



**REQUEST FOR EXPRESSIONS OF INTEREST  
(CONSULTING SERVICES – FIRM SELECTION)**

[KENYA]

**Project Name:** **The Regional Scholarship and Innovation Fund (RSIF) for Applied Sciences, Engineering and Technology**

**Grant No.:** **D347-3A**

**Assignment Title:** **Communications and Outreach Consultancy Services for the Regional Scholarship and Innovation Fund (RSIF).**

**Reference No:** **KE-ICIPE-209698-CS-QCBS**

The International Centre of Insect Physiology and Ecology (*icipe*) has received financing from the World Bank toward the cost of the Regional Scholarship and Innovation Fund Project and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) aim to contribute to the successful implementation of the RSIF Communications Strategy and achievement of its goals and objectives. The assignment will contribute to increasing the visibility of RSIF and effective sustainable resource mobilization for RSIF and achievement of its desired impact on Africa’s socio-economic transformation. The assignment will be implemented in liaison with the RSIF RCU for a period of 1 year beginning April 2021. The assignment aims to make use of a highly targeted strategy, with high efficiency in implementation of RSIF’s plan that will ensure “snowballing” visibility across key audiences at modest cost.

The detailed Terms of Reference (TOR) for the assignment can be found from page 3 to 7.

The International Centre of Insect Physiology and Ecology 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:

- a. Evidence of firm’s legal status, e.g. statutory registration documents (Certificate of Incorporation for Limited companies, PIN and VAT registration Certificates, Relevant registration with regulatory bodies) and postal address, physical location, Tel/E-mail/Website addresses and contact persons.

- b. Core business of the firm in providing communications, media relations and outreach, public relations or similar discipline as demonstrated in the firm’s organisational profile, and ten (10) years’ experience in the business.
- c. Relevant Experience: Examples of at least three (3) references from reputable organisations and whom the firm has provided services of similar nature as sought by *icipe*.
- d. Technical and managerial capability of the firm.

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 (“Procurement Regulations”), 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 obtained at this address ([rsiftenders@icipe.org](mailto:rsiftenders@icipe.org)) during office hours **08:00 – 17:00 hrs East Africa Time**.

Expressions of interest must be delivered in a written form to the address below (in person and deposited in the ***icipe* Tender Box, located at *icipe* Duduville campus, Kasarani, Nairobi (Carroll Wilson Building, Ground Floor) (for local firms) or submitted via courier to the address below (for overseas firms)** on or before **22<sup>nd</sup> January 2021 at 11:00 hrs, East Africa Time**. The bids will be opened the same date and time, in the presence of those submitting. The submissions in hard copy should be clearly marked: ‘**Expression of Interest – Communications and Outreach Consultancy for the Regional Scholarship and Innovation Fund (RSIF)**’. REF: **KE-ICIPE-209698-CS-QCBS**. Electronic submissions will not be permitted.

International Centre of Insect Physiology and Ecology (*icipe*)

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**TERMS OF REFERENCE FOR CONSULTANCY SERVICES**  
**Communications and Outreach Consultancy for the Regional Scholarship and Innovation Fund (RSIF)**

[KENYA]

**Project Name: The Regional Scholarship and Innovation Fund (RSIF) for Applied Sciences, Engineering and Technology**

**Reference No:** KE-ICIPE-209698-CS-QCBS

**Grant No.:** D347-3A

**Application deadline:** January 22, 2021

**Expected start date:** April 2021 for a duration of 1 year.

### **A. Background**

The Regional Scholarship and Innovation Fund (RSIF – [www.rsif-paset.org](http://www.rsif-paset.org)) was launched in 2015 by His Excellency Macky Sall, President of the Republic Senegal, together with other African government leaders. The goal of RSIF is to build sustainable doctoral training, as well as research and innovation ecosystems to develop transformative technologies in Africa for economic growth and development. RSIF aims to train a critical mass of African researchers in the applied sciences, engineering, and technology (ASET) to increase the contribution of science to Africa’s economic development. RSIF is the flagship program of the Partnership for skills in Applied Sciences, Engineering and Technology (PASET)<sup>1</sup>. RSIF will increase the capacity of African universities to undertake high quality and impactful research and innovation; and to train doctoral students. At present, RSIF is supported by contributions from nine African governments including Benin, Burkina Faso, Côte d’Ivoire, Ghana, Kenya, Mozambique, Nigeria, Rwanda, Senegal; the World Bank; and the Government of Korea. The list of RSIF partners is expected to continue growing.

