services; (ii) double the global rate of improvement in energy efficiency; and (iii) double the share of renewable energy in the global energy mix. In working towards these goals, SEforALL engages with leaders across the world, empowering them to broker the partnerships and to unlock the finance necessary for a radical energy transformation in their countries, sectors or regions.

SEforALL works by marshalling the evidence about what works and what doesn't; benchmarking the progress made across countries and pointing to it; amplifying the voices of the energy poor and others who need to be engaged for a global movement to emerge; telling the stories of success to offer motivation where inertia is settling; and connecting leaders with each other and the ideas and innovation they need to move forward. Find out more at [SEforALL.org](http://SEforALL.org)

**Context of Assignment:** With just nine years left to achieve its goal, 2021 is a critical year for SEforALL. To help us move the dial, we are working on three important initiatives designed to help us reach a broader audience and to drive tangible global commitments that will help us achieve the SDG7 targets. These initiatives are driven by SEforALL's current CEO, Damilola Ogunbiyi, who has been in office for just over one year. Under the umbrella of a new strategy, she has steered SEforALL toward a model that includes advocacy and, for the first time, country engagement that is expected to lead to tangible results and impact.

In addition to her CEO role Damilola is also the Special Representative to the UN Secretary General for Sustainable Energy and the Co-Chair of UN Energy. In this capacity she is co-chairing the UN High-level Dialogue on Energy, which takes place in September alongside the UN General Assembly (UNGA). This is a significant moment because it marks the first time in 40 years that the UNGA has called for a summit-level event focused exclusively on Energy. One of the key outputs from this event will be Energy Compacts, which are publicly trackable commitments that we are calling on companies, governments, cities, civil society and other stakeholders to commit to.

The other critical event takes place at the Climate Summit (COP26) in Glasgow, where SEforALL will showcase the work of the Energy Transition Council, which is the first time Energy has played such a central role in a COP event. This Council is also co-Chaired by Damilola.

Lastly, in order to tie these engagements together and to help it achieve its overarching objectives, SEforALL launched a one-year global call to action campaign in March called Be Bold for SDG7. The campaign features social media engagement, events and a campaign site that has seen a steady uptick of support.

**Audience for SEforALL Global Call to Action, UN High-Level Dialogue on Energy and other keys events in 2021:** These events will seek to reach key stakeholders from the energy sector and beyond who can help move



SDG7 action forward. These include: government decision makers from high-impact countries and donor countries, national and regional development institutions, development banks and funds, international organizations, UN Agencies, private sector, rural electrification agencies, developers, academia, think-tanks, NGOs, energy philanthropies, civil society organizations, women’s grassroots organizations, youth and youth organizations.

## II. Scope of Work

We are a highly motivated, creative and ambitious team focused on achieving SDG7. We want to work with like-minded people that will help us bring our vision to life through training that enables our spokespeople to clearly message our objectives in media interviews.

The service of suitably qualified and experienced communications company specialized in media training to provide Media Training Services is required to support SEforALL Communications at large.

- 1) A teleconference meeting will be held between the vendor and the Communications team focal point by **24 May** to agreed on a timeline for the production of these services
- 2) The company should provide the following services:
  - a. Develop two media training plans for SEforALL staff:
    - i. 2 days for CEO/UN SRSG Damilola Ogunbiyi (based in NYC)
    - ii. 1 day for Energy Sector Expert Kanika Chawla (based in India)
  - b. 1 media training is organized in NYC.
  - c. 1 media training is organized remotely.
  - d. Analysis and follow-up on training.

## III. Duration of Services

The professional service should start on 24 May 2021 and complete the activity on 15 June 2021.

## IV. Location

Work is expected to be completed:

- in New York for CEO/UN SRSG Damilola Ogunbiyi (if COVID-19 rules allow)
- remotely for Kanika Chawla.

## V. Deliverables

Deliverables	Date
Agreed workplan/timeline on deliverables	24 May
Develop media training plan	27 May
2 days media training for CEO/UN SRSG Damilola Ogunbiyi (based in NYC)	End of May 2021
1 day media training for one sector expert Kanika Chawla (based in India)	End of May - Mid-June 2021
Analysis and follow-up	End of June 2021

**Reporting and Project Management:** The service provider will report directly to the SEforALL Director of



Communications.

## **VI. Format**

Media training should be developed taking into consideration the following circumstances:

- Presentation skills
- Key skills that apply to all interview types (maintain control of messaging in tough interviews)
- Face to face interviews, telephone interviews
- TV interviews (training on camera) – if applicable in a virtual setting
- For CEO: TedTalks type scenarios

## **VII. Minimum Level of Quality and Special Notes**

- The professional should be specialized in the sector with a minimum of 5 years working for major media outlets.
- Media training experience in remote and digital formats is required
- Experience providing media training to experts or high-ranking officials in international organizations or Civil Society/NGOs is a must
- Ability to handle multiple priorities in an organized and efficient manner is an advantage
- Experience working with international multi-cultural environment and with international organizations, the public sector and leading private sector companies is a must
- Demonstrated experience in development advocacy would be an advantage

## **VIII. Minimum Qualifications of the Provider**

1. Minimum experience of 5 years in providing similar services
2. Willing and able to guarantee the delivery of products and services in accordance with terms of reference (requirements)
3. Provision of equipment (camera, mics...) and staff required for this type of services
4. Company must be a leader in Campaign, PR and Communications services with a significant portfolio
5. An awareness of sustainability practices, International workforce law and GDPR rules is an advantage
6. Lead supervisor/Project manager must be fluent in English. Staff should be able to communicate in a sufficient level of English

## **IX. Payment Terms**

- 25% upon contract signature and invoice submitted to SEforALL
- 75% payment on completion of services

The supplier should send an invoice to SEforALL. The invoice shall include the purchase order, number, date of delivery, unit price and total amount. SEforALL will process the payments within 30 days of receipt of the invoice. The agreement is subject to the performance of provider being satisfactory and timely

## **XI. How to Apply**

Qualified service providers are requested to submit an offer including the following:

- Presentation of the company
- Portfolio of similar services and settings



- CV of the project manager and potential trainers
- Provisional budget including:
  - o Service provider fees
  - o Timeline and mode of payment
  - o Tentative list of items with identified prices
- Timeline of work (to be reviewed with SEforALL)
- Draft training plan
- Please list any supporting materials you have included as part of your response

Please note that SEforALL will not reimburse travel costs for travelling to New York.

Bid submitted without above documents will not be considered.

- Please indicate your ability, availability and rate to undertake the terms of reference above. Please send above document to [procurement@seforall.org](mailto:procurement@seforall.org) by **18 May 2021, 17:00 (CEST)**
  - This TOR also includes the following documents to support your bid:
    - o More information on [SEforALL.org](http://SEforALL.org)
    - o SEforALL Branding Guidelines
    - o <https://www.seforall.org/who-we-are/damilola-ogunbiyi>
    - o <https://twitter.com/DamilolaSDG7>
    - o <https://twitter.com/SEforALLorg>
    - o <https://twitter.com/DamilolaSDG7/status/1379803936425709573>
    - o <https://www.un.org/en/conferences/energy2021>