

## Request for Proposals: Communication Consultant and Social Media Manager

General Information about the Project			
Project Name / Domain	PROECCO PROGRAMME: Promoting Climate Responsive Building Material Production and Off-farm Employment in the Great Lakes Region		
Project activity codes	Output 3.2, 4.1 and 4.2		
Implementing Agency	Skat Consulting Rwanda Ltd	Procurement Authority	Skat Consulting Rwanda Ltd
<b>Background Information about the Project</b>			
<p>Since 2013, SKAT Consulting Ltd. (Skat) is implementing the project known as PROECCO Programme and is mandated by the Swiss Development and Cooperation (SDC). The overall aim of the project is to minimise the impact of building material production on the environment while improving the livelihoods and working conditions of workers in the brick production sub-sector. The Project brings together a wide range of stakeholders along the construction value chain includes the building material producers, housing developers, contractors, labour, raw material suppliers, business service providers, authorities, training institutions, etc.</p> <p>The SDC has been involved in the field of local building materials in the Great Lakes region since 2012 through PROECCO mandating SKAT as main implementing partner. This programme works with a view to preserving natural resources and creating jobs and incomes for young people. In the last two phases of implementation (2012-2016 and 2016-2020), the project has been successful:</p> <ul style="list-style-type: none"> <li>to test and validate technologies for the production of modern bricks (MB) that allow (1) the improvement of workflows, (2) the substitution of firewood by alternative fuels (bio-waste), (3) the reduction of energy consumption by up to 80%;</li> <li>to develop one of the types of improved baked brick, called modern brick (MB), energy efficient (reduction of wood cutting) and meeting the standards of strength and durability as a building material.</li> <li>to develop a training program in industrial ceramics for integration into technical schools.</li> <li>to successfully integrate women into the production and construction of modern bricks.</li> <li>demonstrate the enormous potential for reducing CO2 emissions for green transformation of the Great Lakes Region's construction industry.</li> <li>to design and test a wide repertoire of business models, from mobile microenterprises to semi-mechanized factories.</li> <li>to demonstrate an affordable housing model, (Swiss Cube) containing a constructive system, a method and model plan of participatory (re)subdivision for spontaneous neighbourhoods, which so far reproduced by the private sector and the authorities have been copied more than 2,000 times in the region.</li> </ul> <p>The 3<sup>rd</sup> phase of PROECCO (2021-2024) aims to maximise the comparative advantage of the project in national urban development strategies to promote a green transformation of the construction industry and sustainable housing in the three countries concerned, namely Rwanda, Burundi, and South Kivu in DRC.</p> <p>The aim of the programme is to boost the creation of jobs and income for young people in the brick industry while developing sustainable housing for the populations of the Great Lakes region and reducing the impact of the construction sector on the environment and climate.</p> <p>For this 3<sup>rd</sup> phase, PROECCO III selects four outcomes for the period 2020-2024, namely:</p> <ol style="list-style-type: none"> <li><b>Outcome 1, Framework condition:</b> Regulatory frameworks and tools to promote (i) building standards that promote low-CO2 services and (ii) an enabling environment for private investment are made available by the authorities of the region.</li> <li><b>Outcome 2, Finance and Markets:</b> The authorities and the private sector promote the modern brick: they contribute to the realization of "Low-Carbon" infrastructure projects and affordable housing, and an incentive framework allows private operators to access financing.</li> </ol>			



3. **Outcome 3, Skills transfer:** Local service providers have the technical skills needed for the development of the modern brick housing value chain and make them available to authorities and the construction sector.
4. **Advisory support and quality control:** Local investors, producers and planners are competent for the establishment of low-carbon brickworks, construction, and modern brick planning, thanks to advisory support and quality control services.

### About the Type Assignments

Type of assignment	Competitive tender for Contract Award for a Communication and Social Media Manager
Thematic Areas of Assignment	Communication and Marketing
Place of work	Great Lakes Region, Rwanda, DRC, Burundi. Remote work allowed.
Partners	SDC
Duration of validity	3 months after submission of the proposal
Cost Ceiling	N.A.

#### Background Information about the Assignment and general requirements

Since the beginning of its operations in Rwanda, Burundi, and DRC (South Kivu) Skat -through the PROECCO PROGRAMME funded by SDC- conducted many initiatives linked to the:

- improvement of the Construction Materials (CM) value chain through the promotion of modern bricks.
- promotion of sustainable, low carbon, CM production techniques.
- improvement of working conditions, discouraging child labour.
- design and implementation of truly affordable housing and participatory upgrading process in informal neighbourhoods.

