

# SEforALL Terms of reference

## Multimedia services for the Universal Energy Facility – Sierra Leone and Madagascar

28 | 06 | 2021

### Context

Sustainable Energy for All (SEforALL) is an International Non-Governmental Organization operating a world-wide multi-stakeholder platform focused on the delivery of Sustainable Development Goal 7 (SDG7). Launched as a UN initiative in 2011 by the Secretary-General of the United Nations, Ban Ki-Moon, SEforALL is widely acknowledged for its achievement in raising global awareness of the world's sustainable energy challenges, ensuring they were included in the UN's Sustainable Development Goals. Now an independent international organization, SEforALL is directed by its CEO as it works toward the achievement of SDG7. The organization also supports the work of the CEO in her additional roles of Special Representative of the United Nations Secretary-General (SRSG) for Sustainable Energy for All and as co-chair of UN-Energy. These roles include advising the UN Secretary-General and his staff on issues relating to sustainable energy and the implementation of SDG7 and supporting the coordination of sustainable energy issues in the United Nations system.

The ambitions of SDG7 on ensuring universal access to affordable, reliable, and modern energy services by 2030 are extraordinary. Aiming to achieve them in the context of the Paris agreements involves transformation at a scale never undertaken by humanity before. Swift action needs to be taken by leaders in governments, companies, institutions, financiers, development banks, unions and communities, entrepreneurs, and civil society. As a global team, SEforALL crafts interventions that support these leaders in accelerating the delivery of actions. All interventions comprise one or more of SEforALL's competencies: (i) to marshal the evidence, (ii) to benchmark progress towards SEforALL objectives, (iii) to amplify the voices of the energy poor; (iv) to tell stories of success, and (v) to connect stakeholders to each other and to solutions. All interventions systematically draw on strategic insight, build on compelling communications, and are delivered through and include action-oriented partnerships. <http://www.seforall.org/>

### Purpose of Work – Results Based Financing

2020 marked the start of the final decade to achieve SDG7 – access to affordable, reliable, sustainable, and modern energy for all – by 2030. The world is not on track and a renewed sense of urgency and new approaches are required.

Providing finance at the speed and scale needed to achieve SDG7 requires a paradigm shift towards results-based financing (RBF). RBF allows governments and donors to shift risk of delivery to the private sector, provides regulatory certainty to industry about financial support to be provided, aggregates financing and scales support across multiple countries.

The Universal Energy Facility (UEF) is a multi-donor RBF facility established to support the electrification of households, businesses, public institutions, and other potential electricity consumers in sub-Saharan Africa that do not have reliable access to modern electricity services. The UEF will provide incentive payments (i.e.,

grants) on a 'results-based' approach to selected eligible organizations that develop and operate systems and provide verified electricity connections.

SEforALL, the Programme Manager, established this facility in collaboration with a number of implementing partners. A proof-of-concept pilot, Wave 1, launched in 3 countries (Sierra Leone, Madagascar, and Benin) in sub-Saharan Africa, with the goal of delivering more than 14,000 electricity connections through mini-grid developments. This will be followed, dependent on funding, of a scale up to eventually deliver more than 2 million energy access connections (electricity and clean cooking) by 2023.

In support of the UEF, SEforALL, must implement a robust, multi-faceted monitoring and evaluation (M&E) framework to ensure the connections financed comply with programme requirements. The M&E framework also involves capturing of the impacts that these energy access connections have on the lives of people and communities that will be connected to the mini grids financed.

## Scope of Work

SEforALL seeks to engage a consultant to produce a multimedia package that will enable the UEF to disseminate real-world impact stories among a diverse set of energy access stakeholders. SEforALL would expect the consultant to conduct field visits to Sierra Leone and/or Madagascar before and after energy connections are made. In Sierra Leone, there will likely be 7 sites spread across the Eastern and Southern Provinces. In Madagascar, there will likely 8 sites spread across Mahajanga, Antananarivo and Toliara. The exact locations of the sites to be documented will be provided once the contractor(s) is shortlisted. The consultant will be responsible for the following tasks, separated into activities before customers are connected and after customers are connected. These requirements are for each country:

Before customer connections:

1. Provide 10 edited photographs, per site, of the natural environment and local communities in each of the three (3) identified sites per country, before and during construction of the power systems (mini-grids). This will likely involve two (2) trips to each site before construction and during construction.
2. Provide raw video footage (b-roll) of the identified locations. The video footage will include shots of the local community and natural environment.
3. Unedited video interviews for 2 distinct prospective mini-grid customers in each identified site. SEforALL will work closely with the consultant to design a short questionnaire for the prospective customers.
4. One edited, short video (30 to 90 seconds each) per selected site combining customer interview content and b-roll of locations, and voice-over narration.

After customer connections:

1. Provide community profiles after customers are connected to the mini-grids in all of the sites. This should include at least 10 edited photos per community and one (1) edited community-focused video (30 to 90 seconds) per community with narration. The footage will include shots of the communities and the mini-grids.
2. Raw footage (b-roll) of the above communities and mini-grids.
3. The consultant will work closely with the SEforALL team to design, deliver and document a questionnaire and interview approach for customers connected to the mini-grids. The questionnaires will focus on the impacts of the electricity access on their daily lives (e.g., improved safety, higher quality of life, less time spent performing household chores, educational and/or health outcomes for them and/or their families, improved incomes etc.).
4. The consultant will also provide photos and videos (at least 5 edited photos per customer; at least 2 short customer-focused videos (30 to 90 seconds) per site).

