

República Democrática  **de São Tomé e Príncipe**

**Ministério do Planeamento, Finanças e Economia Azul
(Unidade-Disciplina-Trabalho)
Agência Fiduciária e de Administração de Projetos
Projeto Recuperação do Setor de Energia**

EXPRESSIONS OF INTEREST

CONSULTING SERVICE

COUNTRY: REPÚBLICA DEMOCRÁTICA DE SÃO TOMÉ E PRÍNCIPE

PROJECT: POWER SECTOR RECOVERY PROJECT. - P157096

GRANTS: IDA D 1260

CONSULTING SERVICES:

Develop and implement a Consumer Awareness and Communication program in SAO TOME AND PRINCIPE in support of LED BULBS AND LED TUBELIGHTS DEPLOYMENT PROGRAM

REFERENCE: Nº 96/C/PRSE/2022

The Government of the Democratic Republic of São Tomé and Príncipe has received grants from the World Bank to implement the Power Sector Recovery Project (P157096) and intends to apply part of this funding to consulting services for Develop and implement a Consumer Awareness and Communication program in SAO TOME AND PRINCIPE in support of LED BULBS AND LED TUBELIGHTS DEPLOYMENT PROGRAM for the Power Sector Recovery Project.

The services to be provided by the Consulting are in the attached Terms of Reference.

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 Investment Project Finance Borrowers", November 2020 (Procurement Regulations) setting forth the World Bank's Policy on Conflict of Interest.



A Consultant will be selected according to the Individual Consultant Selection method established in the Bidding Regulations for Borrowers of World Bank-financed Investment Projects (World Bank Procurement Framework and Regulations November 2020

The Project Administration and Fiduciary Agency (AFAP) has the honor of inviting you to express your interest by sending a Letter of Intent, Copy of Identity Card and Curriculum Vitae, as well as proof of the training and qualifications requested, in a letter addressed to the General Director of AFAP, by 03:00 pm on **Mars 14, 2022** to the address below, or to the email address horacio.dias@afap.st and psrpafap@gmail.com with the Subject: **Ref.: 96/C/PRSE/2022 Consulting services for Develop and implement a Consumer Awareness and Communication program in Sao Tome and Principe in support of Led Bulbs and Led Tubelights Deployment Program.**

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Terms of Reference

for the recruitment of a Consultant to develop and implement a Consumer Awareness and Communication program in SAO TOME AND PRINCIPE in support of LED BULBS AND LED TUBELIGHTS DEPLOYMENT PROGRAM

World Bank: Power Sector Recovery Project: Component 3.4

1. CONTEXT

1.1. Objective of the project

The objective of the project is to reduce the impact of lighting on electricity demand through the replacement of incandescent lamps with Light Emitting Diode (LED) bulbs. By reducing the demand, particularly at peak load hours, in the supply constrained generation system in Sao Tome and Principe (STP), the stress on the electricity supply system will be alleviated and the overall reliability enhanced.

1.2. Rationale and Benefits

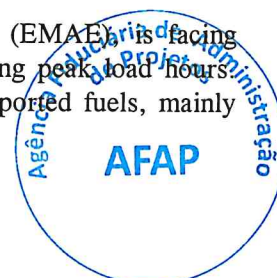
Over 70% of the electricity demand in Sao Tome and Principe (STP), including during peak load hours, comes from lighting. During peak demand hours, the country faces electricity outages and rationing. The current lighting technology in use in residential, public and commercial buildings is largely incandescent lamps (ILs). In contrast, LED bulbs not only consume 80 percent less energy (and demand) compared to ILs, but also have 15-20 times longer life and better-quality light output. Once LEDs are deployed, they will have an impact on lowered end user electricity bills thereby making it easier for phasing out subsidies on end user electricity tariffs, because the increase in tariffs will be partly offset by reduced lighting energy consumption and cost.

The main direct impact of the LED program will be partial or total elimination of unserved demand during peak load hours (5 to 10 pm). The LED deployment will also result in significant improvement on reliability of electricity supply.

