

Section II: Schedule of Requirements

1. Context

Sustainable Energy for All (SEforALL) is an UNOPS hosted programme working with leaders in government, the private sector and civil society to drive further, faster action toward achievement of Sustainable Development Goal 7 (SDG7), which calls for universal access to sustainable energy by 2030, and the Paris Agreement, which calls for reducing greenhouse gas emissions to limit climate warming to below 2° Celsius.

Achieving these goals will require a radical rethink of the way we produce, distribute, and consume energy. SEforALL is at the heart of this foundational shift to ensure no one is left behind. Drawing on data and evidence, we identify a critical path to success in achieving SDG7.

Former UN Secretary-General Ban Ki-moon launched the Sustainable Energy for All initiative in 2011. Now an independent organization, we maintain close links with the UN, including through a relationship agreement, partnerships with UN agencies and with SEforALL's CEO acting as the UN Secretary-General's Special Representative for Sustainable Energy for All and Co-Chair of UN-Energy. These roles include advising the UN Secretary General and his staff on issues relating to sustainable energy and the implementation of SDG7 and supporting the coordination of sustainable energy issues in the United Nations system.

The ambitions of SDG7 are extraordinary. Aiming to achieve them in the context of the Paris Agreement on climate change involves transformation at a scale never undertaken before. Swift action must be taken by Leaders in governments, private sector companies, institutions, financiers, development banks, unions, communities, entrepreneurs, and civil society. As we enter the final decade to achieve SDG7, SEforALL has strategically chosen to strengthen global agenda-setting while expanding its activities to an engagement model that prioritizes data-driven decision-making, partnerships with high-impact countries and implementation on the ground. The new SEforALL three-year business plan outlines “results offers” that scope out our planned interventions and demonstrate to our funding partners the impact of their support. <http://www.seforall.org>

Powering Healthcare Innovation Fund

SEforALL's Powering Healthcare (PHC) workstream acts as an 'engine room', providing the impetus and solutions needed by governments and their partners to increase investment in and the sustainability of health facility electrification efforts.

Healthcare facility electrification (HFE) contributes to the improvement of health outcomes, promotes access to sustainable energy for all, fosters sustainable industrialization and innovation, and contributes to global efforts to combat climate change.

While substantial progress has been made, challenges persist, particularly in regions with weak infrastructure and limited financial resources. According to the WHO, an estimated 1 billion individuals across the globe currently have local healthcare facilities with no access to power or unreliable power supply. There are serious funding and data gaps, and more collaboration is needed between stakeholders, especially those in government health and energy departments. Currently the business-as-usual approach to HFE is proving inadequate, with the sector lagging behind in the adoption of new ideas and innovations that can help it scale and become more sustainable.

However, there are many opportunities too, such as prospects for private sector involvement in innovative financing and delivery models like Energy-as-a-Service, which provide more sustainable O&M frameworks. Data gaps can be bridged by utilising new systems, smart meters and AI to improve data driven decision making. With the advancements in solar technology and energy-efficient appliances, and the increasing recognition of the importance of energy needs assessments, there is also scope for innovation in these fields.

The Powering Healthcare Innovation Fund is a small-grants facility aimed at unlocking such opportunities and ideas and growing innovation in the HFE sector. The fund supports the deployment of catalytic innovations that can improve access to electricity in healthcare facilities and potentially transform the sector. Through small grants in the range of USD 50,000 to 100,000 each, the fund aims to uncover new solutions to address the market more effectively than current approaches. There are two funding rounds, one in 2024 that has resulted in the selection of three grantees, and a second round to be launched in mid-2025.

Innovation Fund Grantees

The three grantees selected in Round 1 of the Innovation Fund are implementing the following work:

- **Grantee 1 - Uganda**

Providing power for lighting, sterilising medical equipment, running medical refrigerators and laboratories in three off-grid health facilities in the following locations:

- Yinga Health Center 3 in Imvepi Refugee Settlement (Terego District)
- Rhino Camp Health Center 4 in Rhino Camp Refugee Settlement (Madi-Okollo District)
- Odupi Health Center 3 in Odupi subcounty in the host community area (Terego District)

- **Grantee 2 - Madagascar**

Installing solar PV systems in 12 rural health centres in off-grid villages in the Analamanga Region to power lights, medical equipment, sterilizers and vaccine refrigerators. As well

as provide a mobile phone charging station for the public while also charging solar pico lights that the community can rent on a PAYGO basis, providing income to the health facilities for operating the system.

- **Grantee 3 - Nigeria**

Installing zero-emission electrical generators to provide reliable electricity and medical grade oxygen for patient life support. These will be installed at three hospitals in Lagos State, on Lekki Island, who will pay a monthly fee for electricity on a lease-to-own basis.

2. Objective

SEforALL seeks to procure a qualified company (multimedia and media relations) to work under the guidance and supervision of SEforALL's Powering Healthcare (PHC) programme and Communications teams to support the achievement of the following objectives:

- i. Capture and communicate the impact of the Innovation Fund by documenting the work of the three grantees and the corresponding results that the fund has enabled.
- ii. Increase overall awareness and visibility of the grantees' work in their respective countries.
- iii. Increase overall awareness of the Innovation Fund to generate interest for Round 2.

