

**BOSNIA AND HERZEGOVINA
FEDERATION OF BOSNIA AND HERZEGOVINA
ADDITIONAL FINANCING FOR ENERGY EFFICIENCY PROJECT–ID P165405**

TERMS OF REFERENCES

COMMUNICATIONS CONSULTANT

**Developing and implementing a communications campaign and promotion activities for
the energy efficiency improvements in public buildings**

Reference No.: BEEPAF-P165405-CQ-28-CS-20-FBIH

1. Background:

The Government of Bosnia and Herzegovina (BH) has recognized the importance of energy efficiency to support sustainable economic growth and move towards EU accession and has received the financing for the Additional Financing for the Bosnia and Herzegovina Energy Efficiency Project (AF) from the International Bank for Reconstruction and Development (IBRD) credit funds. The project development objective is to demonstrate the benefits of energy efficiency improvements in public sector buildings and support the development of scalable energy efficiency financing models.

The project will be supported by a US\$32 million IBRD/IDA credit funds for BH, which is made available to the two entities (US\$ 19.23 million allocated to the Federation of Bosnia and Herzegovina (FBH). The project will consist of three components implemented separately in each entity:

Component 1: Energy efficiency investments in public facilities

Component 2: Support for the development of scalable financing mechanisms and capacity building

Component 3: Project Management

The project implementation unit (PIU) established within the Federal Ministry of Physical Planning (FMPP) will be responsible for the preparation, coordination, management and implementation of the project in the Federation of Bosnia and Herzegovina, including procurement, contracting, and payments of all goods, works and services related to the project.

2. Objectives

FMPP as the Client will contract a Consultant (a firm or an agency) to develop and implement a comprehensive communications campaign that will increase awareness and demonstrate the benefits of energy efficiency in FBiH, as an extension to the communications and promotion campaign implemented during first campaign phase (2016-2020)

The communication and promotion activities are expected to continuously increase public awareness regarding: energy savings, established models for cost savings, benefits of the energy efficiency projects to the local community, taking into account the key learnings from the first campaign phase.

The Consultant(s) will refer to the FMPP for all issues that could appear in the execution of the assignment, and for decisions that would have to be made in reference to the present contract. FMPP will be considered as the Client, even if some actions and/or decisions will have to be coordinated with the relevant Ministries and with the local administration, schools, hospitals, Cantons and Municipalities.

3. Description and Scope of Services:

The Communications Consultant is expected to develop and implement an extension to the public communication campaign conducted during the period from 2016-2020. The basis for the second phase of the public communication campaign will be the communications strategy, aimed at identifying and articulating the detailed activities to be implemented during the second phase. While developing the updated communications strategy, the Consultant should take into consideration the key learnings from the previous communications campaign.

The Consultant is expected to undertake, but is not limited, to the following key activities:

Task 1.a: The Consultant is expected to develop **the Communications Strategy for AF BEEP**, taking into account lessons learned and results achieved during the first phase of the communication campaigns. Key areas for improvement to take into account include but are not limited to the following:

- Increase the number of the visits, views and reach of the BEEP/AF BEEP digital properties, such as the official project website - www.beep.ba, as well as social media (Facebook, YouTube), by offering tools and tactics for increased web traffic.
- Provide an upgraded content production strategy, that will focus on empowering target audience in implementing sustainable energy efficiency behavioral changes ((including analyzing and reaching results of gender evaluation in that aspects)
- Provide deeper insight about the benefits of energy efficiency in public buildings, by promoting user stories. The proposed format should be mostly oriented to photo and video stories.

- Strengthen public disclosure of project information, enhance transparency and foster public participation in the project.
- Attract attention, educate, raise awareness about energy efficiency and engage the media, by offering engaging and unexpected experience to the general public (guerilla marketing).
- Review Social Media results and provide appropriate strategy updates, including Instagram AF Beep Social Media property.
- Develop an educational concept for school children and develop updates in terms of video, promo and educational materials used.
- Develop activities aimed at educating parents, who can support educational activities for the children, by proposing production of the content that can attract their attention and affect behavioral change.
- Ensure that role of Ministry of Physical Planning as implementing entity is adequately reflected in promotion and outreach activities.
- Support PIU/ Ministry in preparing compelling background material for reaching out and re-engaging with local Governments for the selection of public buildings during the AF BEEP implementation (2020-2024)
- Need to link AF BEEP to other ongoing/planned communication activities in the broader energy and energy efficiency area so as to promote results achieved and use other platforms for communication and promotion purposes.

Task 1.b: On the basis of the developed Communications Strategy and integrated lessons learned, the Consultant is expected to develop a **detailed Communication Action Plan**, which is expected to include, but not be limited to:

- Communication objectives,
- Audiences (internal and external),
- Messages,
- Communication channels, tools, activities, and type of media (including social media),
- Frequency/timing of each communication activities,
- Implementation responsibility/arrangements,
- Feedback/monitoring mechanism,
- Evaluation tools,
- Budget, etc.