Despite this intense and often successful activity, the level of awareness and visibility linked to the PROECCO Programme remained relatively low, being often confined to a relatively low number of interested industry professionals, Government officials and potential investors.

The limited impact of outreach activities, despite being supported by the participation of SKAT to public event (fairs, international seminars, etc) and direct linkages to potential investors and national and international stakeholders, prevented the PROECCO Programme to achieve its maximum potential in terms of engagement and involvement of a larger number of potential beneficiaries and partners.

The third and last phase of the PROECCO programme is specifically designed to generate the maximum impact on the local context by transferring skills and competences in an optic of long-term sustainability.

The objective is to mobilise a greater number of potential partners, investors, and workers with different skill levels, potentially interested in the Modern Brick value chain to maximise the knowledge transfer and promote additional initiatives, aspiring to a cascade effect.

The Communication Strategy to be proposed by the selected consultant, in this sense, plays a critical role in mobilising and generating interest across a variety of potential beneficiaries and stakeholders.

With this background, the applicants will have to submit their proposals considering the following general requirements:

1. A clear mapping of communication targets should be drafted at submission stage, identifying various groups and most effective tools for each group.
2. The proposed strategy should be designed to be crosscutting through different education and skill levels, using different languages and narratives depending on the selected target of different message.
3. Languages and technological barriers should be taken into consideration, assuming the low level of penetration of technologies and English / French languages in specific sectors of the population. At the same time, the consultant should be able, with SKAT's support, to disseminate technical information to a variety of audiences, vulgarising the contents when necessary.
4. The multi-country approach should be at the centre of the proposal, considering that PROECCO operates in 3



countries. To this regard, an effective strategy to collect relevant information from, and provide support to SKAT's offices in Bujumbura and Bukavu will be extremely important.

5. Skat is the technical consultant recruited by the SDC to implement the PROECCO Programme. It is paramount that the consultant thinks of its strategy by considering that the object of the communication will be the PROECCO programme while SKAT and SDC will be presented as the implementing agency and the donor, respectively.
6. A multiplatform, multimedia approach is required to ensure the maximum impact of the communication activities. The consultant will have to consider the intermittent presence in its team of photographer, video-maker and visual artists wherever infographics may be required.
7. SKAT will attend several international events at the national and regional level in the next years. The consultant will be expected to provide support whenever required or, in limited cases, provide support in the organisation of ad-hoc events in the three countries.
8. Support in dealing with press and media outlets is expected as part of intermittent contribution and to ensure that the message shared is consistent and non-controversial.
9. SDC communication rules will have to be verified and adopted during all stages of the assignment, reviewing contents and messages in advance with SDC when required by SKAT.

## Terms of Reference

The services object of this Request of Proposal shall be delivered in the following modality:

### Component 1: Communication Strategy – 1 month from Contract Award

The selected consultant will draft a comprehensive strategy, in collaboration with SKAT, to ensure that:

- Appropriate brand positioning of PROECCO programme in Rwanda, Burundi, and DRC (Bukavu) is established.
- A branding exercise is conducted, ensuring consistent messages, graphics and language is used across different platforms and media.
- Targets, media platforms and appropriate messages are outlined for the duration of the services.
- Actions are planned to ensure continued and immediate support to communication activities using social media, traditional media and other tools as deemed appropriate by the consultant and in agreement with SKAT. A consistent support on Social Media Management will be required. Attention should be also put into ensuring integration with the upcoming updated portal (implemented as a separate assignment to this) where news and other relevant information will be presented.
- Logistic arrangements and appropriate procedures are put in place to ensure news from all 3 countries are timely shared. Selected SKAT's staff in the three countries will have to be trained to support this activity.
- A periodical newsletter to be shared with partners and stakeholders, updating on the most relevant news and updates is regularly drafted, at least bi-monthly.
- Monitoring the effectiveness of the communication activity by establishing a periodic report summarizing key statistical data on access to social media platforms and other indicators such as generated interactions or mentions. A template of this report should be suggested by the consultant at submission stage.
- Suggest a training process for SKAT and, when relevant SDC staff, on communication tools, Social Media Management, and basic photo and video making to ensure flexibility in the collection of news and material to be shared.
- A chronogram of all expected activities with a tentative frequency of each item.

This component will have to be quoted as a lumpsum.