RSIF is the first pan-African science fund focused purely on doctoral training, research and innovation that is owned and managed by African governments and designed to respond to African challenges. The Fund has two financing components: (i) a general fund, which supports PhD training, research and innovation projects annually and (ii) a permanent or endowment fund, whose proceeds will be channeled into the general fund to ensure sustainability of RSIF. A recently completed feasibility study on the establishment of the RSIF endowment fund, highlights the need to mobilize at least US\$ 0.5 billion from public and private funders, including African governments, bilateral and multilateral institutions, foundations and philanthropists and the private

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<sup>1</sup> PASET is an African initiative led by African governments to address systemic gaps in skills and knowledge required for long-term sustained economic growth in sub-Saharan Africa. More information on PASET can be found at [www.rsif-paset.org](http://www.rsif-paset.org)

sector. The RSIF endowment fund will use the pool of permanent capital up-front to generate returns to support RSIF activities. In the short term (2024) the objective is to mobilise at least US\$50 million to the RSIF general fund and US\$15 million into the RSIF endowment fund.

Communication is seen as the primary strategy and tool for supporting resource mobilisation and realisation of RSIF objectives. The recently developed RSIF Communication Strategy seeks to: (i) Enhance awareness of RSIF as a corporate entity, as well as the general fund's three windows<sup>2</sup>; and (ii) Support efforts to increase investments in RSIF, including ensuring the Fund's sustainability and attainment of its desired impact on Africa's socio-economic transformation. As such, the Communications Strategy is oriented for wide geographical reach and impact, proposing the use of a targeted "devolved campaign approach", allowing flexibility for adaptation to national level scenarios. The assumption is that stakeholders – individual and institutions – will play a major role in this process, if provided with clearly designed campaign themes, aims, messages and call-to-actions; a sense of ownership; and strengthening of their communications related capacities.

The International Centre of Insect Physiology and Ecology (*icipe* - [www.icipe.org](http://www.icipe.org)) serves as the Regional Coordination Unit (RCU) of the Regional Scholarship and Innovation Fund (RSIF). *icipe* has received financing from the World Bank for the cost of the RSIF Programme and intends to apply part of the proceeds for services to achieve RSIF objectives through communications and branding. *icipe* is seeking for an experienced communications firm to work with its communications team to support the implementation of the RSIF Communications Strategy.

## **B. Scope of Work**

The aim of this assignment is to contribute to the successful implementation of the RSIF Communications Strategy and achievement of its goals and objectives. The assignment will contribute to increasing the visibility of RSIF and effective sustainable resource mobilization for RSIF and achievement of its desired impact on Africa's socio-economic transformation. The assignment will be implemented in liaison with the RSIF RCU. The assignment aims to make use of a highly targeted strategy, with high efficiency in implementation of RSIF's plan that will ensure "snowballing" visibility across key audiences at modest cost.

Under the leadership of RCU, the services to be provided by the Consultancy firm will include:

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<sup>2</sup> The RSIF supports students and universities in sub-Saharan Africa to establish high-quality instruction and research and innovation environments and to develop institutional capacity through the following three windows:

**Window 1: Scholarships for PhD training:** The scholarships finance 3 to 4-year PhD training programmes for citizens of sub-Saharan African countries at competitively selected African Host Universities.

**Window 2: Research Grants:** Grants are awarded competitively to faculty engaged in PhD training in African Host Universities and to RSIF graduates who obtain a post-doctoral or permanent position in an academic institution or research center in sub-Saharan Africa.

**Window 3: Innovation Grants:** Innovation grants are awarded competitively to RSIF scholars and faculty who submit joint innovation project proposals with private companies. Innovation grants enable faculty and researchers to collaborate with industry and translate outputs of their research into practical uses either through existing companies or by starting up new enterprises.

1. Undertake a rapid analytic review of RSIF communication and provide an assessment of its performance in relation to its different target audiences, to improve future communication efforts.
2. Provide strategic advice on trends, developments or changing circumstances that may be harnessed by RSIF (including the landscape of applied sciences, engineering and technology in Africa).
3. Develop a distinctive branding for RSIF (narrative, mission and vision, tagline, images e.g. logo) and brand book to ensure consistency in messaging, visual identity, and representation in all communications materials and platforms, including website, social media, handouts, brochures, presentations, posters, banners etc.
4. Develop a package of standard materials for all communication purposes, to be used by all the partners in the PASET-RSIF network for wider impact.
5. Prepare user-friendly communication guidelines and tools in English and French to be popularized and used by all the partners in the PASET-RSIF network.
6. Support RSIF to effectively package its products for different target audiences including messaging, layout, and communication channels aligned to the campaign approach.
7. Design and support RCU roll out of thematic events and investment drives to support RSIF's resource mobilization to ensure investment into the RSIF Endowment and General Funds.
8. Provide support for the planning, organization and implementation of RSIF convenings (seminars, meetings, roundtables, conferences), and other events (for example, relevant global observance days for RSIF) to ensure visibility and to meet resource mobilization targets.
9. Organize global, continental and national RSIF visibility campaigns.
10. Provide technical backstopping support to RCU on communications related issues.
11. Contribute to enhancing geographical reach of RSIF's communication activities.
12. Support RSIF's transition into digital communication as per growing trends.