The LED program will benefit both consumers and the national Power and Water Utility Company (EMAE) of Sao Tome and Principe. The consumer benefits include: reduced electricity bills, avoided capital cost of replacing ILs frequently, and better quality of light output. At an average tariff of US\$0.23/kWh, 5 hours usage per day, the consumer can save over US\$20 per year by replacing an IL with a LED bulb, with an estimated payback period of less than 3 months assuming a cost of US\$ 3 per LED bulb. However, the initial capital cost of LED bulbs is a major barrier leading to limited mainstream adoption by consumers.

1.3. The implementation of the project: Mechanism and Arrangement

The National Water and National Electricity Company of Sao Tome and Principe (EMAE) is facing electricity shortages and supply-demand deficit resulting in blackouts especially during peak load hours. This is mainly due to the limited generation capacity which is 90% dependent on imported fuels, mainly



from Angola. This proposed program is aimed at introducing and deploying energy efficient LED lighting measures to replace existing stock of lighting which is largely incandescent lamps-ILs (in households) and fluorescent tube lights (in public facilities such as offices, schools, hospitals, etc.) to reduce the peak demand (MW) and energy consumption (MWh), along with reducing energy-related environmental impacts.

EMAE will ensure the complete execution of all the steps required for the successful implementation of the Program. Through this project, EMAE will be the first beneficiary in financial terms, which would result from the elimination of the electricity tariff subsidy (linked to the kWh), avoided capital costs of new generation capacity costs. At the national level, this would help reduce expensive diesel-fuel imports; and at the end user level, the electricity bills will be reduced.

In this context, EMAE has proposed an appropriate LED lamps distribution mechanism using its own institutional systems, logistical and human resources framework to ensure the ownership and efficient distribution and replacement of the ILs and compact fluorescent lamps (CFLs) with LED bulbs, and fluorescent tube lights (FTLs) with LED tube lights being used in residential sector. The distribution of LED lamps (LED bulbs and LED tube lights) will take place at the EMAE center office in Sao Tome (EMAE headquarters) where more than 90% of these LED lamps and tube lights will be distributed at this level (as 90% consumers come to this center for paying electricity bills). The remaining 10% will be distributed via EMAE mobile kiosks spread over 5 districts; including EMAE center office in the Island of Principe. A site has already been planned to be used as a warehouse of these LED lamps.

Furthermore, a database will be made available to manage the LED lamps stock and distribution. Household customers will be required to present their identity cards and electricity bills bearing the reference to the network connection contract (customers reference number) on the day of LED lamps distribution event. EMAE team will confirm that each customer is registered in the database, collect the five (5) ILs/CFLs/FTLs that must be in good condition, and provide the five (5) LED bulbs or tube lights along with some promotional materials explaining the location in the house these LED lamps should be used to achieve maximum benefit.

Before the lamps are delivered by the LED lamps supplier (selected competitively through the World Bank procurement regulations), the lamps will be tested by an independent pre-shipment inspection agency (selected competitively) and in the presence of designated EMAE's team.

- In addition to the main EMAE center office in Sao Tome, EMAE will set up a program for the distribution of LED lamps at the level of the five districts and the Island of Principe. This program will be agreed with district representatives during the information session(s) that will be held before the launch of the LED lamps distribution program in coordination with the consumer awareness/media agency that would have started the consumer awareness campaign at least one month before the LED lamps distribution to sensitize and encourage beneficiaries/consumers about the program. In order to encourage the household beneficiaries to use the LED bulbs, EMAE will inform them that sample consumer surveys will be conducted one month before and one month after, for helping monitor and evaluate the actual impacts at the level of households.
- EMAE will at the same time, collect and analyse information before and after the deployment of the LED lamps from their metering data at the existing substation and network systems level. This data includes measurements of kW, kVA, kWh, and power factor.

1.4. Main project benefits and impacts



a) At the level of end user Benefits: Reduced electricity bills, avoided capital cost of replacing incandescent lamps frequently, better quality of light output.

b) At the level of EMAE Benefits: Peak load shaving, higher reliability of supply, and availability of generation capacity and energy supply, fast response to the challenge of shortages, more environmentally sustainable power sector, more financially-viable power sector, reduction in the total amount of subsidies (through subsidized tariffs to low-income consumers), easier to rationalize tariff increases for high-income, commercial, and institutional consumers.

c) At the level of Public buildings benefits: Reduced electricity bills, better indoor quality and comfort, avoid electricity cuts.

d) At the level of Gender impact: This project is considered a specific pilot operation where gender is directly involved in all stages of its implementation. However, gender is also the direct beneficiary of the positive impacts of this project.

