Terms of Reference
Afghanistan Sustainable Energy Week

Project: Energy Sector Improvement Program (ESIP)
PN: 2018.2006.7.001.00

Background

The Ministry of Energy and Water (MEW) is the responsible Ministry for the development of the energy sector in Afghanistan. This includes the design as well as the implementation of policies, strategies and sector plans. More importantly, MEW is tasked to encourage public and private actors to implement these policies and strategies, ensuring that the provision of energy satisfies the increasing demand of energy by population, industry including local enterprises, commerce, and transport mainly in rural Afghanistan. Only one-third of the population of Afghanistan has access to electricity. In larger urban areas the access rate is 70% of the households as compared to just 20% of the households in rural areas where three-quarter of the population live. Frequent power cuts and rationing are an everyday occurrence. This hampers production capacity and the urgently needed economic growth. More than 85% of Afghanistan's energy needs, especially in rural areas are met by traditional biomass, mainly wood, bushes, and animal dung.

The GIZ Energy Sector Improvement Program (GIZ/ESIP) as the successor of Institutional Development for Energy in Afghanistan (GIZ/IDEA) commenced its new phase in October 2018. ESIP overall program in Afghanistan is set to 1) Improve cooperation between key actors in the Afghan energy sector at centralized and decentralized levels; 2) The Afghan private sector has access to market-based quality standards and maintenance concepts for photovoltaic and solar thermal systems, including a marketing strategy; 3) basic training and professional upskilling by public sector employers and university have been improved; and 4) municipalities in the Panj-Amu river basin have new technical and economic approaches for operating their renewable energy installation by Dec. 2022. The output 4 is mainly addressing climate change in Afghanistan through sustainable energy and ecosystem management, a co-funding program by European Union (EU) and the German Federal Ministry for Economic Development Cooperation (BMZ). GIZ/ESIP is working to identify possible locations/municipalities in the Panj-Amu river basin villages for MHP rehabilitation and PV installation.

List of acronyms

MEW	Ministry of Energy and Water
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH
ESIP	Energy Sector Improvement Program
IDEA	Institutional Development for Energy in Afghanistan
RE	Renewable Energy
EE	Energy Efficiency
DABS	Da Afghanistan Breshna Sherkat
KPU	Kabul Polytechnic University
DM	Deputy Minister
EMC	Event Management Company/Consultancy
PV	Photovoltaic
MHP	Micro Hydro Power
ASEW	Afghanistan Sustainable Energy Week

Brief Description of the Assignment

ASEW is a week-long energy conference for intrigued and concerned parties (political, academia and energy market players). The week comprises a series of exhibitions, workshops and networking sessions engrossed on key issues within the energy sector. The first event was held in 2017. The event is organized by MEW with the technical and financial support of GIZ-ESIP.
This event is going to take place for the 2nd time in April 2020 to gain more political well in the energy sector and ensure academic, private, and governmental sectors involvement and achievements are in line with MEW's 5-year energy plan.

This is, therefore, a call for professional event management consultancy firms to submit their proposals to manage and set out the entire series of events, and awareness programs projected through this term of reference, in accordance to the GIZ standards. The end goal is to bring together all the players of energy sector, raise the awareness of the private sector regarding the policies and regulations in place, raise the awareness of the public to save energy and adopt measures for energy conservation and efficiency, and in long-run increase the portion of renewable energy in the energy mix of the country to achieve self-sufficiency goals reflected in energy policy of Afghanistan.

Objectives

All technical and logistical arrangements related to hosting three days of successful and professional events under the name of ASEW in Kabul and a range of awareness campaigns/events for up to 3000 participants from different groups including, women, children, religious scholars (Imams), etc. in Afghanistan are managed and conducted.

Scope of work

GIZ-ESIP together with MEW seek the services of an EMC to hold and organize the ASEW in December 2019. This will include the corresponding awareness programs on RE and EE. Two main activities/deliverables including awareness programs/events along with the provision of PR and publications for ASEW are to be considered by the bidders as follows:

1. Afghanistan Sustainable Energy Week Event Management

A three days event that will embody series of presentations, panel discussion, deep-dive workshops, and knowledge fairs addressing the importance and role of RE and EE in the future consequences of the country during the three-day events. The events will take place in Kabul Polytechnic University during the month of April 2020 based on the security conditions and request of MEW. ASEW is a platform that bridges the gap among the people, stakeholders, and the Energy Sector leadership and government.