### **Role of the RSIF RCU, *icipe***

The RCU (*icipe*) will oversee the implementation of the assignment and ensure:

1. Development of communication protocols, outlining responsibilities and procedures for the firm, including approvals and quality management of all communication activities.
2. *icipe* will provide relevant documents and resources, including the updated communications strategy as well as draft social media strategy to guide the tasks.
3. Identify experts and champions (individuals within RSIF, *icipe*, AHUs etc.) to be positioned and nurtured as experts as part of implementation of this assignment including for media interviews etc.
4. Revamp the RSIF Website to align to the new branding strategy.
5. Provide the relevant approvals for each deliverable, in line with *icipe* policies and procedures.
6. Support identification and printing of communications outputs and other materials.
7. Provide translation and interpretation services relevant to the assignment.

### C. Expected deliverables

The consultancy firm will be expected to deliver the following items, to the satisfaction of the RCU, during and at the end of the contractual period:

<b>Deliverables</b>	<b>Timeline</b>
A report on the analytical assessment of RSIF's current communication efforts with benchmarks	By mid of the 1 <sup>st</sup> month.
RSIF branding strategy and manual with relevant brand templates that clearly define the RCU's image within the context of PASET and <i>icipe</i> developed and implemented. These include, but are not limited to, logo, boilerplate and other templated documents (e.g. letterheads, business cards, complimentary slips, banner design, document letterheads, business cards, complimentary slips, banner & poster design, document and presentation templates etc.) and related items.	By the end of 1 <sup>st</sup> month.
Framework for standard campaign approach and two-year RSIF campaign strategy including e.g. international and regional days (UN Women day; youth day etc) to which campaigns would be anchored to meet goals of the RSIF communication strategy design prepared and approved	By end of 2 <sup>nd</sup> Month
Monthly dissemination strategy indicating content per outlet	Last Thursday of every month
In line with approved strategy, design <i>batch one</i> of communication collaterals to support RSIF branding and campaigns (to be availed in English and French) – Generic products, for example PowerPoint slides, and boilerplate acknowledging donors and partners, draft press releases, draft written content including op-eds, and fundraising materials including teasers and campaigns within countries and globally.	Through and by end of the 3 <sup>rd</sup> month.
Monitoring and evaluation assessment template/tools which includes outreach/communication indicators	By the end of the 2 <sup>nd</sup> month.
Detailed contingency crisis communications plan mapping out possible instances of crisis RSIF may face	By the end of the 3 <sup>rd</sup> Month.
Detailed proposal, with suggested dates and content for communications training and capacity building workshops for delivery by RCU	By the end of the 3 <sup>rd</sup> month.
Templates containing tailored and targeted messaging to advance the goals of RSIF during events, e.g. for resource mobilization events, brand awareness etc	By the end of the 4 <sup>th</sup> month.
Based on lessons design of <i>batch two</i> of communication collaterals for (To be availed in English and French) – Generic materials (banners, posters, brochures etc.) for campaign and other RSIF events.	By the end of the 5 <sup>th</sup> month.
Design <i>batch three</i> of communication collaterals (To be availed in English and French) including updated materials for campaign and other events.	By the end of the 7 <sup>th</sup> month.
On-going communications support to RCU as needed	Monthly
Brief quarterly report including statistics on key outreach, engagement and progress towards resource mobilization (endowment and general	Every quarter

fund) and other impact indicators as reflected in the monitoring and evaluation plan with recommendations for improvement.	
One final report to RSIF detailing the work undertaken, contribution to resource mobilization and the RSIF Communications strategy going forward.	By the end of Contract.

#### **D. Qualifications**

*icipe* is looking for a competent, results-oriented, and effective communication firm to support the work of the RSIF. Specific attributes being sought include:

1. Specialization in communications, media relations, public relations or similar discipline.
2. Minimum 10 years' experience working in communications with highly developed communication skills, including ability to draft/edit texts and to articulate ideas in a clear, concise style to a variety of audiences.
3. Experience with working in the field of higher education, science, technology and innovation for an international audience would be an added advantage.
4. Capacity of firm should include: Photography, videography, animation, graphic design, social media communication, digital communication, and media monitoring and evaluation.
5. Track record of developing and implementing innovative communication activities in Africa.
6. Proven record of maintaining good relationships and experience of collaborative activities with clients at various levels.
7. Experience in communications campaigns linked to resource mobilization objectives.
8. Demonstrates initiative, creativity and flexibility in delivery within stipulated deadlines.
9. Proven experience in brand identity management including design experience.
10. Previous working experience with regional or international organizations is a key advantage.
11. Team members with the ability to read and write in an effective and compelling manner in English. Ability to produce high-quality of work in French will be an added advantage.

#### **E. Criteria for selection of the best offer**

The Consultant will be selected in accordance with the criteria laid down in "Selection Based on Quality and Cost Based Selection (QCBS) method set out in the World Bank's Procurement Regulations for IPF Borrowers July 2016, Revised November 2017 and August 2018 which can be found at the following website: [www.worldbank.org](http://www.worldbank.org)