

REQUEST FOR EXPRESSION OF INTEREST FOR SELECTION # 1260967

This Request for Expression of Interest is for a Firm Selection. Please log in as a valid Firm User if you wish to express interest in this selection.

Selection Information

Assignment Title	Lighting Africa, Nigeria - Consumer Education: Above the Line Phase 3
Publication Date	24-Jan-2019
Expression of Interest Deadline	31-Jan-2019 at 11:59:59 PM (Eastern Time – Washington D.C.)
Language of Notice	English

Selection Notice

Assignment Country	NG - Nigeria
Funding Sources	The World Bank Group intends to finance the assignment/services under: TF0A1201 - Lighting Nigeria - DFID BB - BANK BUDGET
Individual/Firm	The consultant will be a firm.

Assignment Description

SELECTION FOR CONSULTANTS BY THE WORLD BANK GROUP

REQUEST FOR EXPRESSIONS OF INTEREST

ASSIGNMENT OVERVIEW

Assignment Title: 1260967 - Lighting Africa, Nigeria - Consumer Education: Above the Line Phase 3

Assignment Countries:
- Nigeria

ASSIGNMENT DESCRIPTION

Lighting Africa is a joint World Bank/IFC program aimed at helping 250 million people in Sub-Saharan Africa, especially rural, urban, and sub-urban consumers without electricity access to high-quality, safe, and reliable lighting products by the year 2030. Launched in March 2015 and scheduled to end in April 2019, the Lighting Africa (Nigeria) Program has committed significant resources and worked closely with a range of key stakeholders to develop an off-grid energy market in Nigeria. The market is now in its early growth stage.

As the program enters its final quarter, consumer education is focused on addressing the perception, knowledge and purchase barriers encountered by consumers. Accordingly, IFC is soliciting proposals from marketing communications firms to develop and implement a close-out above-the-line consumer education program that builds on previous efforts to drive rapid consumer uptake of quality verified solar lighting products.

INDIVIDUAL / FIRM PROFILE

The consultant will be a firm.

SUBMISSION REQUIREMENTS

The World Bank Group now invites eligible firms to indicate their interest in providing the services. Interested firms must provide information indicating that they are qualified to perform the services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc. for firms; CV and cover letter for individuals). Please note that the total size of all attachments should be less than 5MB. Consultants may associate to enhance their qualifications.

Interested firms are hereby invited to submit expressions of interest.

Expressions of Interest should be submitted, in English, electronically through World Bank Group eConsultant2 (<https://wbgeconsult2.worldbank.org/wbgec/index.html>)

NOTES

Following this invitation for Expression of Interest, a shortlist of qualified firms will be formally invited to submit proposals. Shortlisting and selection will be subject to the availability of funding.

Only those firms which have been shortlisted will receive notification. No debrief will be provided to firms which have not been shortlisted.

Attachments

[Optional TOR File](#)

Qualification Criteria

1. Provide information showing that they are qualified in the field of the assignment and demonstrate their expertise and experience in regards to proven and successful consumer education, social marketing or brand campaigns that they have conceived specifically targeting rural markets in Nigeria. *
2. Provide information on the technical and managerial capabilities of the firm with specific focus on the direct nature of operations in Nigeria and the profile of the organization. *
3. Provide information on their core business, years in business and demonstrate knowledge of the Nigerian market. *
4. Provide information on the qualifications of key staff who would be involved in this assignment. *

* - *Mandatory*

If you encounter technical difficulties during upload, please send an e-mail to the Help Desk at wbgeconsultant@worldbank.org.

Shortlisted consultants will be invited to respond to a Request for Proposal. Contract awards will be made in accordance with the World Bank Group Procurement Policies and Procedures.