3. Scope of Work

The scope of this assignment is split across the work of the three grantees, with each grantee's work documented and communicated as a separate package. Firms are invited to submit bids for one or more of the individual packages outlined below:

Lot 1: Uganda (Grantee 1)

- **Description:** Documentation and communication of the impact of Grantee 1's work in Uganda.
- **Activities:**
 - Capturing the work and impact through photos, videos and interviews taken at the 3 sites of healthcare electrification in refugee settlements to the north of Uganda in the Terego District. Photos should cover the gensets and smart meters, medical equipment, physical infrastructure including lighting, ventilation, etc., people including patients, community members and healthcare workers like doctors, nurses and other staff, and other newly installed equipment.
 - Developing 1 shortform/feature video (not more than 4 minutes long) highlighting the impact of the work. The storyline should be creative and

powerfully written, and the video should include the voices of the beneficiaries and implementors.

- Developing 1 press piece about the work and the impact, and securing coverage in at least 5 in-country media outlets.

Lot 2: Madagascar (Grantee 2)

- **Description:** Documentation and communication of the impact of Grantee 2's work in Madagascar.
- **Activities:**
 - Capturing impact of the work through photos, videos and interviews taken in at least 3 sites of healthcare electrification in the Analamanga Region, as selected upon discussion with Grantee 2 and the SEforALL PHC and Comms teams. Photos should cover the charging stations, solar pico lights, medical equipment, physical infrastructure including lighting, ventilation, etc., people including patients, community members especially using the station and lights, and healthcare workers like doctors, nurses and other staff, and other newly installed equipment.
 - The assignment will include the coverage of inauguration events at 2 of the 3 sites, where government representatives will also be present and should be part of the interviews.
 - Developing 1 shortform/feature video (not more than 4 minutes long) highlighting the impact of the work. The storyline should be creative and powerfully written, and the video should include the voices of the beneficiaries and implementors
 - Developing 1 press piece about the work and the impact and securing coverage in at least 5 in-country media outlets.
 - Please note point 4.2.3 regarding languages for the material.

Lot 3: Nigeria (Grantee 3)

- **Description:** Documentation and communication of the impact of Grantee 3's work in Nigeria.
- **Activities:**
 - Capturing impact of the work through photos, videos and interviews taken at the 3 sites of healthcare electrification in Lagos State. Photos should cover the fuel cell and oxygen concentrators, the medical equipment, physical infrastructure including lighting, ventilation, etc., people including patients, community members and healthcare workers like doctors, nurses and other staff, and other newly installed equipment.
 - Developing 1 shortform/feature video (not more than 4 minutes long) highlighting the impact of the work. The storyline should be creative and

powerfully written, and the video should include the voices of the beneficiaries and implementors

- Developing 1 press piece about the work and the impact and securing coverage in at least 5 in-country media outlets.
- Please note point 4.2.3 regarding languages for the material.

4. Deliverables, Approach and Timeline

4.1. Deliverables per package:

1. A minimum of fifteen (15) dynamic edited photographs per site; 45 photographs in total per work package.
2. Raw video (b-roll) of the identified sites, at least 30 minutes' worth of footage. The video footage will include shots of the energy sources and physical environment, beneficiaries using the newly available reliable electricity, and any additional impact. The footage can be in multiple forms including timelapses, drone shots, vertical shots, etc.
3. Raw and edited short interview videos (30-60 seconds each used for social media reels) of at least two interviewees per site, such as patients, healthcare workers, administrators and project implementors. The interviews could cover voices on the ground talking about their energy needs, how the situation was before the implementation of the project, how it is improving their lives now, etc.
The selected agency will work with SEforALL to design a short questionnaire for the interviewees.
4. Three edited photos of each interviewee per site in addition to the 15 photos in Deliverable 1.
5. 1 shortform/feature video (of about 3-4 minutes long) using the content gathered in Deliverables 1-3. The storyline will be reviewed and approved by SEforALL prior to production of the video.
6. 1 written press piece about the work and its impact published in at least 5 print/digital media outlets.

4.2. Requirements for Communications, Photography, and Videography Materials for all packages:

1. **High-quality content:** All communication materials, including written content, photographs, and videos, must be of high quality and professionally produced.
2. **Cultural sensitivity:** Materials should be culturally sensitive and appropriate for the target audience in each project country.

