



20th August 2018

Consultancy support to enhance KAM Plastic Sector Communications and Public Relations Strategy

Dear Sir/ Madam,

RE: REQUEST FOR PROPOSALS FOR THE CONSULTANCY TO SUPPORT THE KAM PLASTICS SECTOR COMMUNICATIONS AND PUBLIC RELATIONS STRATEGY

Kenya Association of Manufacturers (KAM), is requesting for submission of proposals for consultancy services in respect to developing a communications and public relations strategy for its plastic sector.

The consultancy is aimed at collecting data that will support the plastic sector and the KAM communications team to determine the most appropriate approaches to engage with its key stakeholders, including but not limited to the Ministry of Environment and Forestry, the National Environment Management Authority, Ministry of Industry Trade and Cooperatives, relevant Civil Society Organizations, Business Membership Organizations, County Governments and the general public towards addressing post-consumer plastic waste. The consultancy shall also include an investigation on public attitudes towards the environment and in particular plastic packaging littering and develop recommendations that KAM can employ

To facilitate submission of the proposals KAM has enclosed the following:

- a) Annex I: Terms of Reference (TOR) for the Study
- b) Annex II: Requirements for submission of proposals for consultancy services.

The proposals are to be submitted to AAM Resources, Purshotam House, Chiromo Lane (next to Diagnostics Centre), by **1:00 pm on 3rd September 2018**. Late submissions will not be opened.

CHIEF EXECUTIVE

ANNEX I

Consultancy support to enhance the KAM Plastic Sector Communications and Public Relations Strategy

TERMS OF REFERENCE

1. Background

The Kenya Association of Manufacturers (KAM) is the representative organisation for manufacturing value – add industries in Kenya. KAM has a membership of more than 1,000 members that are categorised into 14 sectors, defined by the type of raw materials the companies import or the products they manufacture. The plastics sector is one of KAM's 14 sectors, and includes businesses that primarily provide packaging to various industrial sectors.

KAM's plastic sector has been deeply impacted by the government's directive to ban plastic carrier bags which was effected in August 2017. In January 2018 the National Environment Management Authority (NEMA) expressed its intent to ban Polyethylene Terephthalate (PET) PET bottles due to its negative impact to the environment resulting from poor and inefficient post-consumer waste disposal methods. These events have put the KAM plastic sector on the spotlight, with the government, environmental groups and the public viewing the manufacturers as polluters while looking to industry for sustainable solutions to the waste management challenge.

2. Objectives of the study

The main purpose of this assignment is to develop a KAM plastics sector communications and PR strategy.

The strategy should be advised by data on:

1. The KAM plastic sector's key stakeholders perception of KAM and its plastic sector members particularly at the back of the ban on plastic bags and the increased interest in the presence of post-consumer PET bottles in the environment
2. Typical public attitudes towards plastics, its waste management and in particular the practice of littering
3. Typical profile (social economic, age etc.) of plastic litterbugs
4. Global trends in plastic waste management

The outcomes of this assignment will advise the KAM plastic sector members on the most appropriate and effective media and PR engagement methods it should employ.

3. Scope of Work

- a) The study is about Kenya
- b) The study should take into account various plastic packaging materials including but not limited to plastic bags, drinks bottles, disposable cups and plastic bags or boxes sold with food, consumer products, or other goods; manufactured by various polymers including but not limited to PET, HDPE, LDPE and PP.
- c) Key stakeholders to be considered include:
 - a. Government agencies, in particular the Ministry of Environment and Forestry, Ministry of Industry Trade and Cooperatives, the National Environment Management Authority and County Governments through the Council of Governors
 - b. Key environmental institutions, BMOs and Civil Society organizational
 - c. Consumers of disposable plastic packaging and in particular PET
 - d. Plastic packaging value chain stakeholders in Kenya (converters, manufacturers, recyclers
 - e. The Citizenry

The Consultant is expected to develop a strategy document that shall advice the KAM plastic sector and communication teams on effective ways to reach its key stakeholders to disseminate the industry's position and ongoing interventions where plastic waste management is concerned, including a targeted post-consumer plastic anti-littering campaign.