1.1. Logistic Arrangements:

1.1.1 Invitations and RSVP

- Liaising with all Energy Sector stakeholders including national and international partners in attending the events.
- Inviting all other relevant participants suggested and determined by MEW to the events.

1.1.2 Delegates and Speakers/Presenters of the Events (including but not limited to):

- Invite, follow up and assuring the availability of each individual speaker identified by ASEW steering committee.
- Developing the profiles of the expected delegates attending the events.
- Welcoming the delegates and Participants (a welcoming team is required to place the high-level delegates and participants on their right chairs with professional behavior).

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1.1.3 Security Arrangements (including but not limited to):

- Ensuring the government protocols and coordinating with security entities with the support of MEW in relation to maintaining the security in the event's sites.
- Providing 2 handheld and 1 body scanner metal detectors.
- Providing 2 backup ambulances for the event.
- Providing 10 First Aid Kits -to be donated to KPU.
- Providing and installing 5 Fire Extinguishers (6KGs) -to be donated to KPU.

1.1.4 Registration (including but not limited to):

- Developing and implementing a mechanism to ensure enough number of people from different target groups are persuaded to attend the events.
- Developing a registration strategy to the event's participants.
- Distributing badges for the participants of the event.
- Providing a help/information desk.

1.1.5 Event Arrangements (including but not limited to):

- Stage design and decoration of up to 80sqm.
- Providing Washrooms and Restrooms cleaning services.
- Providing roundtables for the hall.
- Providing 3D logo of the event.
- Providing carpets required for the hall (25m*15m) -to be donated to KPU.
- Providing Plasma Screen (10m*3m).
- Providing an all-inclusive sound system.
- Providing a complete and professional Lighting system.
- Arrangement of vehicles parking spaces.
- Providing 8 indoor standing flags of Energy Sector stakeholders.
- Provision of 200 liters of petrol fuel as the electricity backup (Generator is available in KPU).
- Providing Refreshment (2 times) and Lunch (Parcel Packages) for 1350 participants for the three days of the ASEW event (450/day), and Refreshment (2 times) and Buffet lunch for 300 VIPs for the three days of the event (100/day).
- Arrangement of the Lunch and Refreshment service spaces including tint, tables, and chairs/other required material -the lunch area shall be arranged in a different location than of the event hall.

1.1.6 Communications and Public Relations (including but not limited to):

- Design and Installation of 30 Billboards across the congested Kabul City streets.
- Provision and installation of 200 A2 publicizing information posters across the Kabul Public and Private Institutions
- Provision and installation of indoor and outdoor banners, and press banners (390 sqm).
- Provision of 25 Stand Banners.
- Provision of 20 informatory Signposts for the event.
- Provision of 2000 packages each including a Pen, an A5 Leather Notebook with printed ASEW logo, and printed paper handbags.
- Instant photography of 400 participants to be placed on a 10 sqm pinboard
- Providing 3 touch-screen devices/computers for transferring the event's data to participants via WeTransfer/Dropbox/Google-Drive with a high-speed internet connection.
- Provision of 400 leather bags with printed ASEW's logo.
- Provision of 700 invitation cards.
- Provision and distribution of 15 Branded glass-made tokens of appreciation to be presented to different involved institutions.
- Provision and distribution of 10 branded glass-made a token of appreciation to be presented to the working committee board.
- Designing and Printing 700 badges for the event's participants.
- Inviting media partners to cover all the related activities including the event's live broadcast, panel discussions, and overall media coverage.
- Development of 8 different teasers of 12 seconds.
- Broadcasting the commercial teasers for up to 250 times in two different leading (highest share of viewers) TV channels during peak hours of Mornings and Evenings,
    - Liaising with TV stations and making sure the programs/events are covered in provincial and national TV news spots.
- 3 Year Hosting, upgrading, and managing of ASEW's website
- Promotion of ASEW social media page for 700K viewers
- Photography and videography of all events and production of a 10-min, and a 5-minute documentary of the ASEW2019.

1.1.7 Program moderation and technical support

Apart from the event logistical arrangements, technical arrangements i.e., development of speeches of the key speakers, writing memos relevant to event objectives, writing articles, conducting press media conferences, etc. are essential parts of the program which is elaborated as below.

1.1.7.1 Content writing and PR, including but not limited to:

- Development of speeches for the key speakers including ministers, CEO and the president.
- Writing memos and generating public relations content focusing on the objectives of the event.