(i) At the implementation level, gender provides the appropriate information in terms of the frequency of use of LED lamps, the required quantity and quality of light. This information is important for sizing the technical specifications of the equipment to be acquired. The services provided by these lamps will be in comfort desired by women.

(ii) At the level of promotion, awareness and execution of household surveys before and after the distribution of lamps to assess the Impacts of LED lamps

2. AWARENESS AND COMMUNICATIONS CAMPAIGN

To achieve considerable energy savings in STP, the National Power and Water Utility company (EMAE) of Sao Tomé and Príncipe has a commitment to establish a program to distribute energy saving equipment (such as LED lamps) across the country as described above. Therefore, building awareness on current energy consumption and how to save energy amongst all sectors of the population (individuals, industry, private and public institutions) is a key component of the program.

To achieve the objective, EMAE in collaboration with Fiduciary Agency and Project Administration (AFAP) plans to launch a national campaign to build awareness about energy efficiency amongst different stakeholders such as through the use of energy saving LED lamps.

2.1. Objective of the campaign

The objective of this assignment is to design, develop and supervise an awareness program for various stakeholders, including consumers and EMAE employees, through an effective promotional campaign on the use of energy saving appliances and equipment, including the LED lamps throughout Sao Tome and Príncipe. Specifically, the consultancy aims at achieving the following outreach targets and outcomes through this assignment:

- a) Develop an awareness campaign that enhances awareness and change consumers' behavior towards electricity consumption through reliable communications that clarify the advantages of using low energy consuming and energy efficient appliances. The economic impacts of the campaign would be:



- ✓ At micro-economic level (individuals): lower consumption leading to cost reduction in the individuals' electricity bills.
 - ✓ Bring each individual to having increased awareness about the fact that efficient use of energy translates to environmental and socio-economic gains that are economically advantageous for the national economy.
 - ✓ At macro-economic level (Government), positive national energy balance focusing on reduction of national energy consumption and as a result, a visible saving in the peak load and increase in supply reliability.
 - ✓ Demonstrate to national decision-makers that the implementation of efficient energy production, distribution and consumption value-chain has positive impacts for the country's socio-economic and environmental sustainability.
 - ✓ In the private sector, creating a dynamic national market and increased demand for LED lamps and other energy efficient appliances
- b) Design and supervise campaign to educate the public, government, private sector and relevant stakeholders about the objectives of LED use and how these relate to each of the target groups.
- c) Design and supervise campaign to inform all the stakeholders of the LED lamps program, that is, EMAE staff, household consumers, and public building consumers about the EMAE's LED lamps distribution and deployment program, how and where they will be distributed, about bringing the bills/papers and old lamps to the distribution centers, warranty and exchanges in case of failure of lamps, and the other logistics, etc.
- d) Design and supervise campaign to inform all stakeholders of the LED lamps program about the benefits of using LED lamps in light points at home where the numbers of usage hours are the highest, for example, in kitchen and family room, etc.
- e) In support of the above-mentioned activities, showcase EMAE's high-impact achievements in other power saving options and measures.

2.2. Scope and Activities

The promotional campaign will last 4 months and will be planned in 2 stages starting from at least one (1) month before the launch of the distribution of the LED lamps (in early 2021). The assignment will require analyses of mass media and communication methods and options, implementation needs, and validation steps to ensure the key objectives of the outreach effort are fully addressed:

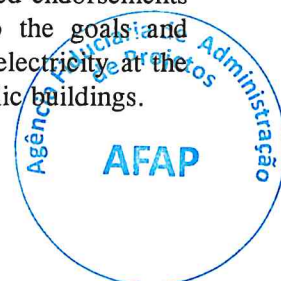
- (i) An Individual Short-term Consultant shall assist EMAE/AFAP in designing, drafting and supervising all communication and awareness materials, including messages as well as any corresponding tools (to be produced) and train EMAE's team (pre-selected staff) in delivering communication and enhancing visibility of energy efficiency amongst all stakeholders. The pre-selected EMAE's team will be responsible for implementing the awareness-raising action plan that will be developed by the Consultant: before, during the launching ceremony by the official representatives of GoSTP, and during the distribution campaign of LED lamps, and after the completion of the project to turn it into a national program.



