
**UNITED REPUBLIC OF TANZANIA
ZANZIBAR ENERGY SECTOR TRANSFORMATION AND ACCESS PROJECT.**

**REQUEST FOR EXPRESSIONS OF INTEREST
FOR
CONSULTANCY SERVICES FOR TECHNICAL ASSISTANCE FOR THE PREPARATION OF
THE AWARENESS RAISING STRATEGY AND ACTION PLAN**

**CREDIT NUMBER: 68970-TZ
CTF LOAN NUMBER: TFOB5747-TZ
CTF GRANT NUMBER: TF0B5660-TZ**

Assignment Title: Technical assistance for the preparation of the awareness raising strategy and action plan Reference No. TZ-MOWEM-455671-CS-COS

The Revolutionary Government of Zanzibar (RGoZ), through the United Republic of Tanzania, has received financing from the World Bank toward the cost of the Zanzibar Energy Sector Transformation and Access Project (ZESTA), and intends to apply part of the proceeds for consulting services.

OBJECTIVE OF THE ASSIGNMENT

The main objective of this assignment is to develop an Energy Efficiency Awareness Raising Strategy and Action Plan. This plan will guide relevant stakeholders in effectively promoting energy efficiency among target audiences (industries, businesses, households, public institutions, etc.) and ensure their active participation in achieving energy efficiency goals.

The strategy should be data-driven, inclusive of innovative outreach methods, and focus on changing behaviors and practices to reduce energy consumption across various sectors.

SCOPE OF WORK

The selected firm will be responsible for the following tasks:

Task 1: Review and Analysis of Current Energy Efficiency Programs

- Conduct a detailed review of existing Energy policies and EE guidelines, strategies, and programs at national and local levels, if any, and identify strengths and gaps.
- Benchmark international best practices and successful E awareness programs that can be adapted.

Task 2: Stakeholder Engagement

- Identify and engage key stakeholders (government bodies, private sector, energy service companies, NGOs, community organizations).
- Conduct interviews, surveys, and two workshops to understand knowledge gaps, attitudes toward EE, and challenges in implementing E measures.

Task 3: Development of Energy Efficiency Awareness Strategy

- Develop a comprehensive awareness strategy tailored to the needs of various target groups.

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- Propose innovative communication channels and outreach activities (e.g., media campaigns, workshops, online platforms, etc.), Identify key performance indicators (KPIs) for evaluating the effectiveness of awareness-raising efforts.

Task 4: Action Plan Design

- Develop a five-year actionable, time-bound plan with clearly defined steps, responsibilities, resource requirements and budget.
- Propose measures for continuous stakeholder engagement and adaptation of the strategy based on feedback and results.
- Support and facilitate stakeholder consultations to ensure action plan incorporates view and inputs of the stakeholders.

Task 5: Capacity Building and Training

- Design and deliver training materials and sessions for client to build their capacity in implementing the strategy.
- Conduct one awareness-raising workshop by choosing one action plan for key target groups (media professionals, educators, government officials, etc.) as a pilot and demonstration of the implementation of the plan to MoWEM staff for future implementation of other action plans.

Task 6: Monitoring and Evaluation Framework

- Develop a framework for ongoing monitoring and evaluation of the strategy's implementation.
- Propose data collection methods and reporting mechanisms to track progress toward achieving E goals.

The Ministry of Water, Energy and Minerals now invites eligible consulting firm to indicate their interest in providing the above services. Interested consulting firm should provide information demonstrating that they have the required qualifications and relevant experience to perform the services. The consulting firm (or consortium of firms) should have at least the following qualifications and experience:

The consulting firm is required to have the following experience:

(A) Core Business and year in Business At least Ten (10) years' experience in consulting work of which five (5) years must be in similar assignments.

(B) Relevant similar experience, which should specifically include the following:

- i. Must have successfully carried out at least three (3) assignments of a similar nature and scope for the energy sector in developing countries.
- ii. Provide information on previous assignments which should include the name of the assignment, name and full contact address of the client, tasks performed by the consultant under the assignment, assignment value (in US dollars), and period (dates) of execution of the assignment.

(C) Technical and Managerial capability of the firm in the areas of technical assistance for the preparation of the awareness raising strategy and action plan. (Provide the structure of the organization, qualifications, and number of key staff for the assignment and their CVs).

The attention of interested consulting firm is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" November 2020, setting forth the World Bank's policy on conflict of interest. Firms intending to submit expression of interest should not have conflict of interest and unfair competitive advantage as per Bank's Procurement Regulations.

Consultants may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications. For firms participating in JV, each member of JV should independently meet the requirement of Eol criteria. For firm participating as association of lead and subconsultant, only the experience and qualification of lead firm will be assessed as per Eol criteria

A Consultant will be selected in accordance with the Consultant Qualification Selection set out in the Procurement Regulations. (The detailed Terms of Reference (TOR) for the assignment can be Obtained upon asking through Email: (proc.zesta@majismz.go.tz and copy to [saleh.suleiman@majismz.go.tz/](mailto:saleh.suleiman@majismz.go.tz)

Further information can be obtained at the address below during office hour, 07:00 to 03.30pm East African Time.

Expressions of interest must be delivered in a written form to the address below: (Both hard copy along with soft copy by 22nd January 2025 at 10:00 am local Time).

Ministry of Water Energy and Minerals
ZURA building 5th floor,
Procurement Unit, Room No. 502.
Attn: Saleh Said Suleiman (Project Coordinator)
P.O. Box 1569 Zanzibar
LOSSLESL
Maisara, Zanzibar
Tel: +255 776 858555
E-mail: proc.zesta@majismz.go.tz and copy to
saleh.suleiman@majismz.go.tz

Note: Submission of Softcopy only will not be considered in opening ceremony and any difference in hard and soft copy, the information in hard copy will be used for evaluation.