### Component 2: Roll out of regular activities – After approval of component 1 and for the duration of the contract.

The selected consultant will be required to implement the activities suggested in the Strategy, ensuring continued support to SKAT team. Such activities can be summarized as follows:

- Initiate the Branding exercise of the PROECCO Programme through ad-hoc posting on media.
- Initiate the communication campaign according to the target selected. This will include the drafting of appropriate messages and their broadcasting on the appropriate media.

- Conduct basic trainings in the 3 countries. Training should be planned at the beginning of this component to ensure effectiveness of collaboration with local offices.
- Continued and consistent Social Media Management, with regular posting on social media based on inputs from SKAT's team across the 3 countries.
- Submit a monthly progress report of activities, showing the effectiveness of the campaign and suggesting corrective / additional measures when required.
- Submit a bi-monthly newsletter consolidating relevant inputs from SKAT's team into a compelling graphic and writing style.

This component will have to be quoted as a lumpsum and supported by a proposed chronogram of activities.

**Component 3: Intermittent activities** – After approval of Component 1 and on intermittent base upon express request from SKAT.

The selected consultant, upon specific written request by SKAT (e-mails from management team will be considered valid for this type of communications) will be asked for support in the management of the following activities:

- Event Management - Support and organization of event. This task will be agreed with SKAT and a detailed estimation of costs will be provided by the consultant before approval.
- Support to press and media interviews, interacting with press and other media outlets to ensure consistent messages are conveyed.
- Photography and film making, production and postproduction activities of short multimedia.
- Other activities to be agreed.

The quotation for this component will be based on man-day fees for each professional that the Consultant will consider appropriate for the tasks. The cost of this component will not be part of the overall financial proposal, but daily rates should be clearly stated.

### Mandatory Eligibility Criteria – Key Experiences and Qualifications (Y/N)

The successful bidder will be selected following screening against qualification requirements and the competencies listed below. Applicants may be called for interviews and/or clarification discussions before the selection process is completed. The successful bidder will be selected after been evaluated and determined as compliant and having received high scores specific to the assignment. The following evaluation criteria will be applied:

Fields of Experience	<ul style="list-style-type: none"> <li>• Corporate and international organisations programmes' branding</li> <li>• Multi-platform Social Media Management</li> <li>• Event organisation</li> <li>• Training on communication subjects</li> </ul>	
Operational Capacity	<ul style="list-style-type: none"> <li>• Proven track-record of similar assignments and complex communication campaign design and management with national and international private and public institutions.</li> <li>• Experience in managing integrated multi-country communication campaigns in the region with the ability to coordinate inputs from different sources in the organisation.</li> <li>• Capacity to rapidly deploy human resources on short notice to address immediate needs from SKAT</li> </ul>	
Experts' qualification	Qualification, number, and time allocation of the selected team	
Relevant working experience	Min 2 similar assignments in the region in the last 5 years	
Experience in collaboration	Experience in working effectively with authorities, research institutions & private sector	
Language	The consultant will need to avail translator for English / French / Kinyarwanda / Kirundi	
<b>Award Criteria</b>		
	Demonstrable skills and educations of key team members to the specific assignment	Max 10
	Demonstrable similar assignments (links and appropriate material to be	Max 20



	shared)	
	Experience working on international / national level projects in the region	Max 10
	Proposed Methodology, time schedule and logistics for the assignment	Max 30
	Economic Assessment based on 'best value-for-money' approach	Max 30
	The applications received will be evaluated by the Internal Procurement Committee supported by an External Member	
Timetable, Deadline UPDATED	05/08/2021, at 16:00. application to <a href="mailto:procurement@int.skat.ch">procurement@int.skat.ch</a> and to <a href="mailto:cristelle.ghomsi@skat.ch">cristelle.ghomsi@skat.ch</a>	
Invitation Framework	Advertisement on our website, Twitter and LinkedIn	
Application Procedure	<p>The interested firms are requested to submit the following documents to participate to the selection process:</p> <ul style="list-style-type: none"> <li>• Letter formally requesting to participate to the selection process, signed by the legal representative of the company.</li> <li>• Brief profile of the company</li> <li>• Project Portfolio highlighting similar experience or activities conducted that are pertinent with the scope of this assignment (attach links or images as relevant)</li> <li>• CV and brief profile of Key team members.</li> <li>• List of support staff proposed with expected role.</li> <li>• Technical proposal with time schedule</li> <li>• Financial proposal clearly indicating the suggested Payment terms (advance payments, monthly payments, etc.) organized according to the following structure:           <ul style="list-style-type: none"> <li>- Component 1 + Component 2: quotation for each of them and combined total.</li> <li>- Component 3: Daily rate of professionals suggested, including estimated costs of per-diem for presence / travel in the three countries.</li> </ul> </li> </ul> <p>The PROECCO/Skat team is committed to achieving diversity within the programme and encourages all qualified applicants. All applications will be treated in confidence. Upon submission of your application, you will receive an e-mail acknowledging receipt of your application.</p>	
Pre-requisites	The applicant must not currently be working for SKAT as a long-term staff or for key beneficiary institutions.	
Contract & Payment Arrangement	The contract will be awarded to the firm that will achieve the highest score based on 'best value-for-money' approach.	
Members Evaluation Panel		
Confidentiality Confirmation	All documents submitted are treated as confidential.	
General terms and conditions	The applicable GTC must be appended to the tender document	