3. **Language:** All materials should be available in English. For Package 2 in Madagascar, interviews can be in the main local languages, i.e, French and Malagasy, but with English subtitles. All interviews include English subtitles to enable a greater audience to reach and amplify regardless of the original language.
4. **Branding:** All materials should adhere to the branding guidelines of SEforALL which will be shared with the selected firm along with examples of previous work. Videos must be produced with a uniform look-and-feel based on existing branding.
5. **Copyright and Data privacy:** Suppliers must ensure that all materials are original and that they have the necessary rights to use them. The company will also be required to obtain written permission and release forms from any individuals included in the photographs and the videos.
6. **Format Specifications:**
 - 6.1. All photos must be high-resolution (300 PPI or more, ranging from 2,000 x 2,000 pixels and above) and in JPEG and PNG formats.
 - 6.2. All videos must be broadcast quality with edited short/medium length HD video clips that can be utilized across multiple platforms (social media, website, PowerPoint presentations, YouTube, and sharing with media outlets).
 - 6.3. Final production-ready deliverables are requested in landscape and portrait formats.
7. **Handover of deliverables:** The company will be required to share original and final footage and photography files. These can be shared online via Drive or WeTransfer. In case of size limitations, the company will have to ship the material on an external hard disk to the SEforALL Vienna office.

Approach

The selected firm(s) will maintain close contact with designated SEforALL members from the PHC and Communications teams throughout the assignment. All draft written and visual deliverables will be reviewed by SEforALL. The selected company will participate in weekly project coordination meetings and/or as required by SEforALL and present status reports on its approach, findings, challenges, and next steps.

The preferred approach to documenting the impact is to use local in-country partners and avoid international travel altogether if possible or at least limit it to one trip, in the aim of reducing carbon emissions and ensuring there is a strong understanding of local culture and context.

Timeline

Deliverable	Timeline				
	February	March	April	May	June
Lot 1 - Uganda					
Grantee project completion (for reference)		Week 1			
Site visits and documentation of impact		Week 4	Week 1		
Production and handover of Deliverable 5, i.e, shortform/feature video				Week 1	
Handover of Deliverables 1-4, i.e, edited photos from site visits, b-roll, edited interview videos and edited interviewee photos.					
Deliverable 6, i.e, 1 written piece published in at least 5 in-country print/digital media outlets				Week 3	
Lot 2 - Madagascar					
Grantee project completion (for reference)	Week 4				
Site visits and documentation of impact		Weeks 3 and 4			
Production and handover of Deliverable 5, i.e, shortform/feature video					
Handover of Deliverables 1-4, i.e, edited photos from site visits, b-roll, edited interview videos and edited interviewee photos.			Week 3		
Deliverable 6, i.e, 1 written piece published in at least 5 in-country print/digital media outlets				Week 2	
Lot 3 - Nigeria					
Grantee project completion (for reference)		Week 4			
Site visits and documentation of impact			Weeks 2 and 3		
Production and handover of Deliverable 5, i.e, shortform/feature video				Week 3	
Handover of Deliverables 1-4, i.e, edited photos from site visits, b-roll, edited interview videos and edited interviewee photos.				Week 3	
Deliverable 6, i.e, 1 written piece published in at least 5 in-country print/digital media outlets					Week 1

These are the planned timelines, but some flexibility may be needed if some unforeseen delays occur.

5. Travel

The selected firm(s) is expected to travel to the selected project sites per package. The preferred approach is to use the services of a local partner to limit international travel and carbon emissions. Proposals should be inclusive of all travel costs.

6. Reporting

The selected firm(s) will report to SEforALL's Powering Healthcare and Communications programme teams.

7. Expertise Required

SEforALL is looking for one or more firms or consortium of firms with communications/PR expertise, particularly excellent impact storytelling skills and strong experience in providing similar services in the listed countries, i.e, Uganda, Madagascar and Nigeria and an

understanding of the local context. The company should meet the following technical specifications and qualification requirements:

Qualifications and relevant work experience of the bidder:

- At least 5 years of experience working in sub-Saharan Africa in photography, videography and video-editing, and multi-media storytelling in English (as well as in French and/or Malagasy if bidding for Package 2) and having a strong understanding of the local context, demonstrated by providing at least 3 previous work projects.
- A portfolio showcasing at least 3 previously produced shortform videos (of not more than 5 minutes) with a focus on renewable energy, energy access, climate change, socio-economic development and/or sustainability, that demonstrate the bidders's ability to deliver high-quality and powerful impact-storytelling (eg, by creating a strong storyline, identifying the right message to capture impact and video-editing).
- At least 3 press pieces written, edited and published by the bidder in media outlets in the countries in the selected packages.
- Demonstrated experience working with an international development organization like the UN, World Bank, an International NGO, etc.

Technical approach and capacity of the bidder:

- The team lead must have at least 7 years of relevant work experience in communications, storytelling, photography, videography and/or journalism, and a solid command of English (as well as French and/or Malagasy if bidding for Package 2)
- The team lead must have experience managing at least 2 similar video-production assignments in sub-Saharan Africa.
- The team should have at least 2 other members in addition to the lead, and demonstrate at least 5 years of relevant experience in content writing, photography and video-editing, and must have experience working on at least 2 similar video-production assignments in sub-Saharan Africa.
- The bidder's proposal (not more than 15 pages) should demonstrate technical and visual quality, comprehensiveness and innovativeness, including proper justification of the package section, creative storyline for the shortform video, identification of photo and video subjects, and suggestions for media coverage.