- Writing articles and informative pieces of information for the public mass
- Getting press coverage,
  - Conducting a press media conference pre-event, and lineup to expand the media list by identifying journalists interested in the topics. Making sure they are invited to the event and are supporting the coverage and publications.
  - Writing press pitches in all the three phases of the event (pre-event, during the event, and post-event) to build the foundation for persuading the readers turning into participants. This activity must also focus on providing information for the media and journalists and making sure the right and adequate information are being shared.
  - Monitoring and coordinate closely with the EMC to assure the promotional content is placed, publicized and conducted.

1.1.7.2 Presentation and Moderation, including but not limited to:

- Preparing presentations based on the thematic programs of the event. The presentations must include the recent trends of the energy sector and provide awareness on social measures to be considered by different target groups either attending or following the events.
- Identifying key speakers and presenters from the energy sector. Making sure to support them with their speeches, presentations, and material beforehand.
- Moderating the sessions, panel discussions, and programs considered for the events as per the agreed schedule of ASEW.

1.1.7.3 Invitation and Preparation of the speakers, including but not limited to:

- Inviting the key speakers and expected participants by writing formal invitation emails, letters, and online content. Making sure to provide enough information about the event and proving how fruitful the event is going to be for the recipients.
- Meeting and preparing the speakers in advance making sure they know the concepts and targets of the event and its different thematic approach.
- Rehearsal with the speakers and presenters
- Giving advice on presentations and speeches before the event

1.1.7.4 Program moderation

- Writing and rehearsing scripts relevant to the ASEW's events
- Keeping updates of the ASEW delegates/presenter's biography
- Provision of a check-list and making sure everything is ready before the guest's arrival
- Preparing and implementing all program agenda and sessions, and ensuring all the event's activities go smoothly
- Hosting technical and non-technical sessions throughout the events

2. Awareness programs and campaigns:

Arranging series of campaigns with the aims of raising consumer/user awareness of the costs and environmental impacts associated with renewable energy and energy

consumption addressing a variety of stakeholders, primarily energy consumers/beneficiaries including women and children. This includes awareness workshops for women, painting competition for children, essay writing competitions for youngsters, and awareness programs for religious scholars to convey strong messages to families with the aim of drawing public attention to certain behaviours that can support energy conservation and efficiency. **Awareness programs are budgeted for the year 2019 and are to take place before the ASEW. The ASEW will be held in April 2020.**

2.1. Freshta Painting competition:

This program targets school students of 4-9 grades and concentrates on raising their awareness level on the importance of energy & resource conservation, moral & civic values and a basic illustration of how the renewable energy can be produced. The primary phase of this program includes school visits to reinforce the message of energy & resource conservation, this also includes visiting school students in major cities of Afghanistan. These interactive sessions through visuals (videos, pictures, etc.) and presentations are undertaken to reinforce the content and assess the integration of thoughts into action. Upon concluding the primary phase, school students will be encouraged to participate in a painting and essay writing competition, through which they will represent their thoughts of the energy conservation in a painting, and an essay. The 10 best paintings and 10 best essays will subsequently be awarded in the Afghanistan Sustainable Energy Week, additionally, the winning essays and paintings will be printed in large sizes and will be exhibited in the exhibition that will take place parallel to ASEW events. The program shall target 8 schools (Male/Female) in provinces namely Herat, Balkh, Takhar, and Badakhshan, and in Kabul, it shall target 6 schools (Male/Female). It's worth mentioning that the program shall target two different target groups, students of 7,8,9 grades (who will be competing in essay writing competition, and would be learning relevant basic knowledge about RE, EE and EC) and students of 4,5,6 grades (who will be competing in painting competition and will be learning basic knowledge about Energy conservation), conducting two different parallel sessions for approximately 100 participants in each school in a single day.

2.1.1 Required arrangements:

- Liaising with the Ministry of Education and identifying the schools.
- Preparing the awareness package (contents that will be delivered to the relevant groups, and conducting the events).
- Forming a jury team in provinces and in Kabul to identify the 10 best paintings and 10 best essays.
- Provision and distribution of 20 glass-made tokens of appreciation for the winners of the competition.
- Providing transportation and accommodation services for up to 16 winners of the competition in Kabul ensuring they will attend ASEW's opening ceremony and receiving their tokens of appreciation from the Minister of Energy and Water
- Preparation of the press releases for each event at least 5 days prior to the event.
- Provision of 700 stationary packages for the painting competition,

    - Each package shall include a Pencil, A3 and A4 papers, a colored pencil package, and a paper holder.
- Provision of 700 stationary packages for the essay writing competition,
    - Each package shall include a pen, and a notebook with printed ASEW logo -the notebooks will contain printed cover page.
- The programs to be conducted a month prior to the ASEW.

