

## ANNEX A

### TERMS OF REFERENCE PRODUCTION OF VIDEO AND INFOGRAPHIC IN SUPPORT OF:

#### Long-term Energy Crisis Communication Strategy for the Gambia

#### Infographic Video

### 1. BACKGROUND

After years of underinvestment and operational difficulties, NAWEC has commenced a major program of transformation and change designed to modernize its infrastructure and re-engineer its systems and procedures. With support from the world bank, major investments are underway to revamp transmission and distribution networks, generating plants, water infrastructure and operating systems.

NAWEC's group mission is: "To ensure the safe, efficient, effective and environmentally friendly provision of affordable nationwide electricity, water and sewage services to satisfy customer requirements, achieve a financially sound position and contribute to the socio-economic development of the Gambia."

To help achieve its mission and to assist with the delivery of the ambitious and challenging programmes NAWEC has been carrying out a series of communication activities, including a weekly call-in radio program. To expand outreach to a wider audience and to touch on more topics, an additional call-in radio program is sought for the weekend. This assignment will involve a contract of about six months from signing it.

### 2. REPORTING

This assignment will be implemented under a NAWEC contract, in collaboration with the World Bank.

### 3. QUALIFICATIONS

The consultant is expected to have expertise in creating infographics and videos to effectively communicate the outcomes of projects and other activities to external audiences

The consultant should have:

- ✚ Extensive experience in communication, such as strategic communication, media, social media, advertising, public relations, digital campaigns, social marketing, and related activities.
- ✚ Proven expertise in the design and implementation of advocacy campaigns on public interest issues at an international level
- ✚ Experience in creating animated infographics
- ✚ Experience in producing short videos
- ✚ Excellent writing and presentation skills; demonstrated interpersonal and diplomatic skills, as well as the ability to communicate effectively with all stakeholders and to present ideas clearly and effectively; proven ability to work in a collaborative and multi-

stakeholder team environment.

- ✚ The ability to draft professional public communication materials quickly. Proven experience in at least one similar assignment in the last three years in a similar capacity.

## **Annex B. Scope of Services**

In close cooperation with NAWEC and World Bank, the Consultant shall perform the following services:

1. Backbone Phase I Laminkoto-Diabugu Transmission line video, the consultant is expected to:

- ✚ In close cooperation with NAWEC and the World Bank, produce a one-minute or less promoting the benefits of the Backbone phase 1 Laminkoto-Diabugu for Construction of a 30kV overhead line from Lamin Koto to Diabugu and branching into to the surrounding villages of provincial area of The Gambia. Electrification of villages on the route of the 30kV line and branching by construction of lines and erection of 100kV and 160kVA pole mounted transformers and associated low voltage networks
- ✚ Conduct a focus group to get feedback on the draft video and to improve accordingly.

2. Backbone Phase II video, the Consultant is expected to:

- ✚ In close cooperation with NAWEC and the World Bank, produce a one-minute or less video promoting the benefits of Construction of a 30kV overhead line in different regions of the Gambia (Upper River Region (URR) and North Bank Region (NBR). • Electrification of villages on the route of the 30kV line and branching by construction of lines and erection of 50 kVA, 100kVA and 160kVA pole mounted transformers and associated low voltage networks.

- ✚ Conduct a focus group to get feedback on the draft video and to improve accordingly.

3. Backbone Phase 3 video, the consultant is expected to:

- ✚ In close cooperation with NAWEC and the World Bank, produce a one-minute or less promoting the benefits of the Backbone phase 3. The project shall cover about 88 communities with extension and strengthening of distribution networks from the existing MV network, with a construction of a 30kV overhead line extending the existing Medium Voltage Network in URR and CRR,
- ✚ Conduct a focus group to get feedback on the draft video and to improve accordingly.

#### 4. New Integrated Management System video, the Consultant is expected to:

- ✚ In close cooperation with NAWEC and World Bank, produce a one-minute or less video promoting the benefits of the new IT system.
- ✚ Conduct a focus group to get feedback on the draft video and to improve accordingly.

#### 5. Solar Power Plant video

The Consultant is expected to:

- ✚ In close cooperation with NAWEC and World Bank, produce a one-minute or less video promoting the benefits of the Solar Power Plant especially from environmental sustainability perspective
- ✚ Conduct a focus group to get feedback on the draft video and to improve accordingly.

#### 6. Phase 2 Transmission Infrastructures in The Great Banjul Area video

The Consultant is expected to:

- ✚ In close cooperation with NAWEC and World Bank, produce a one-minute or less video promoting the benefits of the Transmission Infrastructures and Modernization in Greater Banjul Area, Primary and Secondary Substations
- ✚ group to get feedback on the draft video and to improve accordingly.

#### 7. New application processes video

The Consultant is expected to:

- ✚ Produce a one-minute or less video explaining new application processes for new connections.
- ✚ Approve script with NAWEC and the World Bank.
- ✚ Conduct a focus group to get feedback on the draft storyboard/messages and to improve accordingly.
- ✚ Translate language into local languages. Mandinka, Wolof, and Fula.
- ✚ Provide video and audio versions to NAWEC that can be posted on tv, social media, and the website.

#### 8. Client customer care video

The Consultant is expected to:

- ✚ Produce a one-minute or less video highlighting NAWEC's recent efforts to improve customer care, including the newly established Customer Care Unit. Show how to make and follow up on a complaint.
- ✚ Produce approved script with NAWEC and the World Bank.
- ✚ Conduct a focus group to get feedback on the draft storyboard/messages and to improve accordingly.
- ✚ Translate language into local languages. Mandinka, Wolof, and Fula.
- ✚ Provide video and audio versions to NAWEC that can be posted on tv, social media, the website and on the radio.

9. ECOWAS Regional Electricity Access Project (ECO-REAP) through the World Bank,

The Consultant is expected to:

- ✚ In close cooperation with NAWEC and the World Bank, produce a one-minute or less video promoting the benefits of electrifying 298 rural and peri-urban localities in (Upper River Region (URR), North Bank Region (NBR) and Central River Region (CRR). The connection of the target localities by extension and densification of the MV and LV networks, with a view of connecting 52,000 new households.

- ✚ Conduct a focus group to get feedback on the draft video and to improve accordingly

10. Gambia Electricity Access Project (GEAP) Funded by the African Development Bank (ADB),

The Consultant is expected to:

- ✚ In close cooperation with NAWEC and the ADB, produce a one-minute or less video promoting the benefits of construction of 33/0.4kV distribution network for electrification of 8 no. of villages to be fed from Brikama Substation and construction of 30/0.4kV Distribution network for electrification of 68 no. of villages to be fed from Soma Substation.

- ✚ Conduct a focus group to get feedback on the draft video and to improve accordingly