Key outputs Task 1: Inception report, including a new Communications Strategy, detailed Communications Action Plan with detailed budget, detailed implementation timelines (broken down by the quarter) and specifying the scope, type and number activities in line with the scope of the assignment in this Terms of Reference

Task 2: Upgrade the **existing BEEP/AF BEEP project website** in order to strengthen transparency and public participation. Specifically, this is expected to include: (i) adding building-by-building specific information (including pictures, relevant technical and contractual information, completion dates, investment costs, etc.) in a user-friendly manner; (ii) publishing semi-annual progress reports; and (iii) adding enhanced public participation features, including in particular easy submission of comments, grievances and questions; and possibility of ‘crowd-sourcing feature’ where the public (e.g. beneficiaries, students, etc.) can upload ‘real time’ works progress pictures. To this end, the consultant is expected to:

- Upgrade the project website as per above highlighted key areas;
- Develop guidelines for public crowd-sourcing features, including screening of content, and develop ‘template’ formats for building-specific information;
- Support editing and formatting and prepare summary results (e.g. using innovative and captivating communication formats) of the semi-annual progress reports;
- Ensure adequate maintenance and updates of the project website and arrange for Ministry ownership of the website;

Key outputs Task 2: Updated project website, templates and related guidelines, including content, maintenance and training for ownership transfer.

Task 3: Organization of roundtables and conferences. The consultant is expected to support the organization and execution of at least one roundtable and at least one international conference and related material, including the following:

- Outreach roundtable with local Governments with the objective to: : (i) sharing of results achieved under BEEP; (ii) inform about AF BEEP and the planned additional financing; (iii) generate demand for EE investments supported under the project so as to help generate a strong subproject pipeline (2020-2024); and (iv) promote the benefits of EE improvements for the local community, including through results achieved;
- International conference with the objective to: (i) promote the energy efficiency improvements of public buildings (ii) discuss and present the energy efficiency sustainable financing models (iii) share local and international experience on EE financing. (iv) consult with local key stakeholders (including local Governments, key local and entity level Ministries) and private sector participants; and (v) generate political interest and public support for EE

For each of the roundtable and conference, the Consultant(s) is expected to prepare, in close consultation with the PIU and the Ministry, the invitation, list of invitees, format of the roundtable/conference and logistics, information and promotion material for above objective, taking points for the Minister and other aspects needed for the roundtable/conference.

Key outputs Task 3: Organization of roundtable and international conference on agreed EE topics and with target participants, including support for related arrangements and preparation of roundtable material.

Task 4: Conduct awareness campaigns in all retrofitted public buildings. This will be based on the awareness activities proposed under the Communication Strategy and Plan conducted under Task 1 during that will inter alia include visits in all retrofitted educational facilities with updated material referenced under Task 1, as well as other awareness activities defined as part of the updated Communication Plan. For the remainder of AF BEEP, it is estimated that up to 70 additional buildings will be retrofitted.

Key outputs Task 4: Targeted awareness activities and related outreach/ awareness material for retrofitted public buildings during the AF BEEP.

Task 5: Conduct other communication activities to promote AF BEEP results, enhance awareness on the benefits and tools to increase EE, and share lessons learned. This will be based on the updated Communication Strategy and Plan, and is expected to include (but not be limited to):

- Producing relevant print and electronic materials such as audio-visual products, web-based tools and products, social-media, publications, etc. with a focus on promoting the benefits and results achieved under AF BEEP (e.g. buildings retrofitted, energy, cost and CO2 savings achieved, people benefitting from improvements, etc.) in a compelling manner and as further defined in the above referenced Communication Strategy and Plan;
- Produce a package of ‘summary communications material’ for achievements and results under the first phase of the project in the form of at least one video, a summary infographic and other relevant tools defined under Task 1 and agreed with the Ministry and the PIU
 - Organize press conference/briefings, prepare press releases, talking points, etc., especially for opening of retrofitted buildings but also other targeted events including promotion AF BEEP in renominated TV programs such as experts debates on specific topics (ee in public buildings as effects in various aspects of society).. etc.,;
- Prepare and share knowledge products, including at least 3 types of case studies (e.g. EE benefits in education sector, health sector and other public buildings sector), at least 3 feature results stories with testimonies from end-users and other notable results achieved in either select communities, buildings or cantons, etc.;
- Write opinion pieces for local newspapers;
- Create web content for social media outreach;
- Develop tools and tactics for building social media and web presence.

This will require the Consultant to coordinate and closely cooperate with relevant (local) governmental and other institutions and provide them with all information of the Communication Plan, its activities, and its lessons learned;

Key outputs Task 5: Key outputs as defined above, specified under Task 1 output and including: (i) communication and awareness material and activities as defined in and agreed as part of the Communications Strategy and Plan (Task 1); (ii) summary communications material on AF BEEP as further defined in the Communications Strategy and Plan; and (iii) at least three different case studies and three feature stories.