2.2. Women and Energy:

This program concentrates on raising the level of awareness by educating women on the importance of energy and resources conservation and behavioural reaches that can add to electricity savings in the household. Up to 7 events shall be conducted for women in Kabul, Balkh, Herat, Takhar and Badakhshan provinces. This includes delivering contents that assure change in women's behaviour in response to using energy in an efficient manner. The events shall be arranged for up to 700 women who will receive the mentioned awareness program in each province.

2.2.1 Required Arrangements:

- Liaising with the Ministry of Women's Affairs for the better coordination of the events.
- Preparing the awareness packages (contents that will be delivered to participants).
- Identifying and inviting relevant organizations and institutions to the event .
- Conducting 4 awareness campaigns in Herat, Balkh, Takhar and Badakhshan provinces.
- Conducting 3 awareness campaigns in Kabul province.
- Liaising with the TV channels and ensuring the events are covered in national TV news spots.
- Provision of banners and stand banners,
    - This includes one stage banner and two stand banners relevant to the program for each event.
- Providing catering services, this includes providing two times refreshment and lunch for the participants of the event
- Preparation of the press releases for each event at least 5 days prior to the event
- Developing and implementing a mechanism to ensure enough number of women from different target groups are persuaded to attend the events.
- The venue shall be arranged in coordination with MEW, the required preparations like stage design, round tables provision, heating or cooling systems, etc. is the responsibility of the EMC.
- 1000 illustrative and informative brochures/booklets on the EC topic,
    - Content and design to be prepared in coordination with MEW and GIZ-ESIP.
- The programs to be conducted a month prior to the ASEW.

2.3. Energy Conservation and Deployment of Renewable Sources -Awareness for Islamic/Religious Scholars and Imams

This program will concentrate on raising the level of awareness of Imams on the importance of energy conservation and moral and civic values. It's anticipated that the issues addressing energy shall be conveyed to the public mass during Friday Prayers through Imams focusing on the importance of energy conservation and deployment of home/domestic and renewable generation sources of energy, the ECM is thus tasked to deliver the required education/training to Imams prior to the Friday Prayers (Jummah Prayer). The program is to be conducted with close coordination with the Ministry of Haj, Provincial Uloma council in Kabul, Herat, Takhar, Balkh, and Badakhshan.

2.3.1 Required Arrangements:

- Liaising with the Ministry of Hajj and Religious Affairs for better coordination.
- Preparing the awareness package (contents that will be presented to the participants), and conducting the event.
- The venue shall be arranged in coordination with MEW, the required preparations like stage design, round tables provision, heating or cooling systems, etc. is the responsibility of the EMC.
- Preparation of the press releases for the events at least 5 days prior to the event
- Conducting 4 awareness campaigns in Herat, Balkh, Takhar and Badakhshan provinces.
- 500 illustrative and informative brochures/booklets on the EC topic,
    - Content and design to be prepared in coordination with MEW and GIZ-ESIP.
- Conducting 1 awareness campaigns in Kabul province.
- Providing refreshment and lunch for up to 500 participants of the event.
- Provision of one stage banner and two stand banners.
- The program to be conducted a month prior to the ASEW.

3. Experience, Expertise and Required Skills

The EMC shall provide technical and financial offers, describing the methodology of managing and organizing the events, awareness campaigns in detail.

The bidding EMCs shall further possess the following capabilities and experiences:

- Managing similar events with more than 1000 participants, and shall provide relevant proven experiences.
- Relevant experience of working with the international community and the Afghan Government
- Experience of working in projects that require an extensive amount of liaising and communication with different stakeholders and flexibility of responding to changes

The list of personnel required for the technical part of the ASEW are reflected as below,