- (ii) The communication tools selected shall be the most appropriate to use in STP for the target audiences identified and will be identified by the Consultant through a thorough analysis and in consultation with the EMAE Team.

Furthermore, the Consultant needs to:

1. Support AFAP and EMAE in the selection of local service providers to produce the awareness programs and associated tools, ready for implementation.
2. Support EMAE and AFAP to develop / produce the awareness tools needed for media already identified such as TV and radio spots, posters, banners, panels, internet, insertions in newspapers,
3. Choose an exciting, memorable and enticing slogan for the program success and that can be branded with the LED lamps program;
4. Identify and prioritize the outreach target groups and respective optimal communication approach.
5. Define precise target indicators for the outreach effort including but not limited to the number of people reached in each category and develop the corresponding evaluation method;
6. Develop a public strategy for the use of LED lamps that reflect its mission and vision for STP. For example, the strategy designed could entail installation of large billboards in strategic points for political decision-makers and the Public at large to be able to easily pick them up, broadcast TV spots just before news or during half-time for football matches or widely watched broadcasts and to build a “buzz” around the country about the campaign;
7. Design a comprehensive awareness strategy which supports the STP activities for related campaigns;
8. Prioritize identified communication mechanisms including but not limited to the following:
 - a. National/Private TV and radio targeting all categories of the population, local and central government and other target groups in local/native, national languages, and Portuguese and possibly English.
 - b. The consultant should develop plans for appropriate sponsorship packages and innovative programs/approaches aimed at increasing the importance of the campaign.
 - c. A powerful creative concept will reinforce the message and will awake wide consciousness at the targeted public countrywide. A lively concept has to be designed in order to achieve the needed impact. For example: An Energy Efficiency or LED mascot accompanied by an attractive musical sound to create a conditioning reflex among all categories of listeners and viewers
 - d. The use of external media creates means of common recognition and strengthens advertising messages. It is then suggested to install innovative billboards describing and sensitizing the campaign in urban centers all over the STP.
 - e. Print media such as posters, leaflets, stickers and brochures directed at energy consumer’s, local and central government to be displayed in public settings in local language, Portuguese and other languages is necessary
 - f. Multi-media internet and e-mail campaign targeting government officials and other stakeholders accessible via web.
 - g. Other print media including new papers and journals that enjoy popularity with the target audiences.
 - h. Other dissemination and promotion activities including targeted branding such as at educational institutions, government entities, and public service entities such as internet cafes, postal offices, transportation etc.
9. Involve in the awareness campaign, senior government officials through publicized endorsements and advocacy activities; promote dialogue and consensus on all levels as to the goals and objectives of the EMAE Projects, with particular emphasis on the end user of electricity at the residential, tertiary (hotels, hospitals, industries, service providers, etc.), and public buildings.



10. Design large billboards directed at the public in local and Portuguese languages to be displayed in all public settings.
11. Design large billboards directed local GoSTP and population of the administration in local and Portuguese language.
12. Design and supervise the launch of a general mass media campaign based on the above-mentioned results.
13. Evaluate the impact of the program and make recommendations for expanding its scope to include specific EMAE projects as they progress.
14. Develop specific, practical and feasible indicators to implement in the context of awareness, change in attitudes, mentality, appropriation of messages, so that EMAE and AFAP are able to monitor and evaluate the real impacts of the introduction of LED on energy consumption within the population.
15. Develop and help supervise the advertisements running on radios, TV, newspapers, (days, schedules, and frequency).
16. Prepare implementation reports to be shared with all partners in collaboration with EMAE, and AFAP, Ministry of Natural Resources, Ministry of Finance, Ministry of Education, other City officials;
17. Conception and production of the campaign titles to be regularly played on selected radios and TV as well as the EMAE logo to be artistically inserted in the melody.
18. Develop a detailed timeline of activities, resources required to complete each activity and a detailed budget for the program.