4. Expected Output

The following will be key deliverable of this study

- a. An inception report with the proposed methodology within the first 5 days of the assignment upon signing of the contract
- b. A draft report for review by KAM team prior to finalization
- c. A validated report of the study
(Validation shall be through KAM sector leadership or as advised by the client).
- d. A final report submitted to KAM team for adoption
 - 1. A popular version of final report
 - 2. A bridged popular version of the final report
- e. Presentation of the report in a dissemination workshop

Note:

- a) The reports shall in the least include the methodology employed towards the development of the strategy, the data collection methods and assessment as well as the consultant's recommendations highlighting interventions to be adopted by KAM in the short term, medium term and long term in its communications and PR approach, summarized in a theory of change.
- b) All deliverables for this consultancy will be in form of an electronic copy and two hard bound hard copies.
- c) Validation shall be through KAM sector leadership or as advised by the client
- d) Reports shall be required to meet KAM reporting structure and including reference and citations.

5. Duration and reporting

The assignment is expected to be completed within 40 working days after the signing of the contract. Upon successful application and contracting, the Consultant will be expected to submit an inception report within one week (5 working days) outlining details of activities with proposed methodology and timeline

The successful Consultant shall work closely with the KAM PR Communications and Marketing Manager to ensure all the deliverables are reached. Overall reporting will be to the KAM CEO.

7. Qualification of Consultant

- At least 5 years' experience in strategic consulting especially on communication and PR strategy development for both the public and private sectors.
- Proven experience in dealing with diversified entities encompassing government agencies, development partners, donor organizations. (Kindly provide details on name of client, description of project contract duration and amount)
- Ability to deliver the assignment under a very short timeline

ANNEX II

Manner of Submission

a) Your proposal shall be prepared in the English Language and comprise of the following documents

I. Technical component - Technical Proposal of not more than 5 pages including:

- Description of firm and firms qualification
- Proposed approach and methodology
- Timing of activities and reports
- Deliverable and output including how to measure them
- Proposed team structure with detailed profile and minimum qualification

Please note that inclusion of such profile constitutes a commitment to use those members and substitution in the event of the contract awarded will lead to cancellation of contract

II. Financial (Price Component) - Financial proposal of not more than 3 pages

The financial component shall include a cover letter where the firm authorized representative affirms the following:

- Summary of price
- The period of validity

In addition, the price component must cover all the services to be provided and must be itemized as follows:

- Unit and total fees per person for each team member to be assigned to the task and a rate for office work, if any
- Other cost, if any(Indicating nature and breakdown)
- Summary of the total cost for the services proposed
- Taxes

b) 2 copies of the financial and technical proposals shall be submitted

c) Each copy should be on a separate sealed envelope clearly indicating whether the proposal is technical or financial;

- d) One copy shall be marked "Original "and the second one "Copy". In the event of any discrepancy between them, the Original will govern.
- e) Please attach a copy of your PIN and VAT certificate, Tax Compliance certificate, Certificate of Incorporation and CV(s) of your key professional staff who will be involved in this assignment.
- f) All the proposals should be enclosed in one main envelope which should be sealed and titled

'TENDER FOR CONSULTANCY SUPPORT TO ENHANCE THE KAM PLASTIC SECTOR COMMUNICATIONS AND PUBLIC RELATIONS STRATEGY

Do not indicate the name of the firm in the outer envelope.

- g) Evaluation of the proposal

Evaluation will first be done on technical component (70%) and score awarded before evaluating the price (30%) component

- h) Timing

The proposals are to be submitted latest **1:00 pm on 3rd September 2018** to the following address

**AAM Resources,
Purshotam House, Chiromo Lane (Next to Diagnostics Centre)**

NB: Late submissions will not be opened.