**Signatures Procurement Committee:**

Managing Director: Enrico Morriello	Kigali, 25/06/21
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## Annex 1:

### GENERAL RULES for CONTRACTS with CONSULTANTS

*The term "consultant" comprises individuals and corporate bodies and any employee thereof as stipulated in a contract.*

#### 1 General Clauses

- 1.1 Only written agreements shall be valid for both parties. Until such a written agreement is reached negotiations may be stopped at any time without imposing any financial or other obligation for any party. Each party will have to bear the costs arisen.
- 1.2 Only Skat Consulting Rwanda Ltd. is entitled to give directions, make amendments to the agreement or agree to extend the duration of the contract.
- 1.3 Skat Consulting Rwanda Ltd. is only liable towards the consultant. The consultant shall in general perform the work defined under this contract in person, and is not entitled to enter into any liabilities with third parties on behalf of Skat Consulting Rwanda Ltd.
- 1.4 The consultant is personally responsible, within the scope of the contract and specific terms of reference for the competent and careful execution of the work. He will therefore ascertain a comprehensive, competent and conscientious completion of the work. He shall make optimised use of the available technical and financial means and shall abide by the law and regulations in the host country in which the work shall be executed. He will not unjustly favour any third party.
- 1.5 The consultant shall at any time make clearly understood that he is working on behalf of Skat Consulting Rwanda Ltd. and other institutions involved where applicable. He commits himself to respect and uphold the interests of Skat Consulting Rwanda Ltd. and the specific project or mission in the host country. He agrees to refrain from all political activities in internal affairs in the country of assignment and to make an effort for constructive co-operation with the local government and other partners.
- 1.6 The consultant must not undertake any other assignments, paid or unpaid, which could impair the execution of the work.
- 1.7 Skat Consulting Rwanda Ltd. shall have the right to demand at any time details of all aspects of the work. The right to make enquiries may also be delegated to third parties by Skat Consulting Rwanda Ltd. The exercise of this right does not imply that the consultant is relieved of his obligation to perform the work according to the contractual regulations.
- 1.8 The Consultant shall inform Skat Consulting Rwanda Ltd. immediately by the quickest possible means of any event which could negatively influence or jeopardise the accomplishment of his work.
- 1.9 A budget for all remuneration and other costs arising shall be worked out as part of the contract. Any costs exceeding the budget shall only be met by Skat Consulting Rwanda Ltd. if written acceptable reasons are given and a written agreement to cover such costs is reached.



## **2 Material procurement**

- 2.1 Equipment and materials which are necessary for the execution of the work and which are in excess of the normal working equipment of the consultant shall be purchased by Skat Consulting Rwanda Ltd. The consultant shall prepare a detailed procurement list in collaboration with the responsible Skat Consulting Rwanda Ltd. personnel. Equipment and material shall remain the property of Skat Consulting Rwanda Ltd. if not otherwise stated in the contract.
- 2.2 The consultant shall give proper attention to procurement matters with the objective of optimal use of funds.

## **3 Reporting**

- 3.1 Careful attention shall be paid to the reporting system. Apart from intermediary and final report as stipulated in the ToR, the consultant shall keep in close contact with Skat Consulting Rwanda Ltd. and shall maintain an exchange of opinion and information. Any special arrangement as to the requirements regarding reports (such as frequency, drafts of reports, the number of copies required and the language in which reports are to be written), are to be defined in the ToR. Reports shall be structured and concise and shall not only contain an account of facts, but also propose solutions to the problems identified. Reasons for proposed solutions shall be given.
- 3.2 Four weeks after the termination of the fieldwork, the consultant shall submit a detailed, comprehensive but concise report, in accordance with the terms of reference.