2.3. Audiences

The Consultant will detail in their communication and consensus building strategy how exactly they plan to reach the various target audiences in order to ensure an even and widespread dissemination of messages and a continued involvement of these and other stakeholders.

These audiences include but are not limited to:

- Public at large in STP
- Household EMAE consumers
- Government officials and members of the Parliament
- Political leaders
- Business leaders and private sector stakeholders
- Communities Leaders
- Female community leaders with a focus on empowering women
- Female Leaders who are responsible for several civil quadrant organizations
- Media
- NGOs/Civil Society
- Academia and experts
- Schools and societies for minors/children where habits and awareness can be introduced in the medium and long term

2.4. Theme and Messages

As mentioned above, EMAE and its key stakeholders will be trained on communication and visibility and at the same time the key messages will be developed according to the target groups. The Consultant will assist in the preparation of these key messages.



The Consultant shall use messages most appropriate to meet the above objectives and will be guided by the goals and activities of the LED's lamps use campaign. Details of the campaign concept can be made available to applicants at any time needed.

Sensitization Component

The sensitization campaign will reach the entire country through:

a) Press media: The press is effective in building visibility and is particularly relevant towards the middle class. It is proposed to insert advertisements in at least two of the most famous daily newspapers (half or 1/3 pages) for a period of three weeks (3 issues per newspaper). Adverts should represent the goals and their advantages and promoters (STP, EMAE, AFAP, World Bank Group, etc.).

- The messages to be transmitted will be in multiple languages, that is, including native/local/national languages and Portuguese language
- Develop messages by incorporating the logos of the EMAE, AFAP, and the World Bank.

The Consultant should present an overview of the newspapers available and an assessment of which ones to be used and their modality (duration, which days, frequencies) etc.

b) Radio Media: The radio will be a key media for ensuring that the message reaches different market segments (particularly lower social classes who do not buy print newspaper). It is proposed to develop the spots according to the messages prepared by EMAE/AFAP with the help of the Consultant. The Consultant will design the spots in native/local/national languages and Portuguese language and ensure their broadcasting 3 times per day per radio and over a period of two (3) weeks. The Consultant will ensure that these spots will air during the times when each radio station has the most audience. The duration of each spot should not exceed 30 to 40 seconds. Targeting times when people are just setting off to work and when leaving the workplace are preferable.

The consultant should present an overview of the relevant radio stations and suitable shows and an assessment of which ones to be used and the modalities.

c) TV Media: A strong creative concept will reinforce the message while creating a large awareness within the target audience throughout the country. A sound concept must be developed to achieve the desired impact.

Messages will be prepared by EMAE/AFAP in Local and Portuguese languages with the assistance of the Consultant. The Consultant is required to provide translations if necessary the design of TV spots.

The Consultant shall help for the contracting of the TV stations for the broadcast of the spots for a period of three (3) weeks and at a rate of once per day and at times when the TV is most watched (just before the news or during the middle of a football game for example.).

In their offer, the Consultant should present a detailed overview of possible stations and program slots (which days, hours) of spots broadcast and an assessment of which ones to be used and the modalities.

The local service provider in collaboration with the Consultant will ensure that the spots appear regularly on the TV.



2.4. Stages of implementation of the campaign:

Considering the afore-mentioned details, and predicted strategies for success of the aforesaid promotional and communication campaign, the Consultant will have to strongly consider the following phases:

The deadline for completion of the campaign is four months, starting at least one month before the actual distribution of LED lamps under the Program. The activities are spread over several stages including:

- a. Training of the EMAE/AFAP team to be appointed for the sensitization and awareness campaign, if training requires tools and equipment that are difficult to provide in STP, training abroad may be contemplated, with the notion of the need for thorough cost management and financial proposals.
- b. Preparation of the campaign tools
- c. The execution and monitoring of insertions in newspapers, TV, Radio, Posters, etc.

