

# REQUEST FOR EXPRESSIONS OF INTEREST (REOI) (CONSULTING SERVICES – FIRMS SELECTION)

## **Bangladesh**

### **Rural Electrification and Renewable Energy Development II (RERED-II) Project 2<sup>nd</sup> Additional Financing (AF-II)**

Loan No./Credit No./ Grant No.: IDA-62020

**Assignment Title:** Selection of consultant for promoting IDCOL ICS Program

**Reference No.:** S-31 UNDER REREDP-II AF II

The Infrastructure Development Company Limited (IDCOL) has received financing from the World Bank toward the cost of the Rural Electrification and Renewable Energy Development II (RERED-II) Project 2<sup>nd</sup> Additional Financing (AF-II) (P131263), and intends to apply part of the proceeds for consulting services.

The consulting service (“the Services”) includes developing promotional content and learning materials for mass awareness and to showcase the program among national and global audiences through advocacy work.

The detailed Terms of Reference (TOR) for the assignment are attached to this REOI and also can be found at the following website: <http://idcol.org/home/notice>.

The Infrastructure Development Company Limited (IDCOL) now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are mentioned in the TOR. Key Experts will not be evaluated at the shortlisting stage.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers” July 2016 (“Procurement Regulations”), setting forth the World Bank’s policy on conflict of interest.

Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A Consultant will be selected in accordance with the Quality And Cost-Based Selection (QCBS) method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours 1100 to 1500 Bangladesh Standard Time (BST).



Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by 01 December 2022.

Infrastructure Development Company Limited  
Attn: Sajjad Bin Siddique, Manager, Procurement  
UTC Building, 16th Floor, 8 Panthapath, Kawran Bazar, Dhaka-1215, Bangladesh  
Tel: +8802- (9102171-8) (PABX: 6400)  
E-mail: [sajjad@idcol.org](mailto:sajjad@idcol.org)

A handwritten signature in black ink, consisting of a stylized 'S' followed by a horizontal line extending to the right.

## TERMS OF REFERENCE

### Selection of consultant for promoting IDCOL Improved Cook Stove (ICS) Program

#### **I. BACKGROUND**

IDCOL is a development financial institution established by Bangladesh Government in 1997. The vision of IDCOL is to help ensure the country's economic growth and living status improvement of the people through sustainable and environment-friendly investments. Since its inception, IDCOL has played an instrumental role in increasing private sector participation in the promotion, development, and financing of infrastructure, renewable energy, and energy-efficient projects. IDCOL is the market leader in private sector energy and infrastructure financing in the country. Through these initiatives, IDCOL is contributing toward several SDGs, including affordable & clean energy, industry & infrastructure development, and climate actions.

Through its ambitious programs, IDCOL has significantly impacted the lives of people living in rural Bangladesh. Under its renewable energy programs, IDCOL has a USD 1 billion Solar Home Systems (SHS) program that has sold 4.14 million systems, benefited approximately 20 million people, and generated approximately 180MW of energy. Under its Solar Irrigation Pumps (SIPs) program, IDCOL has approved 1,508 pumps so far and plans to install 50,000 pumps by 2025.

The Honorable Prime Minister inaugurated IDCOL ICS Program in 2013. Under the program, more than 3 million ICS have been installed till June 2021. IDCOL has a target to install 5 million ICS by 2023. 56 Partner Organizations (PO) are implementing this program in about 300 Upazilas of the country. The program aims to increase the coverage to about 400 Upazilas.

IDCOL adopted a cluster-based approach for the implementation of the ICS Program. Each Upazila consists of a cluster, and only one PO works in a particular cluster. Under the program, IDCOL provides demand creation and capacity building supports to the POs, and POs role is to manufacture and disseminate the IDCOL approved stoves. IDCOL extends financial support to the POs to implement various promotional activities and does not provide customers any buy-down grant. The POs, on the other hand, conduct multiple promotional activities for market development, produce stoves, sale, and ensure after-sales service to the customers.

When IDCOL started the program in 2013, the efficiency of available ICS models in the country was around 20% (Tier 1). Through IDCOL's R&D initiatives, the efficiency level increased to more than 35% (Tier 3), verified by an ISO-certified cookstove testing center in Nepal. These stoves are being produced in decentralized Upazila level production centers using local resources, and the price varies from BDT 375 to BDT 1,500.

The program is registered under the Clean Development Mechanism (CDM) of UNFCCC. An independent audit in 2020 by a designated entity of UNFCCC showed that each ICS under IDCOL



program saves 1.54 tons of fuelwood and reduces GHG emission by 1.22 tons CO2 equivalent per year. The program is also significantly reducing household air pollution.

