

SEforALL Terms of reference

Full Service Public Relations Company with Video Production Capabilities to Produce a Compelling Campaign and Impact Stories on the Hospital Electrification Project in Sierra Leone

10 | 11 | 2022

I. Background and Context

Sustainable Energy for All (SEforALL) is an international organisation working with leaders in government, the private sector and civil society to drive further, faster action toward achievement of Sustainable Development Goal 7 (SDG7), which calls for universal access to sustainable energy by 2030, and the Paris Agreement, which calls for reducing greenhouse gas emissions to limit climate warming to well below 2° Celsius.

Achieving these goals will require a radical rethink of the way we produce, distribute, and consume energy. SEforALL is at the heart of this foundational shift to ensure no one is left behind. Drawing on data and evidence, we identify a critical path to success in achieving SDG7.

Former UN Secretary-General Ban Ki-moon launched the Sustainable Energy for All initiative in 2011. Now an independent organization, we maintain close links with the UN, including through a relationship agreement, partnerships with UN agencies and with SEforALL's CEO acting as the UN Secretary-General's Special Representative for Sustainable Energy for All and 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 are extraordinary. Aiming to achieve them in the context of the Paris Agreement on climate change involves transformation at a scale never undertaken before. Swift action must be taken by leaders in governments, private sector companies, institutions, financiers, development banks, unions, communities, entrepreneurs and civil society. As we enter the final decade to achieve SDG7, SEforALL has strategically chosen to strengthen global agenda-setting while expanding its activities to an engagement model that prioritizes data-driven decision-making, partnerships with high-impact countries and implementation on the ground. The new SEforALL three-year business plan outlines work programmes that scope out our planned interventions and demonstrate to our funding partners the impact of their support. <http://www.seforall.org/>

Powering Healthcare in Sierra Leone:

Health service delivery in Sierra Leone remains hampered by a lack of reliable electricity access in health facilities. This impacts health facilities at all levels, with several key hospitals still unconnected to the national grid. Those hospitals that are connected to a grid continue to suffer from frequent power outages.

With support from FCDO and the Global Energy Alliance for People and Planet (GEAPP), SEforALL has been leading on Needs Assessments of the local market, which have included the development of a 'Market Assessment & Roadmap' for the sustainable electrification of health and education infrastructure and an energy audit of 7 hospitals. These energy audits further showed the energy gap in hospitals (both on-grid

and off-grid) and the opportunity to address this gap with renewable energy solutions (i.e. solar PV with storage).

Following on these needs assessments, SEforALL has developed a project to electrify 6 key hospitals in Sierra Leone with renewable energy solutions. The selected hospitals are: Ola Daring Children's Hospital (co-located with PCMH), Princess Christian Maternity Hospital (co-located with ODCH), Masanga Hospital, Kambia Government Hospital, Kabala Government Hospital and Bonthe Government Hospital.

These projects are expected to have a dramatic impact in closing the energy access gap and improving the lives of the communities which the hospitals serve. To raise awareness among key stakeholders, SEforALL wants to capture critical stories that show the 'before and after' impacts. To do this, SEforALL is contracting a full-service Public Relations/Communications company to produce broadcast-quality stories and content that can be disseminated across social media and shared with international partners and media outlets to demonstrate the project's impact.

Objective

SEforALL's Powering Healthcare (PHC) team supported by the Communications team is seeking the services of a Public Relations/Communications firm to capture, disseminate and amplify impact stories in the communities served by selected hospitals – with the aim of reaching global stakeholders including donors, social media influencers, media and governments across the region with key developments about the project and its impacts. The assignment would cover three phases of the project:

1. Pre-implementation, to capture the current situation;
2. During project implementation; and
3. Commissioning and post project implementation once the hospitals have been fully electrified.

Scope of Work

The Company will serve as the single point of contact with SEforALL and its partners to deliver the following services, which will cover all three phases of the project as above. The package will include the development of the overall campaign strategy, including key messages and storyline, with deliverables for dissemination across traditional media, social media and digital platforms. This will be done in consultation with SEforALL and partners to ensure compliance on branding, visibility and messaging.

PHASE 1: PRE-Project Implementation

1. Campaign plan: Develop a campaign plan that includes overall goals and objectives and top-line key messages for the project, to ensure a common narrative/thread across the phases of the project. This will serve as the foundation for all messaging, media articles, field interviews and other communications assets produced. The campaign will also include audience engagement strategies to target various key stakeholders and groups.