4. Reporting arrangements:

The Consultant will closely cooperate and coordinate with and report to the PIU acting on behalf of the Ministry, and shall prepare documentation according to agreed reporting format, including regular Communication and Outreach Reports for the PIU and other key stakeholders. These reports will provide general information on the Project progress in regard to communication and the media coverage on the Project and energy efficiency. These reports will also evaluate the effectiveness of the Project's communication activities and include recommendations and conclusions how to strengthen and/or revise the Communication Plan. The reports are expected to be submitted quarterly to the PIU for information on completed activities and include a final summary report at the end of the assignment (which will be part of the assignment deliverables).

5. Reporting requirements and time schedule for Deliverables

The Consultant is expected to provide the following reports on key deliverables:

- Inception report, including an updated Communications Strategy, detailed Communications Action Plan with detailed budget, detailed implementation timelines (broken down by the quarter) and specifying the scope, type and number activities in line with the scope of the assignment in this Terms of Reference;
- Quarterly progress and financial reports comprising the list of activities and related costs incurred during observed quarter for the activities approved by the Client and implemented by Consultant, based on: (i) the price list (cost of key outputs) that will be agreed at negotiations between the Client and the Consultant and be attached as Annex to the contract; and (ii) the agreed Action Plan developed as part of Task 1, consisting of activities/outputs, timelines of implementation and related costs and specifying the sum of quarterly activities, covering the entire timeframe of the contract; the activities/ outputs specified in the quarterly reports shall be the basis for payments to the Consultant.

- **Preparing periodic reports as needed;** As requested by PIU/FMPP the Consultant(s) should prepare different period reports as needed for different type of stakeholders. The reports will be submitted no later than 3 calendar days after the received request.

All deliverables will be submitted to the PIU, who will be coordinating comments and approval processes with the Ministry of Physical Planning. All reports will be submitted in three hard copies and electronically (PPT) to the PIU, for further distribution to relevant stakeholders. All reports must be delivered both in English and local language.

In addition, PIU will receive three (3) sets each of the developed material in all relevant tasks, in the form and at the medium ready for reproduction.

6. Duration of the assignment

The Consultant is expected to start with the communication activities no later than July 2020 and will last up to four (4) years.

7. Qualification requirements

The Consultant for this assignment will be required to have the following minimum qualifications:

- Demonstrate a proven record of accomplishment in carrying out similar assignments;
- Able to manage the project professionally and to meet the specified objectives;
- Include a Team Leader and a team of professionals with skills and experience in different areas of specialization including media and communication, social sciences, etc.

The consultant's team should include staff with:

- Extensive experience and a successful track record in the field of information and communication and a familiarity with development issues;
- Extensive experience in the field of communication – such as strategic communication, media, social media, advertising, public relations, political campaigns, digital campaigns, social marketing, and related activities;
- Proven expertise in the design and implementation of advocacy campaigns on public interest issues;
- Excellent knowledge, experience, and understanding of development issues, socio-political, economic, and cultural contexts of BH;
- Good understanding of key stakeholders in BH energy sector;
- Ability to plan, design and implement communication products and activities (such as print and electronic media products, workshops, stakeholder meetings, focus group discussions, etc.);

- Excellent writing and presentation skills in English and local language; demonstrated interpersonal and diplomatic skills, as well as the ability to communicate effectively with all stakeholders and to present ideas clearly and effectively; proven ability to work in a collaborative and multi-stakeholder team environment.
- The ability to draft professional public communication materials quickly. Proven experience in at least one similar assignment in the last three years in a similar capacity.
- Experience in graphic design, including visual identity and logo design, and branding; knowledge of multimedia materials, including photos and video; Experience in producing high-quality print publications in a cost-effective and timely manner;
- quality technical equipment, necessary to perform its activities pursuant to high standards of communication demands.
- Proven experience in successful implementation of at least one similar assignment in the last three years in a similar capacity of a team leader would be an added value.

Interested Consultant(s) must provide information indicating that they are qualified to perform the services by fulfilling following requirements:

- General qualification of the firm (Documents defining the constitution or legal status, place of registration, and principal place of business of the Consultant firm; year of establishment; fields of expertise;
- Reference list of similar assignments - minimum two (2) in the last five (5) years. Reference list should contain information about the client, assignment description, value of the contract and period of execution with the client's recommendation on Client's memorandum.

Key Personnel

All experts who have a crucial role in implementing the contract are referred to as key experts. The profiles of the key experts are as follows:

Key expert 1: Team Leader

Qualifications and skills and general/specific professional experience:

- A university degree (Journalism/Marketing/PR/Communication and Promotion or related fields)
- At least 8 years of professional experience
- Experience as project manager/team leader
- Experience in Designing and Implementation of Awareness and other Information Campaigns
- Experience in Project Management and team building
- Experience from implementation of similar projects

Other key personnel:

Minimum two (2) other experts with at least five (5) years professional experience relevant for the field of the assignment and similar projects.