



FKEE

FONDI I KOSOVËS PËR EFIÇIENCË TË ENERGJISË
KOSOVSKI FOND ZA ENERGETSKU EFIKASNOST
KOSOVO ENERGY EFFICIENCY FUND

TERMS OF REFERENCE

(Professional Communication Services)

Ref. no: KEEF/1C1/CQ/2020

1. BACKGROUND

Kosovo Energy Efficiency Fund (KEEF) has been established as an independent, autonomous and sustainable non-profit legal entity, at the service of the public interest, with full legal personality and legal identity that is separate and distinct from the KEEF Board of Directors and Executives. KEEF has the right to contract, sue and be sued in its own name, own assets, invest in energy efficiency projects and receive any return of investment, receive and provide grants and donations and other financial instruments to achieve its objectives as provided by the Law. KEEF would seek to develop and test more innovative financing mechanisms, such as energy service agreements (ESAs), to finance agreed energy efficiency subprojects in municipal buildings, with ESAs not classified as municipal debt.

KEEF would provide a full-service package - energy audit, technical design, contractor procurement and oversight, environmental and social safeguards, energy savings measurement and reporting. In return, the municipality would agree to repay the energy cost savings achieved for an agreed period (up to 15 years). KEEF would need to charge reasonable fees to cover its financing, operational and subproject preparation costs (e.g., energy audits, technical designs) to be sustainable by the end of the Project. The KEEF shall ensure the quality and accuracy of services and works performed by any of its contractors. In addition to outsourcing of technical assistance services by KEEF, the KEEF will provide project coordination, management, administration according to best international practices.

2. OBJECTIVE

The objective of this work is the introduction of KEEF to the municipalities and public institutions of Kosovo in order to help KEEF to meet its investment target in the first year of its operation.

3. SCOPE OF SERVICES

The Professional Communication Services to promote KEEF will include (i) developing a plan for a marketing campaign; (ii) conducting a pre- and post-activity survey to determine awareness about energy efficiency and knowledge of KEEF among target groups and to identify recommendations for improvement of the campaign; (iii) production and dissemination of a marketing video; (iv) production of marketing and presentation materials; and (v) assisting KEEF in implementing the marketing campaign.

4. SCOPE OF ACTIVITIES

- Develop a plan for a marketing campaign including stakeholder assessment, definition of target groups, specific actions, and marketing activities and materials for each target group.
- Conduct pre-activity survey to determine awareness about Energy Efficiency and knowledge of KEEF among target groups.
- Development and production of a video, including video shooting (30-60 second long), for public call of KEEF and its publication in local media.
- Development and production of marketing materials (including material, design, and printing). The following is an indicative list of materials to be delivered, which may be modified depending on the approved plan for the marketing campaign: Leaflets 300 pcs, brochures 200 pcs, roll up 5 pcs, posters 5 pcs, and other handout material (500 folders, 250 notebooks, 250 pens) with logos of KEEF, WB Group, EU office and GoK.
- Preparation of corporate design graphics and brand book for presentations, letters, reports and other material to increase KEEF visibility.
- Assist the KEEF in the preparation of events for marketing purpose.
- Organizing and arranging talk's shows and interviews for KEEF.
- Conduct post-activity survey to determine awareness about Energy Efficiency and knowledge of KEEF among target groups; evaluate impact of the marketing campaign and identify recommendations for improvement of the campaign, summarizing the results in a report.

5. CONTENT OF APPLICATION DOCUMENTS

The application documents must include at least:

- 1) Profile of the firm
- 2) Number of years in business
- 3) Past experience in similar assignments

The application documents must be prepared in English.

Copies of evidences demonstrating the Qualifications and other Skills are welcome.

6. SELECTION PROCES AND EVALUATION CRITERIA

The assessment process will be conducted in accordance with selection of Consultants procedures in the World Bank Procurement Regulations for IPF Borrowers' (the Procurement regulations) for the supply of goods, works and non-consulting services, issued July 1, 2016 revised Nov 2017 and Aug 2018.

Applications submitted by the firms will be first screened against minimum qualification requirements listed below:

Qualification requirements for the consulting firm:

- Minimum ten (10) years of professional experience in developing, designing, production and publishing/dissemination/airing of communication products using various media,
- Relevant experience in working for governments and/or international organizations on consultancy assignments, especially in strategic communications planning,
- Demonstrated experience in writing some text (writing samples may be requested),
- Proven track record in communications, advertising, message and public relation,
- Demonstrated experience in marketing and/or corporate communication materials,

"The selection process will follow the selection based on Consultants Qualification (CQ) method, as defined in the mentioned Procurement Regulations".

7. DELIVERABLES AND PAYMENT SCHEDULE

The deliverables for each task will submitted to and approved by KEEF per contract condition. The firm must obtain approval for each deliverable before moving to subsequent tasks. The deliverables need to be submitted in the languages defined in the table below.

	Deliverables	Deadline (months after contract signing)	Payment (% of total payment)
1	Plan for a marketing campaign including stakeholder assessment, definition of target groups, specific actions, and marketing activities and materials for each target group. <i>Language of deliverable: English and Albanian</i>	1	10
2	Report on pre-activity survey to determine awareness about Energy Efficiency and knowledge of KEEF among target groups <i>Language of deliverable: English and Albanian</i>	2	20
3	Video for public call of KEEF and its publication in local media. <i>Language of deliverable: Albanian with subtitles in Serbian and English respectively</i>	3	20
4	Marketing materials: Leaflets 300 pcs, brochures 200 pcs, roll up 5 pcs, posters 5 pcs and other handout material (500 folders, 250 notebooks, 250 pens) with logos of KEEF, WB Group, EU office and GoK. <i>Language of deliverable: [English, Albanian and Serbian]</i> Completed assisting KEEF in the preparation of events for marketing purposes and organizing and arranging talk's shows and interviews for KEEF.	6	30
5	Report on post-activity survey to determine awareness about energy efficiency and knowledge of KEEF among target groups and recommendations for improvement of the campaign. <i>Language of deliverable: English and Albanian</i>	12	20

8. TIMELINE AND LEVEL OF EFFORTS

The assignment will begin on June 2020 and be completed on May 2021. The LOE is estimated at 120 person-days.