Step 1 – Training of the EMAE/AFAP team to be appointed for the sensitization and awareness campaign:

During this first step, the training of EMAE/AFAP team shall be on:

- a. Energy efficiency
- b. Solidary efficiency
- c. Sustainable economy
- d. Electric sustainability
- e. Sustainable electricity trading systems
- f. Identification of negative behaviors for efficient electricity consumption
- g. Environmental education and its impact
- h. Sensitization and awareness campaign
- i. The preparation of key messages to be used in communication campaign

Step 2 – Preparing the campaign tools:

During the second step, the following activities are carried out:

- a. Concept design of: spots for TV and radios, inserts in newspapers, posters; stickers, leaflets, banners, etc and development of implementation arrangements with associated budget.
- b. Supervise the execution of the campaign: TV, radio, newspapers, Administration, Local Government, etc.

Step 3 - Implementation and monitoring of insertions in newspapers, TV, Radio, Posters

The Consultant is required to submit with their bid, detailed work plans, taking into account the technical and organizational measures they propose to implement in order to perform the contract.

3. DELIVERABLES:

The service consists of designing, developing, and supervising delivery of all the required media types while also ensuring that the message targets are reached through:

1. Supervising the design of posters and leaflets about the project.
2. Supervising Production of TV and radio spots
3. The insertion of advertising messages for the press
4. Supervising production of Banners for the project inauguration event



5. Supervising the design and production of standard panels, T-shirts, pens, hats, bearing the symbols of the project for the launch ceremony.

Therefore, the Consultant will supervise the Local service provider for the accomplishment of the following tasks:

- a. Insertion in the media: Contract the various media channels (Radio, TV and Written press) for the insertion of spots and advertisements, based on a program agreed with EMAE.
- b. Communication tools: Design, supply, installation or distribution of: banners, billboards, stickers, posters and leaflets and translation of the advertisements into Local languages and Portuguese language.

4. REPORTING STRUCTURE

The Consultant will report to the campaign Manager at EMAE/AFAP. They will also receive advice from the Head of Commercial Department at EMAE, and other EMAE representatives involved in the campaign and representatives from AFAP.

The formal channel of reporting by the Consultant shall be the Project Coordinator at AFAP.

5. QUALIFICATIONS OF THE CONSULTANT

This activity will be carried out under the supervision of AFAP/EMAE. The Individual Consultant will be working on this assignment as a short-term expert. He/she will be a Senior Expert and should also have:

- A university degree in communication, or relevant discipline
- Solid background and familiarity with Energy issues Minimum 8 years professional and/or academic experience in communication, visibility, awareness, promotion,
- Have experience in the designing large promotion and awareness campaigns.
- Experience with different media, equipment or technology used for communication and awareness,
- Proven experience in the preparation and leading missions in communication, awareness in energy efficiency field,
- Proven experience in training, preparing and qualifying senior executives from companies in the areas of environmental education, sustainable economy, policies for the sustainable commercialization of electrical products,
- Excellent inter-personal skills and command of English. Portuguese language is required.

The Consultant must provide all information required and related to its most relevant references. Each experience listed must be supported by a copy of the minutes of receipt of benefits or a certificate of good performance or any other document demonstrating that the work has taken place.

Recognizing the complexity and variety of technical topics to be worked on for this contract, the consultant may associate with other experienced specialists on his/her team. However, the Individual Short-Term Consultant will be solely responsible for delivering the outputs of this assignment.

6. FACILITIES TO BE PROVIDED BY THE EMPLOYER



The AFAP/EMAE shall provide all necessary and available information needed to the Consultant. The production of all material agreed to in the campaign will be provided through the contracting agency (AFAP).

7. DURATION AND PLACE OF THE ASSIGNMENT: ESTIMATED SCHEDULE AND EXPECTED LEVEL OF EFFORT

This contract will require a mixture of office works and field works within the territory of Sao Tome and Principe. The Consultant is entitled to a per diem if operating outside his/her home country for the purposes of this assignment.

This assignment should not exceed 60 working days, which includes the following (if operating outside his/her home country):

- One five-day mission in Sao Tome and Principe to start assignment
- One fifteen-day mission for the training of EMAE's team and the preparation of tools, and ensure the progress of the implementation of the awareness campaign
- One ten-day mission to design tools and to launch the awareness campaign
- One eight -day mission to accompany EMAE/AFAP in the organization of the official ceremony for launching the distribution of LED lamps.

