



REPUBLIC OF KENYA
THE NATIONAL TREASURY AND ECONOMIC PLANNING

FINANCING LOCALLY-LED CLIMATE ACTION (FLLoCA) PROGRAM

CREDIT NO: 6980 – KE

PROJECT ID NO: P173065

PROGRAM IMPLEMENTATION UNIT (PIU)

TERMS OF REFERENCE

**CONSULTING SERVICES FOR A COMMUNICATION AGENCY FOR THE
FINANCING LOCALLY- LED CLIMATE ACTION (FLLoCA) PROGRAM**

Reference No. KE-CFGEU-388752-CS-CQS

Client:

The Principal Secretary

The National Treasury

P.O Box 30007-00100

Nairobi

Treasury Building- Harambee Avenue, Nairobi

Email: pstnt@treasury.go.ke; pstreasury01@gmail.com

1. Background

The Financing Locally-Led Climate Action (FLLoCA) Program:

The World Bank is supporting the Government of Kenya efforts through Financing Locally Led Climate Action Program (FLLoCA) to operationalize their National Climate Change Action Plan and translate Kenya's ambitious climate agenda into scaled up action. The program development objective is to deliver locally-led climate resilience actions and strengthen county and national governments' capacity to manage climate risks.

The overall goal of the program is to support Kenya's transition to a low carbon climate resilient development pathway. Specifically, the Program seeks to strengthen local resilience to the impact of climate change, natural hazards, and other shocks/stressors by building capacity to plan, budget, implement, monitor and report resilience investments in partnership with County Governments and communities.

The program is led by the National Treasury in collaborating with the Ministry of Environment and Forestry (CCD), Ministry of Devolution (CoG and NDMA), and Ministry of Social Protection and Labor, Ministry of Agriculture, and the Ministry of Water & Irrigation and Sanitation.

The specific objectives of the Program are to:

1. Support the development and strengthen policy, legal and regulatory frameworks at national and county levels for accelerated access to climate financing for building resilience at local levels;
2. Strengthen the capacity of national and county level institutions and stakeholders to accelerate climate financing at local level;
3. Increase access to climate finance to support investments in climate resilience and low carbon emissions at local level (urban & rural);
4. To support community led local initiatives for enhanced community resilience and enhance sustainable development;
5. To increase access to green/environmentally friendly technologies to deliver low carbon climate resilient development at national and local levels;
6. Enhance transparency and accountability on support provided and actions implemented.

To this end, the FLLoCA Program is looking to procure a consulting firm to provide communication support to the FLLoCA Program. The Firm will work closely with the Program communication teams and other relevant stakeholders.

2. Objective(s) of the Assignment

The goal of this consultancy is to enable the effective dissemination and replication of suitable communication messaging across diverse program components through outreach efforts. Furthermore, it aims to establish connectivity among the communication teams of various program components via a program-level platform.

3. Scope of the consulting services and specific tasks

3.1 The scope of the consulting services is to provide comprehensive communication services and support to the FLLoCA Program Communication component. The agency will act as an integral part of the program communication, dedicated to managing and enhancing internal and external communications across various channels. The agency's primary focus is to strengthen FLLoCA's brand identity, streamline messaging, and foster effective communication within and beyond the program.

3.2 The accomplishment of this assignment will entail performing the outlined tasks. Any tasks incurring third-party expenses necessitate prior approval from the client before incurring costs

- a) **Enhancing Brand Visibility:** Increase the organization's visibility and recognition in the market by developing and implementing effective branding and communication strategies.
- b) **Effective Message Delivery:** Ensure that key messages are conveyed clearly and consistently to the target audience, whether it's customers, employees, investors, or the public.
- c) **Content Development:** Create high-quality content, including articles, press releases, social media posts, and videos, that resonates with the audience and supports the organization's goals.
- d) **Media Relations:** support the building and maintaining of positive relationships with the media to secure positive coverage and manage press inquiries effectively.
- e) **Stakeholder Engagement:** Engage with and nurture relationships with various stakeholders, including customers, partners, employees, and regulatory bodies.
- f) **Reputation Management:** Protect and enhance the organization's reputation by managing communication during crises, addressing any negative publicity as and when necessary, and promoting positive stories.
- g) **Audience Engagement:** Engage with the target audience, building meaningful relationships and fostering two-way communication to better understand their needs and preferences.
- h) **Crisis Communication:** Develop strategies and protocols for handling crises, ensuring that the organization responds promptly and effectively during challenging situations.
- i) **Measurable Results:** Set clear, measurable objectives for communication campaigns and assess their impact on the organization's bottom line and reputation.
- j) **Manage the FLLoCA Program engagement with Third party service providers,** such as media buying including media planning, booking and price negotiation on behalf of the program.

- k) Optimize communication efforts: Optimize communication efforts to achieve the desired results while maximizing cost-efficiency.
- l) Innovation and Adaptation: Stay current with evolving communication technologies and trends to ensure the organization's communication methods remain relevant and effective.
- m) Employee Engagement: Support internal communication efforts to engage and inform employees, fostering a positive workplace culture and alignment with organizational objectives.
- n) Plan, implement and execute the program's events, launches & relaunches, and public communication campaigns as and when required in consultations with program teams.
- o) Develop and implement a monitoring and evaluation tool/matrix for the program's communication activities.

Ultimately, on-boarding a communication agency will aid in aligning the organization's overall communication goals and needs hence ensures a productive and successful partnership.

4. Duration of the assignment

The assignment shall be for a period of 24 calendar months (from contract commencement date.)

