



Kigali, on 06/08/2021

Ref: N° 11.07.023/11298/2021/MD-EDCL/FG /ug/jr

Country: Rwanda

Project: Energy Access and Quality Improvement Project (EAQIP)

Grant No: TB03589

Assignment Title: Request for Expression of Interest for recruiting a communication consulting firm to support the campaign for clean cooking awareness and behaviour change.

Reference No: RW-REG/EDCL-238713-CS-QCBS

1. Background:

The Government of Rwanda plans to partner with the private sector and facilitate a competition-based development of markets for clean-cooking products and technologies. MININFRA recently approved an ambitious new Biomass Energy Strategy (2019-2030) and an amendment to its Nationally Determined Contributions (NDC), with targets of reducing the percentage of households that use firewood for cooking from the baseline value of 79.9% in 2017 to 42% by 2024, and phasing-out the use of charcoal in urban areas. The clean cooking agenda has recently been moved to MININFRA and REG/EDCL have the mandate to implement it. The Rwanda Standards Board (RSB) is tasked with certifications and setting standards for cooking products and a testing lab is currently under development. In October 2019, MININFRA published the Biomass Energy Strategy: A Sustainable Path to Clean Cooking 2019-2030. In May 2020, the Government updated its NDC under the Paris Agreements which includes promoting the use of efficient domestic stoves as a mitigation measure since cooking accounts for 14% of the GHG emissions from the energy sector. Implementation of the Biomass Energy Strategy will require substantial grant resources be made available to the sector to address the affordability and awareness gaps, as well as addressing the unproven nature of many new technologies now available in Rwanda. Other than the richest 10 percent of households, cash expenditure on cooking fuel is rare in rural Rwanda as 97 percent of households use firewood with an insignificant number using purchased charcoal. This means that the market for clean cooking solutions will require partial subsidies to become commercially viable.

Rwanda Energy Access and Quality Improvement Project (EAQIP) aims to increase access to clean cooking Solutions for 500,000 households. EAQIP's Component 3b will set up a clean cooking RBF window to partially subsidize purchases of clean and efficient cooking solutions by eligible households. The clean cooking RBF window will initially support Tier 2+ solutions, with the objective

to gradually increase the minimum performance level requirements as affordable Tier 3+ solutions become widely available. The RBF window will support both urban and rural households. In urban areas, the focus of the clean cooking RBF will be to reduce and eventually phase out charcoal as a cooking fuel and replace it with Tier 3+ clean cooking solutions. In rural areas, the focus will be on reducing the reliance on firewood as a cooking fuel by gradually introducing more efficient (Tier 2+) and clean cooking (Tier 3+) solutions. The two focus areas will contribute to the objectives of (i) phasing out charcoal use in urban areas; and (ii) reducing the reliance and consumption of, firewood. The performance of eligible cooking technologies will need to be demonstrated through laboratory testing and/or field-based data. The size of the RBF incentives will be linked to verified outputs, outcomes and impact level results, differentiated by cooking technology performance levels and consumer income categories (Ubudehe categories); and will be reviewed and adjusted periodically.

The detailed Terms of Reference (TOR) for the assignment can be found at the following website: www.reg.rw.

The Energy Development Corporation Limited (EDCL) now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are:

1. The firm shall demonstrate to have an experience in the developing a Communications Strategy and annual action plan for the Project.
2. At least having accomplished two (2) similar assignments,
3. The firm shall demonstrate to have an experience of working with local media houses for publicizing the program,
4. Demonstrated success in conducting community engagement and awareness events/sessions,
5. The technical and managerial organization of the firm. (Provide only the structure of the organization, general qualifications and key staff with their experience).

N.B: Key Experts will not be evaluated at the shortlisting stage.

2. Selection process

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 IPF Borrowers” July 2016 revise November 2017, August 2018 and November 2020) (“Consultant Guidelines”) setting forth the World Bank’s policy on conflict of interest.

Consultants may associate with other firms to enhance their qualifications but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A Consultant will be selected in accordance with the **Quality and Cost-Based Selection (QCBS)** method set out in the Procurement Regulations.

Further information can be submitted at the following email addresses: procurement@edcl.reg.rw and copying to the smunyawera@edcl.reg.rw and jdruberanziza@edcl.reg.rw during office hours (8:00 am to 6:00 pm, Local time).

The expression of interest must be delivered in written form (electronically and hard copies) addressed to the Managing Director of The Energy Development Corporation Limited (EDCL) on the following address: procurement@edcl.reg.rw and copying to the smunyawera@edcl.reg.rw and jdruberanziza@edcl.reg.rw not later than **6/09/2021 at 5:00pm Kigali time (GMT +2)**.

Sincerely,

Done at Kigali, on 06/08/2021

Gentile UMUSHASHI
Ag. Head Procurement Management Services

Félix GAKUBA
Managing Director