



TERMS OF REFERENCE FOR CONSULTANCY SERVICES
**Consultancy for Marketing, Communications, Branding and Outreach 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-127398-CS-QCBS

Grant No.: D347-3A

Application deadline: September 13, 2019

Expected start date: November 2019 for a duration of 2 years.

A. Background

The Regional Scholarship and Innovation Fund (RSIF – <https://www.rsif-paset.org/>) is one of the flagship programs of the Partnership for skills in Applied Sciences, Engineering and Technology (PASET). PASET is an African initiative led by African governments and their key partners to address systemic gaps in skills and knowledge necessary for long-term, sustained economic growth in sub-Saharan Africa (SSA). Launched in 2013, the Partnership makes use of a regional, collaborative approach that brings together African governments, local private sector and donors to revitalize Africa’s tertiary education. PASET work to strengthen higher education and TVET institutions and programs refocusing them towards development of excellence in science, technology and innovation. It also aims to build skills across key sectors as a means of driving development on the continent. Since its launch, PASET has expanded its footprint and about 30 SSA countries have participated in PASET activities and events

Regional Scholarship and Innovation Fund (RSIF) is PASET’s flagship program. RSIF is the first pan-African science fund that creates a sustainable mechanism for pooling funds from multiple contributors, including governments, donors and private sector. It has an inclusive but nimble governance structure and aims to be efficient in implementation while adhering to high standards of fiduciary oversight. The RSIF is structured around three windows: a) PhD scholarships which competitively awards bursaries to students to be hosted at 11 rigorously selected African Host Universities; b) Research grants to enhance knowledge generation responsive to African challenges in the ASET fields and c) innovation grants to enhance development of transformative technologies and capacity for innovation at African knowledge institutions and across five priority thematic areas selected by PASET¹. To enhance sustainability, RSIF will establish: A General Fund that is expected to grow to USD50 million by 2024 that will be used to pool resources from African governments, donors and the private sector; and a Permanent Fund (to grow initially to USD15 million). Attracting donors and partners to contribute to the fund will require fundraising, that should be built on a broad awareness and brand presence of RSIF’s work the pan African fund will target greater participation by African countries and other donors.

¹ see www.rsif-paset.org for more information

The International Centre of Insect Physiology and Ecology (*icipe* - <https://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 Project and intends to apply part of the proceeds for service to support the marketing, communication, branding and outreach for RSIF.

B. Scope of Work

The purpose of this assignment is to position the RSIF as the premier sustainable pan-African science fund, focused on building high quality applied research capacity in Africa. It aims to develop a comprehensive communications, outreach and branding strategy and related products for the RSIF. The strategy and products should serve different stakeholders in managing, implementing and overseeing RSIF, including:

- (i) the Regional Coordination Unit that has the primary responsibility for implementing RSIF and mobilizing funding;
- (ii) the PASET African Host Universities in sub-Saharan Africa which deliver the programs;
- (iii) the PASET Executive Board and Governing Council which oversee the implementation of RSIF; and;
- (iv) the governments that are contributing to the RSIF (and those that are potential contributors).

The assignment is expected to deliver a comprehensive marketing, communications, branding and outreach strategy and plan for RSIF. The program is expected to include: a) innovative marketing and branding insights to RSIF's communications with emphasis on marketing and brand building solutions; b) outreach strategies; c) creative work; d) advertising campaigns; e) writing of high-level analytical briefs and f) general support to RSIF's communications, amongst others. It will also include supporting RSIF to package its products in a way that is compatible to the needs of its audiences, including governments, donors and the private sector. The RCU and the contributors to RSIF expect a very high level of visibility and understanding of RSIF on the continent as a result of this assignment.

The firm, with guidance from the RSIF Regional Coordination Unit (RCU), will be responsible for the following activities:

1. Undertake (i) an analytic review of the RSIF communication since its inception, assessing its strengths, weaknesses and impact on different audiences and a provide an assessment of the extent to which the RSIF is currently known amongst different target audiences and (ii) a comparison of communication strategies, approaches and materials of comparable programs (focusing on scholarships and science capacity building) on the continent and possibly elsewhere in order to help develop a unique RSIF branding.
2. These findings should then be translated into communication documents and reports. Some of these documents are marketing briefs, competitive analyses, campaign recap decks, and so forth.
3. Develop relevant and coherent principles of communications that underpin RSIF's outreach and brand positioning and a coherent communication program, covering the below. The Communication Program should help to increase RSIF's visibility in current and potential participating countries, donors, the private sector and other target audiences
 - A Communication Strategy
 - A Communication Action Plan (detailing communication objectives, internal and external audiences, messages, and communication channels, type of media and social media, frequency, and formats.)
 - Implementation Plan
 - Crisis communications plan.

- Monitoring and evaluation plan.
 - Maximizing implementing universities' communications capacity and networks with an aim of communicate RSIF's key messages effectively.
4. In consultation with the RCU, the firm should identify innovative platforms, avenues, products and initiatives that help RSIF better convey its key messages, through targeted outreach.
 5. With RCU's guidance, develop marketing and branding materials, including for graphic design, digital media, social media, print and audiovisual (to be made available in English and French).
 6. Creatively enhance and/or update all RSIF publications, including Power Point presentations, logos, flyers, pull up banners, etc., (in English and French) recommending innovative ways to publish/ publicize them and ensuring their quality, printing and dissemination.
 7. Lead the content development, update and production of a wide range of publications and reports (in English and French) that showcase RSIF's progress such as newsletters, project sheets, leaflets, brochures, targeted reports, etc. and ensure their quality, printing and dissemination.
 8. Help to design, manage and roll out thematic events such as, but not limited to, seminars, meetings, roundtables, and participation to conferences that will support RSIF resource mobilization, particularly for the private sector.
 9. Define guidelines for specific events management including for resource mobilization
 10. Devise innovative and effective ways to monitor and evaluate the impact of the communication efforts support on RSIF's target audiences (both French and English).

C. Expected Key Deliverables

The Consultant will be expected to deliver the following items, to the satisfaction of the RCU, during and at the end of the period of the project:

Deliverables	Timeline
A Report on the analytical assessment of RSIF's current communication efforts and comparisons with other ongoing relevant programs	By the end of the 3 rd month.
Final RSIF Implementable and evaluable Communication Strategy, comprising the key elements listed above.	By the end of the 4 th month.
RSIF branding strategy and manual with relevant brand templates that clearly define the RCU's image within the context of PASET and icipe. These include both the logo and templated documents.	By the end of the 4 th month.
Templates for specific events management including for resource mobilization	By the end of the 4 th month.
Content production, publications and materials for different RSIF stakeholders: RSIF Information Education and Communication (IEC) materials and products including final documents and/or templates for brochures, PowerPoints, logos, pull-up banners, flyers, press releases, letterheads, among others.	By the end of the 1 st year.
A database of contact information of regional and international media outlets.	By the end of the 1 st year.
Quarterly report on key communication indicators as reflected in the monitoring and evaluation plan, including feedback from RSIF stakeholders about the visibility on the continent	Every quarter
One final report to RSIF detailing the work undertaken and its projected impact	By the end of the 2 nd year.

D. Qualifications

icipe is looking for a competent, results-oriented, and effective communication and marketing firm to support the work of the RSIF.

Specific attributes include:

1. Specialization in communications, marketing, 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. Proven record of maintaining good relationships and experience of collaborative activities with clients at various levels.
4. Track record of innovative marketing activities will be an added advantage
5. Previous working experience with regional or international organizations will be a key advantage
6. Team members with the ability to read and write well in English. Working knowledge of 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