5. Reporting requirements and timelines for deliverables

The reporting requirements and timelines for deliverables are as shown in Table I below:

Two (2) original hard copy together with soft copies of the milestone reports and any other relevant reports on the execution of the assignments listed in Table I below shall be submitted on or before the scheduled dates at the following address:

The Principal Secretary
The National Treasury,
P.O. Box 30007-00100
Nairobi
Attn: Program Coordinator, FLLoCA Program

Table I: Reporting requirements

S/No.	Deliverables/Reports	Timelines after contract commencement	Format of submission
Year 1			
1.	Inception Report	14 days	2 hard copies and a soft copy
2.	Communication Plan	28 days	2 hard copies and a soft copy
3.	Quarterly report 1,	119 days	2 hard copies and a soft copy
4.	Quarterly report 2	210 days	2 hard copies and a soft copy
5.	Quarterly report 3	301 days	2 hard copies and a soft copy
6.	Quarterly report 4	365 days	2 hard copies and a soft copy
Year 2			
7.	Quarterly report 1	456 days	2 hard copies and a soft copy
8.	Quarterly report 2	546 days	2 hard copies and a soft copy
9.	Quarterly report 3	636 days	2 hard copies and a soft copy
10.	Quarterly report 4 and contract closure report.	730 days	2 hard copies and a soft copy

6. Payment schedule

The proposed payment schedules based on satisfactory performance of the contract which will be negotiated with the successful Consulting Firm will be as presented in Table II below.

Table II: Proposed payment schedule

S/No.	Deliverables*	Timelines for submission of deliverable after contract commencement	Percentage of the contract amount
Year 1			
1.	Inception Report	14 days	10%
2.	Communication Plan	28days	-
3.	Quarterly report 1	119 days	10%
4.	Quarterly report 2	210 days	10%
5.	Quarterly report 3	301 days	10%
6.	Quarterly report 4	365 days	10%
Year 2			
7.	Quarterly report 1	456	10%
8.	Quarterly report 2	547	10%
9.	Quarterly report 3	638	10%
10.	Quarterly report 4 and contract closure report	730	20%

Invoices for the planning and execution of related FLLoCA Program events will be issued for payment upon the completion of the events through the life cycle of the firm's contract.

7. Consultant’s minimum qualification and experience requirements

The shortlisting criteria will include:

- a) **Core business and years in business:** The firm shall be registered/incorporated as a consulting firm with core business in Communication, media management, Marketing and/ or Public Relations or related field for a period of at least Eight (8) years.
- b) **Relevant experience:** The firm shall demonstrate as having successfully executed and completed at least three assignments of similar nature, complexity and in a similar operating environment in the last Eight (8) years. Details of similar assignments-Name and address of the client, scope, value, and period should be provided and submitted. Expression of Interest should include enumeration of these similar past assignments.
- c) **Technical and managerial capability of the firm:** The firm shall demonstrate as having the requisite technical capacity including relevant equipment and managerial capacity to undertake the assignment in the submitted company profile(s).

8. Team composition and minimum qualification and experience requirements for key experts

The consultant shall demonstrate well qualified and experienced experts as required and appropriate for execution of the assignment. They should possess necessary resources to undertake works of such nature including equipment and software required. The key experts shall personally carry out (with any assistance of other experts deemed appropriate) the services as described in this TOR.

The Team Leader and the Key Experts should have the following minimum qualifications:

Position	Educational requirements	Experience required
Team Leader:	A minimum of a Master’s degree in communication from a university recognized in Kenya.	A minimum of 8 years’ professional experience out of which 5 years on issues related to Communication and media management. Proven experience in implementation of Four (4) similar assignments. Membership with Public Relations Society of Kenya (PRSK)
Key Expert 1: Creative Director	A minimum of Bachelors Degree in Communication, Public Relations, Marketing or a related field	A minimum of 5 years’ professional experience in communication/Public Relations

		<p>Proven experience in implementation of Three (3) similar assignments.</p> <p>Membership with Public Relations Society of Kenya(PRSK)</p>
Key Expert 2: Digital Media Manager	A minimum of Masters Degree in Communication/ Public Relations/ or related fields	<p>A minimum of 4 years in communication/Public Relations</p> <p>Proven experience in implementation of Three (3) similar assignments.</p> <p>Membership with Public Relations Society of Kenya(PRSK)</p>

9. Management and accountability of the assignment

The Consultant will enter into a contract with the National Treasury and will work closely with the communication teams and report to the Program Coordinator, FLLoCA.

10. Obligations of the Client

The client will support the Consulting Firm in organizing the first introductory meetings with key stakeholders through submission of prior notice and accompanying letters. The client will also support the Consulting Firm, where possible, in getting access to core documents necessary for undertaking the assignment.

11. Obligations of the Consulting Firm

The Consulting Firm shall provide a proposed program for executing the consultancy, with the specific milestones clearly marked on it. The Firm shall be responsible for the provision of all the necessary resources to carry out the services under the contract and any other required resources.

The consulting Firm is expected to undertake activities that will ensure that outputs are consistent with the professional and legal requirements. In addition to the man-power, the Firm is expected to organize all transport and logistic for the assessment. All team members are expected to have their own (portable) computer.

The consulting firm shall provide all necessary resources to deliver the assignment including non-key experts and other short term personnel.

12. Propriety Rights of Client in Reports and Records

All the reports, data, and information developed, collected, or obtained from the Client, and other institutions during this exercise shall belong to the Client. No use shall be made of them without prior written authorization from the Client.

At the end of the contract, the Consulting Firm shall relinquish all data, manuals, reports and information (including the database, and related documentation) to the Client and shall make no use of them in any other assignment without prior written authority from the Client. All intellectual property rights in or relating to any works produced during this consultancy shall belong to the Client.