

REQUEST FOR EXPRESSION OF INTEREST

Consultancy Services for Development of Project Communication Strategy and Project Publicity.

Country	Kenya
Financier	Green Environment Facility through World Bank
Abstract	Consultancy Services for Development of Project Communication Strategy and application for Project awareness and publicity promotion
Sector	Consultants
Program Ref	(P167788)
Grant No	TFOB3322
Ref No	NEMA/EOI/AEHPMP/003/2021-2022
Deadline:	7th January 2022 Time:10.00AM

The Government of Kenya (GoK), through the National Environment Management Authority (NEMA) has received financing from Global Environmental Facility (GEF) through World Bank Group to support a project entitled Africa Environmental Health Pollution Management Program (AEHPMP) which seeks to improve on the management of e-waste and mercury to reduce exposure to UPOPs.

The main objective of the assignment is to develop a communication strategy for the Africa Environmental Health Pollution Management Program in Kenya

The specific objectives of the study include to:

- i. Develop the Project Communication Strategy in line with the project and World Bank requirements
- ii. Develop communications tools and awareness materials for the project
- iii. Validate communications strategy with all county governments
- iv. Apply the communication strategy and tools to publicize the AEHPMP in Kenya for 6 months using key media platforms.
- v. Sensitize the Project Coordinating Unit, Technical Advisory Committee and National Steering Committee on the communication strategy and tools.
- vi. Develop the consultancy report.

Terms of Reference

The Communications consultant shall do everything necessary to meet the above objectives and Terms of Reference which primarily include;

- i. Develop a short to long term communication strategy with action plan for AEHPMP for Kenya. The action plan should reflect tasks and activities defined, the strategies to be employed to engage stakeholders, key platforms, resources required and expected results.
- ii. Conceptualize, design and develop IEC materials for AEHPMP with appropriate and relevant messages tailored for key stakeholders using various formats as appropriate such as text, graphics, imageries, infographics, video, printed promotional materials, etc.
- iii. Develop a professional media package to provide background information about the project, and establish processes for: (a) regular communication with media contacts; (b) regular production of press releases; (c) advising and assisting the project in managing media interest at the county and community levels;
- iv. Collaborate with the media houses to organize project site visits (press tours) and talk shows on preferred television and radio stations.
- v. Validation of the communication strategy with all county governments
- vi. Apply the communication strategy and tools to publicize or market AEHPMP nationally and even internationally for 6 months using key media platforms specifically on three (3) popular national television stations, radio stations, print media and social media platforms including websites
- vii. Prepare monthly progress reports on publicizing/marketing AEHPMP
- viii. Develop communications awareness materials/tools for application in implementing the communication strategy specific to various platforms.
- ix. Support public communications and awareness activities of the AEHPMP through the drafting of talking points, speeches, press releases, Op-Eds, interviews, events, photos and other communication products.

- x. Write human-interest stories about the beneficiaries of AEHPMP project, its registered achievements and lessons learnt.
- xi. Presentation of the communication strategy and tools to Project Coordinating Unit, Technical Advisory Committee and National Steering Committee for review and approval
- xii. Prepare the consultancy progress reports and final report
- xiii. The consulting firm shall demonstrate capacity to implement the project Environmental and Social Management Framework (ESMF) as per the World Bank requirement. ***(The Environmental and Social Management Framework (ESMF) document can be accessed on NEMA Website/Public Procurement Portal as separate document/World Bank Website).***
- xiv. The consulting firm shall prepare and submit an implementation plan for the project ESMF specifically on Labor Management, workers grievance handling mechanism, E-Waste Management, Stakeholder Engagement, occupational health and safety, Gender community health and safety measures.

Invitation to Consultants

National Environment Management Authority now invites eligible consultants to indicate their interest in providing the services. Interested consultants must provide the following information:

- i. Provide a copy of company/Firm registration Certificate
- ii. Attach a copy of valid tax compliance certificate/Equivalent
- iii. Attach a copy of current CR12 for the period 2020 or 2021
- iv. Original and Copy of Expression of Interest documents. **(Original and Copy).**
- v. Provide details of at least eight years' experience offering communication strategy or related assignments to Kenyan Government or related institutions.
- vi. Demonstrate experience of having offered similar or related service to at least five institutions in Kenya and at least two international assignment.
- vii. Attach recommendation letters from at least Two Previous Clients (in the last two years) clearly indicating the contact person/s and the preferred channel of communication which NEMA can use to verify the information provided.

- viii. Demonstrate capacity of having qualified and experienced staff for the assignment by attaching their CVS. Academic qualifications and proof of experience in similar or related assignments done.
- ix. Provide a proposed methodology and a schedule of implementation of the assignment.
- x. Provide Environmental and Social Management Framework (ESMF) capacity and implementation plan.

This Expression of Interest will lead to short-listing of eligible firms who will be invited to submit technical and financial proposals for consideration.

The consultant is expected to assemble a team, under the leadership of an experienced team leader, comprising of at least the following experts and this will be part of the criteria to be applied in the selection of the consultants(s):

Communication expert/Team Leader with an advanced degree (masters' level) in the field of communication, Journalism, or other related field, Communication Expert Assistant with a degree in the field of communication, Journalism, or other related field, Media Strategist with a degree in communication, mass media, journalism or relevant field and a Digital Content Editor with at least a diploma in communication, mass media, journalism or relevant field.

Submission of Expressions of Interest

Interested bidders are required to submit one (1) original and (1) copy of Expression of Interest in English Language in a sealed envelope, properly marked with the tender reference and description "Consultancy Services for AEHPMP Communication Strategy addressed to:

The Director General
National Environment Management Authority
P.O.BOX 67839-00200, NAIROBI.
Email Address: dgnema@nema.go.ke