Position	Academic Qualifications	Experience
Project Manager/Coordinator (10 months)	• Bachelor degree in relevant fields, Master degree is preferred • Professional communication skills in both local and English languages	- 5 years of working experience - Experience and skills in administration, communication, and coordination - Experience in project management
Event Manager (3 months)	• Bachelor degree in relevant fields, Master degree is preferred • Professional communication skills in both local and English languages	- 5 years of relevant and proven experience in event management - Experience and knowledge of the Afghan Energy Market/Sector is an asset - Experience of working in tough environments and projects with short deadlines
Energy Efficiency Expert (65 Working Days)	• Master's degree in Energy, Electrical Engineering, or other relevant engineering fields • Professional communication skills in both local and English languages	- 5 years of working experience in Energy Efficiency - At least 5 years of working experience in implementing EE measures - Experience and knowledge of the Afghan Energy Market/Sector is a must - Experience of content development and leading panel discussions - Proven experience in Article and Paper writing
Renewable Energy Expert (65 Working Days)	• Master's degree in Renewable Energy, Energy or Electrical Engineering • Professional communication skills in both local and English languages	- 5 years of working experience in Renewable Energy - At least 5 years of working experience in implementing Renewable Energy projects - Experience and knowledge of the Afghan Energy Market/Sector is a must - Experience of content development and leading panel discussions - Proven experience in Article and Paper writing

RE&EE Assistant (2 Positions) (5 months)	• Bachelor degree in Engineering or relevant fields	- 2 years of working experience in relevant fields - Adequate knowledge of the Afghan Energy Market/Sector is a must - Proven experience in report writing
Hosts/Moderators (18 Working Days)	• BA in Journalism, PR or related field is preferred • Professional communication skills in both local and English languages	- 5 years of relevant and proven experience in hosting/moderating events - Experience and knowledge of the Afghan Energy Market/Sector is an asset

4. Deliverables

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1	A 10-min, and 5-min documentary of the event with English subscripts (FHD), and entire video recording of the three days event.
2	300 selected FHD, and entire non-selected photos of the three days event (ASEW)
3	A final report including Minutes of different sessions, discussions, awareness campaigns and program outcomes
4	Report of the broadcasted teasers in two different leading TV stations during peak hours of Mornings and Evenings
5	Catering services (2 times refreshment for up to 1650 people, Buffet Lunch for up to 300 people, Lunch (parcel packages) for up to 1350 people.)
6	8 different teasers for the event
7	Conducting 7 awareness campaigns on RE, EE and Energy Conservation (EC) comprising 700 women in Kabul and Herat, Balkh, Takhar and Badakhshan provinces. • Catering services (2 times refreshment, and lunch for 700 women). • Provision of 700 informative and illustrative packages for women (booklets)
8	Conducting 4 awareness campaigns on RE, EE and EC comprising 300 Islamic Scholars in Kabul, Herat, Balkh, Badakhshan and Takhar provinces. • Catering services (2 times refreshment, and lunch for up to 500 Islamic Scholars). • Provision of 500 illustrative and informative packages for Islamic Scholars (Booklets)

9	Conducting 14 awareness campaigns comprising 1400 school students in Kabul, Herat, Balkh, Badakhshan, and Takhar provinces. • Provision of Stationary for 700 school students (4-6 graders) for the painting competition • Provision of stationary for 700 school students (7-9 graders) for the essay writing competition
10	Provision of 300 selected FHD and entire non-selected photos, and short videography of all the awareness campaigns
11	20 Glass-made tokens of appreciation for the winners of the painting and essay competition

5. Time-Frame

The total consultancy work is 10 months
Anticipated contract start date: 22. Dec 2019
Anticipated contract end date: 15. Sept 2020

6. Coordination and Reporting

The ECM will coordinate and report to:

a) GIZ-ESIP designated team
b) Steering Committee of ASEW
c) Ministry of Energy and Water

7. Location

Kabul, Afghanistan

8. Submission by the Consultancy

In response to this Terms of Reference, the Consultant shall submit to GIZ:

- Curriculum vitae(s)
- Financial Offer (unit rates, person-days, accommodation, transport, per diem, consumables, etc.).
- Detailed work plan and schedule

9. Other Provisions

- Security management, transportation, and other logistical arrangements will be under the direct responsibility of the EMC.
- The EMC will be required to be flexible to accommodate changes and additions required by DM for Energy, MEW and GIZ-ESIP.
- The catering services and other logistical provisions must be in accordance with the GIZ policies and standards.
- **Parallel to the ASEW event an exhibition takes place in KPU where Afghanistan Renewable Energy Union (AREU) is responsible for its organization. to avoid miscoordination, the EMC shall be in close contact with AREU and provide the required support to AREU, e.g. security and registrations.**