5. Work closely with the SEforALL team to design, deliver and document a questionnaire and interview approach for 1 local government official per community
6. Video interviews with at least one (1) local government official in each community.
7. Edited before and after video stories for each community (2-3 minutes each), combining video footage from before, during and after construction; selected interview excerpts; and voice-over.
8. Work closely with the SEforALL team to design, deliver and document a questionnaire and interview approach for 1 grantee representative in Sierra Leone and 3 grantee representatives in Madagascar.
9. Immediately following interviews, provide photographs (at least 3 edited photos per grantee representative), videos of the grantee representatives, ranging from 1-3 minutes long. Video content should focus on the ways in which the UEF benefitted their business, the relevance of results-based financing (RBF) programmes such as the UEF, and perceived impact of their mini-grids to local economies and other macro perspective of benefits.

The consultant will be required to collaborate with SEforALL and UEF grantees to identify customers, coordinate visits and logistics.

The consultant will be required to share with SEforALL original footage and photography files. The consultant will also be required to obtain written permissions and release forms from any individuals included in the photographs and in the videos.

### Approach, Timeline, and Deliverables

**Approach:** The selected consultant will maintain close contact with a designated SEforALL RBF team contact throughout the assignment to ensure proper MEL framework is followed. All draft written deliverables will be reviewed by SEforALL, which will provide comments within one week of receipt.

The selected consultant will participate in periodic review/steering committee calls as required by SEforALL and present status reports on its approach, findings, challenges, and next steps.

**Timeline:** 1 September 2021 to 31 July 2022. The selected consultant should adhere to the following schedule of deliverables:

Deliverable	Due Date
Edited photographs and video footage before customers are connected: (Per site) <ul style="list-style-type: none"> <li>• 10 photographs of natural environment and local communities</li> <li>• Raw video footage of each site</li> <li>• 1 edited short video (30 to 90 seconds) containing customer interview content, b-roll of sites and voice over narration</li> <li>• 2 unedited videos of prospective customers</li> </ul>	By or before 31 September 2021
Final interview questionnaires for customers, local government representative and grantee representatives <ul style="list-style-type: none"> <li>• 3 questionnaires for different customer profiles: customer using electricity for residential use only, customer using electricity for income-generating purposes and customer that is a public entity e.g., school, health center etc.</li> <li>• 1 questionnaire for the grantee representatives</li> </ul>	By or before 30 December 2021

<ul style="list-style-type: none"> <li>• 1 questionnaire for the local government representative</li> </ul>	
<p>Edited photographs and video footage after customers are connected:</p> <ul style="list-style-type: none"> <li>• 10 edited photos per community</li> <li>• 1 edited community-focused video (with narration) per community</li> <li>• Raw footage (b-roll) per community</li> <li>• 5 or more photos per customer for the 2 or more customers identified, per community</li> <li>• 2 or more short (30 - 90 seconds) customer-focused videos per community</li> <li>• Before and after video (combining video footage from before, during and after construction; selected interview excerpts; and voice-over) per community</li> <li>• 1 edited video interview with local government official per community</li> <li>• Edited video interviews (1-3 mins) with grantee representatives (1 in Sierra Leone and 3 in Madagascar)</li> <li>• 3 or more edited photos per grantee representative</li> <li>• Video of grantee representatives (1-3 minutes long); Video content should focus on the ways in which the UEF benefitted their business, the relevance of results-based financing (RBF) programs such as the UEF, and perceived impact of their mini-grids to local economies and other macro perspective of benefits</li> </ul>	By or before 31 July 2022

### Qualification and Expertise

Organizations wishing to submit a proposal should:

- Presence in sub-Saharan Africa (Mandatory)
- Demonstrate experience in video production, photography, and multi-media storytelling in sub-Saharan Africa
- Demonstrate a track record of delivering high quality videography and photography on time and within budget.
- Prior experience in either Sierra Leone or Madagascar (depending on which country the bidder submits a bid for) is preferred
- Propose a designated team of consultants for the assignment, with each senior lead having more than 8-years' experience delivering high-quality multimedia services
- Experience working with the UN, and/or any other international organization will be considered an advantage.
- Familiarity with the off-grid energy access sector will be considered an advantage

### Travel

- Duty travel is defined as travel which is requested as part of the performance of services under the Contract. Duty travel is usually from the duty station to the place of the mission and return to the duty station.
- Suppliers should exclude any 'duty travel' related costs in their financial proposals, but mention the number of days of travel required. The financial proposal should include only costs related to the professional services.
- Suppliers will be entitled to a per diem travel cost determined by SEforALL

## Reporting

The consultant will report to Ruchi Soni, Program Manager, Results-based Financing, SEforALL

## Bidding Process

Bidders are allowed to bid for either Sierra Leone, Madagascar, or both. Proposals must include the following (in either PDF or PPT format):

- Organization's profile including organization's name, address, contact information and a brief background
- Your organization's understanding of the assignment, including any proposed changes to the scope of work
- Relevant experience and examples of work
- Key personnel profiles and roles of subcontractors, where applicable
- Proposed budget
- An explanation of any conflicts of interest
- References (at least 3)

## Gender Mainstreaming

The selected firm should make a concerted effort to mainstream gender considerations throughout this assignment. The team must provide a copy of gender policies followed by the organization and observing a 40:60 female to male ratio will be considered an advantage. The selected Organization/Consortium shall also work to ensure all stakeholder engagements are gender balanced.

## Deadline:

Please submit your proposals to [procurement@seforall.org](mailto:procurement@seforall.org) by 21<sup>st</sup> July 2021, 23:59 PM