## **4 Copy Rights**

- 4.1 The results of the work of the consultant shall remain the property of Skat Consulting Rwanda Ltd.

## **5 Discretion**

- 5.1 Project papers of any kind as well as all other documents, information and data which are made available to the consultant or are generated or obtained from various sources by the consultant, shall be treated confidentially. All material shall only be used for the specific purpose of the work and must not be made accessible to third parties who have no connection with the task in question.
- 5.2 Skat Consulting Rwanda Ltd. may authorize the consultant in writing to refer to the contract executed for the purpose of reference in pamphlets, reference lists and advertisements. The consultant shall make such references in an objective manner and shall mention Skat Consulting Rwanda Ltd.'s involvement.
- 5.3 The consultant shall obtain a written consent from Skat Consulting Rwanda Ltd. before making any public statement in mass media (printed media, radio, television).
- 5.4 These rules remain in force also after termination of the contract.

## **6 Time Limits**

- 6.1 All dates stipulated in the contract are binding.



## 7 Insurance

- 7.1 If the consultant is considered self-employed with regard to the Rwanda social insurance requirements (RSSB scheme), he shall present to Skat Consulting Rwanda Ltd. a written confirmation that social insurance fees are his own responsibility (or sign the declaration in the contract for own insurance responsibility). The consultant shall take out sufficient insurance coverage against illness, accidents or death. He is not entitled to any claims towards Skat Consulting Rwanda Ltd. All costs incurred for this insurance coverage shall be borne by the consultant.
- 7.2 If the consultant is not considered self-employed, Skat Consulting Rwanda Ltd. will take out the obligatory insurance coverage. It remains the responsibility of the consultant to insure himself adequately against illness and other risks.

## 8 Remuneration

- 8.1 For work rendered in Rwanda, hourly rates for effective working hours shall apply.
- 8.2 For services rendered out of Kigali, daily rates shall apply on the basis of eight working hours per day. For missions of a duration of more than ten days, a maximum of six working days per week shall be paid. Travel time for journeys to the place of work abroad and journeys abroad are considered as working time.
- 8.3 Income tax on fees paid to the consultant is the sole responsibility of the consultant.
- 8.4 This provision shall not apply where parties agree different in specific contracts.

## 9 Billing

- 9.1 Payments from Skat Consulting Rwanda Ltd. to the consultant will only be made against statements. These statements shall only contain expenses and fees as defined in the contract. Separate invoices are requested, one invoice including the fees and another one including the expenses where they are paid differently.
- 9.2 The statements shall give detailed account of all costs and fees, especially the following points shall be covered: profession of the consultant, his designation in the company, charges taken during the execution of the work and the applicable consulting fee rate. the exact account of time spent and nature of services rendered. a separate excel timesheet with a detailed list of the time spent and services rendered
- 9.3 The statements shall be submitted to Skat Consulting Rwanda Ltd. within four weeks after the termination of the work.
- 9.4 In the event of a contract exceeding a duration of one month, partial payment may be agreed within the budget. However, the consultant is responsible to bill Skat Consulting Rwanda Ltd. for such payments in time.
- 9.5 In the event of a contract extending of the end of a calendar year, the consultant is required to submit an interim statement of accounts for the year terminated, before the end of January.
- 9.6 Final payment from Skat Consulting Rwanda Ltd. is due after the submission of the final report and its acceptance by Skat Consulting Rwanda Ltd.
- 9.7 The contract shall be considered as fulfilled after the work has been terminated and final payment has been made.



## 10 Withdrawal, Resignation

- 10.1 Skat Consulting Rwanda Ltd. has the right to withdraw and the consultant has the right to resign from the contract at any time, but not later than four weeks in advance of a mission abroad. Natural calamities and other occurrences outside the control of the contracting parties may be considered as reasons for cancellation of the contract. No financial obligation of either party arises from such cancellation.

## 11 Miscellaneous

- 11.1 The place of performance is the domicile of Skat Consulting Rwanda Ltd.
- 11.2 The contract is governed by Rwandan law. Primarily the specific contract and subsidiary to this the present general rules for contracts with consultants are applicable.
- 11.3 Any disputes arising from the contract between the consultant and Skat Consulting Rwanda Ltd. shall be settled before a competent court of law at the domicile of Skat Consulting Rwanda Ltd.