The campaign will include first-person interviews of a range of people, including those who would benefit from fully electrified hospital services. Focus on addressing key questions in messaging such as: What does a fully electrified hospital setting look like in a community where it did not exist before? What difference it is making in people's lives? Why is this important to the community and country's development?

2. Photography/video: Provide (20) edited photographs, per site, of the natural environment and local communities in each of the identified sites before construction of the power systems.

Provide raw video footage (b-roll) of 6 hospital locations. The video footage will include shots of the local community and natural environment.

Provide (5) unedited video interviews of stakeholders for each project site in the communities who are served by the hospitals including patients. SEforALL will work closely with the Company to design a short questionnaire for the Interviewees.

Produce (5) edited, short videos (30 to 90 seconds each) per selected hospital site combining customer interview content and b-roll of locations, and voice-over narration.

The short video clips will include subtitles in English (where interviews are done in local languages) and in French to increase amplification in Francophone markets.

3. Social media toolkit: Develop social media toolkit, including visual assets to amplify messages across Twitter, LinkedIn, Facebook, Instagram and TikTok to target key stakeholders during this phase of the project.

4. Media: Organise a press event and include video footage and photos of the current facilities that can be shared with the media along with a press release. Include project developers, hospital administrators, funders/donors, government, and other stakeholders

Produce and place (3) stories in local, regional, and international media about the project and its intended impact focusing on first person accounts of the expected impact

5. Reporting: Track progress in the first phase and issue a report that will include metrics on the campaign and media pick-up

PHASE 2: Project Implementation

1. Campaign plan: Revisit campaign plan developed in Phase 1 and make changes, if required.

2. Photography/Video: Provide (20) edited photographs, per site, of the natural environment and local communities in each of the identified sites during construction of the power systems.

Provide raw video footage (b-roll) of the identified locations. The video footage will include shots of the local community, natural environment, and the capital city.

Provide (5) unedited video interviews, which should focus on the stakeholders who are investing capital and resources/capacity in the project along with government representatives. The digital and visual assets will reinforce the messages in the same phase of the campaign. SEforALL will work closely with the consultant to design a short questionnaire for the Interviewees.

Produce (5) edited, short videos (30 to 90 seconds each) per selected hospital site combining interview content and b-roll of locations, and voice-over narration.

The video clips will include subtitles in English (where interviews are done in local languages) and in French to increase amplification in Francophone markets.

3. Social media toolkit: Develop/revise existing social media toolkit, including visual assets to amplify messages across Twitter, LinkedIn, Facebook, Instagram and TikTok to target key stakeholders during this phase of the project.

4. Media: Pivot the campaign to showcase project progress and include voices of stakeholders who are investing in the project such as donors and companies providing technical services – and include the government. Ensure the campaign is connecting to influencers and generating strong penetration and growth rates

Produce and place (3) stories in local, regional, and international media about the investments going into the sector and the longer-term benefits envisioned to the economy.

5. Reporting: Track progress in the two phases and issue a report that will include metrics on the campaign and media pick-up

PHASE 3: Post-Project Implementation

1. Campaign plan: Revisit campaign plan developed in Phase 1 & 2 and make changes, if required.

2. Photography/Video: Provide (20) edited photos per community and hospital

Provide raw footage (b-roll) of the above communities and hospitals.

Provide (2) edited videos per hospital in a longer format

Provide (2) short patient-focused videos (30 to 90 seconds) per site.

Provide edited before and after video stories for each community (2-3) minutes each. The video clips will include subtitles in English (where interviews are done in local languages) and in French to increase amplification in Francophone markets.

3. Social media toolkit: Develop/update existing social media toolkit, including visual assets to amplify messages across Twitter, LinkedIn, Facebook, Instagram and TikTok to target key stakeholders during this phase of the project.

4. Media: Organise a press event to include a tour of the facility and a press conference with the project developers, hospital administrators, funders/donors, government and other stakeholders

To further showcase the project's impact, include voices from the community alongside project developers and investors to illustrate how investments in electricity access can transform lives

Produce and place (3) stories in local, regional and international media about focusing on human interest and impact stories from communities to emphasise the transformation experienced from the project

5. Reporting: Track progress in the first phase and issue a report that will include metrics on the campaign and media pick-up in a wrap up report covering all phases of the project.

The company will work closely with the SEforALL team to design, deliver and document a questionnaire and interview approach for patients who are accessing the hospital's services. The questionnaires will focus on the impacts of electrified health facility services on their daily lives (e.g., improved health outcomes, maternal and baby care, potentially lives saved, infant mortality rates, etc.)