IDCOL wants to develop learning materials on Improved Cook Stove (ICS) for different stakeholders and to showcase the benefits and impacts of the program to relevant national and global audiences. In this regard, IDCOL wants to hire a communication/ advocacy/ media firm.

## **II. OBJECTIVE**

The broad objective of this engagement is to content develop of promotional and learning materials for mass awareness and to showcase the program among national and global audiences through advocacy work.

## **III. TARGET AUDIENCES**

### **1. For Learning Materials:**

- Customers/Users of cookstoves (hard copies in Bangla)
- Students (hard copies in Bangla and English)
- Policy Makers for sensitization and awareness (Soft copies in Bangla and English)

### **2. For Advocacy Work:**

- Influencers in the Renewable Energy domain
- Health sector organizations: focus on Indoor Air Pollution
- Subject Matter Experts
- Key Global/National Decision Makers

## **IV. SCOPE OF WORK**

A professional agency partner is sought to:

### **i. Task 1 (Research/surveys to understand the program and the target audiences):**

The firm will conduct necessary studies/ research/ surveys to understand different aspects of cookstove program and to understand the target audiences. This will serve as the basis for contents for different materials for different group of audiences. Based on the activities, the firm will submit the material development plan and inception report.

### **ii. Task 2 (To develop learning/demonstration materials for mass awareness):**

Through this materials people can understand the importance of clean cooking for:

- Fuel saving/efficiency
- Climate change mitigation and addressing deforestation
- Health benefit
- Overall financial benefit from saving time, fuel, health expenses



Following materials has to be developed:

- Video Animation and Video Documentary on ICS: This will highlight how ICS are developed so that it can reduce the use of cooking fuel, carbon emission and household air pollution. The materials will also highlight how IDCOL program is operating, PO presence, how to get an ICS at what price, economic and health benefits of ICS etc. The video documentary may include real beneficiaries/actors and success stories. This should be made in both Bangla and English. The length of video animation and video documentary may be around 5 and 8 minutes, respectively.
- Comic Book/ Graphical Information Booklet with an in-built quiz: Focusing on disseminating different aspects of clean cooking as discussed above. The quiz needs to be finalized upon acceptance of IDCOL / WBG and successful piloting in field linked with performance criteria i.e., 75% of participants can answer quizzes on fuel savings, share understanding, gives positive feedback etc. Both soft copies and hard copies in both Bangla and English has to be prepared considering different target audiences for learning materials.
- Poster and Flip Cards – For demonstration in PO offices and local level promotional activities.
- Develop and implement a social media campaign focusing on benefits and sales of ICS to increase awareness and sales of ICS. Periodic evaluation of the campaign as well as necessary modification has to made by the firm. The firm will submit a plan for social media campaign including types of campaign, target audience, timeline, area etc. along with item-wise budget requirement. Subject to approval from IDCOL, the firm will implement the campaign.
- Script for promoting ICS through miking– the recorded version should be provided also.

**iv. Task 3 (National Level Communication):** This should be defined considering two factors, improving image of the program at national level and bolstering the local level promotional campaign. The activities will include

- (i) 2 Roundtable Discussion and full-page publications with major National Dailies acceptable to IDCOL.
- (ii) 8 Articles/ Case Studies in major national dailies acceptable to IDCOL.
- (iii) 6 News coverage in national TV channels acceptable to IDCOL.
- (iv) Photo gallery of 50 Photos (Soft copy). The activity will include model/ beneficiary selection, site selection, site preparation etc.
- (v) Coffee table book (Soft copy, ready to print version); the firm will decide on number of pages and page size in consultation with IDCOL.

**v. Task 4 (Global Communication):** The firm will suggest ways to improve the visibility/ image of IDCOL ICS program among global audiences. The activities will include 3

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publication of newspaper articles/ case studies in international/ reputed medias acceptable to IDCOL.

## **DELIVERABLES AND TIMELINE**

The duration of the assignment is 9 months from contract signing plus 3 months for assessment of the activities conducted and completion report submission. The deliverables are:

- i. Inception report, work plan and social media campaign plan
- ii. Video Animation
- iii. Video Documentary
- iv. Script and recorded miking
- v. Comic Book/ Graphical Information Booklet with an in-built quiz
- vi. Poster and Flip Cards
- vii. 2 Roundtable Discussion with National Dailies
- viii. 8 National Newspaper Articles/ Case Studies
- ix. Photo gallery of 50 Photos
- x. Coffee table book (Soft copy and 75 hard copies)
- xi. 3 newspaper articles/ Case studies in international/reputed medias
- xii. 6 News Coverage in national TV channels
- xiii. Social media campaign
  - a. Facebook
    - i. Design: 100 static and 80 dynamic
    - ii. 1 million reaches with 300,000 likes
  - b. LinkedIn
    - i. Design: 50 static, 30 dynamics
    - ii. 500,000 reaches with 100,000 likes
  - c. YouTube
    - i. 10 info graphics development
    - ii. 50,000 subscribers
- xiv. Completion Report (should include an assessment on the firms' activities and future recommendations)