Additional Video Production Requirements for the Assignment:

- All videos must be broadcast quality with edited short/medium length HD video clips that can be utilised across multiple platforms (social media, website, PowerPoint presentations, YouTube and sharing with media outlets)
- Edits should include adding branding elements and images where appropriate
- Videos must be produced in a uniform look and feel based on existing branding. SEforALL will share previous examples of such work

- Work to be delivered online via Drive or WeTransfer.
- Final production ready deliverables are requested in landscape 1080p size IN png 24 and h.264 mp4 formats.
- The company 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.
- The company will be required to collaborate with SEforALL and other project stakeholders (incl. the Ministry of Health and Sanitation, Ministry of Energy) to identify suitable interview subjects and to coordinate visits and logistics for each phase of the project.

At the conclusion of the entire project, the company must share all source files and work files with SEforALL. SEforALL will retain ownership of all source and work files

Approach, Timeline, and Deliverables

Approach: The selected company will maintain close contact with a designated SEforALL team contact throughout the assignment. All draft written and visual deliverables will be reviewed by SEforALL. The selected company will participate in weekly project coordination meetings and/or as required by SEforALL and present status reports on its approach, findings, challenges, and next steps.

The selected firm should make a concerted effort to ensure gender parity throughout this assignment. This includes, for example, the team deployed for this purpose must implement a 40:60 female-to-male ratio, provide a copy of gender policies followed by the organization and follow a gender-balanced approach in the assignment. The selected company/consortium shall also work to ensure all stakeholder engagements are gender balanced.

The company is also expected to propose and follow a safeguarding and ethical approach on how to operate in a hospital setting. The approach should consider the patients, staff, and the representatives of the company as well. The company is expected to take pre-cautions to safeguard themselves and the patients and factor this into their proposal.

Timeline and Deliverables: 1 January 2023 to 31 August 2023. The selected company should adhere to the following schedule of deliverables:

Deliverable	Due Date
PHASE 1: Pre-Implementation 1. Campaign plan 2. Photographs and videos 3. Social media toolkit 4. Media 5. Report for the first phase	28 Feb 2023
PHASE 2: Project Implementation 1. Campaign plan 2. Photographs and videos 3. Social media toolkit 4. Media 5. Report for the second phase	31 May 2023
PHASE 3: Post-Project Implementation	16 August 2023

Deliverable	Due Date
1. Campaign plan 2. Photographs and videos 3. Social media toolkit 4. Media 5. Final Report	

Travel

- The selected firm is expected to travel frequently to the project sites (firm based in Sierra Leone desirable). Bids should be inclusive of all travel costs.

Reporting

The consultant will report to SEforALL's Project Manager for Hospital Electrification.

Qualification and Expertise

Companies wishing to submit a proposal should:

- Have presence in sub-Saharan Africa (Mandatory) (in country presence desirable)
- Demonstrate experience in public relations, video production, photography, and multi-media storytelling in both French and English (local languages desirable)
- Demonstrate a track record of delivering high quality public relations work, videography, and photography on time and within budget.
- Prior experience in Sierra Leone is highly desirable
- The firm must demonstrate ability to legally operate in Sierra Leone.
- Propose a designated team of specialists for the assignment, with each senior lead experienced in delivering high-quality public relations and multimedia services and must have a minimum of 5 years' experience in conducting similar assignments
- Familiarity with the energy sector in general and the off-grid energy access sector in sub-Saharan Africa specifically will be considered an advantage
- Experience working with the UN, and/or any other international organization will be considered an advantage.

Bidding Process

Bidders are allowed to submit bids as a consortium. Proposals must include the following (in either PDF or PPT format). Technical and Financial proposal are meant to be submitted as separate documents.

Technical Proposal:

- Your 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
- Proposed team structure
- Proposed approach (Gantt chart with key milestones, activities, and any sub-activities)
- Relevant experience and examples of work
- Key personnel profiles and roles of subcontractors, where applicable
- References (at least 3)

Financial Proposal:

All costs must be in USD

- Detailed financial proposal inclusive of LOE, travel, equipment costs and any other costs expected to be incurred

Evaluation, Conflict of Interest, and Terms of Payment

- Bidders are requested to disclose and explain any potential conflicts of interest
- Terms of payment at SEforALL follow a deliverable based framework. The breakdown of the milestones-payments will be communicated to the selected company
- The evaluation of proposals will be based on a 70 – 30 split for technical proposal and financial proposal, respectively.

How to Apply and Deadline

Please submit your proposals to procurement@seforall.org by 28 November 2022, 17:00 CET

In case of questions or queries contact SEforALL at procurement@seforall.org