## **V. PAYMENT TERMS**

<b>Milestones</b>	<b>Payment</b>
Upon acceptance of inception report	10% of agreed total budget.
Milestone for payment for each deliverable.	80% of agreed total budget.
Upon Acceptance of Completion report	10% of agreed total budget.

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**VI. KEY EXPERT'S QUALIFICATION AND COMPETENCE FOR THE ASSIGNMENT**

The lead agency should have at least a decade of experience in the media communication outreach space. They should have themselves else worked /should be partnering with local agencies who have a strong presence in Bangladesh and a deep understanding of the socio-cultural aspects of the country. Understanding of the regional cross border market in Asia will be an added advantage. Any experience in the clean cooking space will be considered a bonus.

Experts	Qualification (minimum requirement)	
	Education	Professional Experience
<b>Team Leader</b>	Master's Degree in related fields such as economics, social sciences, mass communications etc.	Minimum 10 years including 5 years as project leader in similar assignment.
<b>Industry Expert</b>	Master's Degree in related fields such as science & engineering, public health, environment etc.	Minimum 10 years' experiences in similar projects including proven experience in promoting new technologies to rural areas. Subject matter expertise related to indoor air pollution, health impacts of indoor air pollution, biomass stoves and fuels, clean cooking, cooking habits etc. are essential.
<b>Articles/ Case Study publication Expert</b>	Master's Degree in related fields such as science & engineering, public health, environment etc.	Minimum 10 years of <b>international</b> experiences in similar activities with already published notable articles/ case studies in internationally reputed newspapers/ media. Should have necessary liaison with such media.
<b>Video Animation/ Documentary Expert</b>	Minimum Master's Degree in related fields	Minimum 8 years with proven <b>international</b> experience in developing video animation and documentaries which were published internationally reputed media/events/forums.
<b>Content Development Specialist</b>	4 years' Bachelor's or Master's degree, having Academic Course/Training in related topics is preferable	Minimum 8 years' experience in content development for public awareness creation, learning and educational program, advocacy and promotion, similar product marketing for rural areas through various types of campaign
<b>Digital Marketing Specialist</b>	4 years' Bachelor's or Master's degree having Academic Course/Trainings in related topics is preferable	Minimum 5 years' experience in digital marketing for diverse group of users.

**VII. CONTENTS OF EOI SUBMISSIONS**

IDCOL now invites eligible applicants (“Firms”) to express their interest in providing the Services. Interested Firms should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. In this regard, the interested applicants are requested to submit their Expressions of Interest (EOIs) along with the documents listed below:

- a) documentary evidence of incorporation of the Firm (Trade License of the year of registration and of the latest year, Incorporation certificate, TIN Certificate, VAT Registration Certificate)
- b) audit report (by CA firm) for last 03 (Three) years containing necessary disclosures including segregation of revenue sources;
- c) details of similar assignments, related to both b. & c. of the section VIII. ELIGIBILITY OF CONSULTING FIRM (mentioned below), completed in the last five (05) years including clients' names, brief description of engagements, contract period, contract value, etc. as per the chart below:

Sl No	Name of the Project/Assignment	Total Contract Value	Period (time of start and end)	Scope of work/ brief description of engagements	Client
1					
2					
...					

- d) completion certificate(s)/proof of contract, mentioned in the above chart, issued by the clients articulating title, topic, duration and amount of contracts/assignments;
- e) Necessary documents to establish their eligibility according to the following section;
- f) Consultants may associate with other firms in the form of a joint venture or a sub consultancy to enhance their qualifications. If there is any joint-venture or consortium formed, the JV firms shall have to submit all the information as above. In case of JV, JV agreement or intent to create JV signed by all parties must be submitted.

**VIII. ELIGIBILITY OF CONSULTING FIRM**

The EOI will be reviewed based on following:

- a. The Agency/Firm must be a marketing, Communication, PR agency registered with appropriate authorities having more than 07 (seven) years of general experience.
- b. Experience of similar assignment of performing Communication, Advocacy and/or Social behavioral change campaigns.
- c. Experience of promoting development projects through various international media platforms/channels and demonstrated capacity to handle such assignment.
- d. Financial health of the Firm.