



TERMS OF REFERENCE

CONSULTANCY FOR KEPRO'S COMMUNICATION AND PUBLICITY STRATEGY DEVELOPMENT AND EXECUTION

Organization	Kenya Extended Producer Responsible Organization - KEPRO (www.kepro.co.ke)
Project	KEPRO Communication and Publicity strategy
Position type	Consultancy
Study/Assessment topic	Development and execution of KEPRO's 1 year Communication and Publicity strategy
Duration	1 year
Reporting to	KEPRO Communication and PR Committee
Working with	KEPRO staff
Starting date	February 2021
Application deadline	11 th February 2021

1. SUMMARY OBJECTIVE OF THE TORS

The objective of the TOR is to seek services of a communication consultants to Build nationwide awareness of KEPRO and its initiatives that will drive behavioural change across all stakeholders, eventually leading to the actualisation of a circular economy.

2. ORGANIZATION DESCRIPTION

KEPRO (Kenya Producer Responsible Organisation) is born out of the Kenya Plastic Action Plan launched in Nov 2019 and the KEPRI launch in October 2020. The purpose a PRO (Producer Responsible Organisation) is to engage stakeholders in the packaged and/or manufactured goods value chain to contribute funds through membership & EPR (Extended Producer Responsible) fees to help increase national awareness to protect Kenya's natural environment from waste & pollution, and by providing incentives & subsidies to improve the growth, efficiency & viability of the waste collection, sorting & recycling sector.

KEPRO will achieve its purpose of accelerating the growth of our Recycling Economy, leading to a Circular Economy for the sake of our future generations & our natural environment, that is embedded within the environmental laws & legal framework of Kenya.

KEPRO will operate based on the principles of these three core values:

- 1. Collaboration**- True partnership, collaboration & transparency with all public & private stakeholders within an ecosystem of high ethical & moral standards
- 2. Commitment** - All strategies, policies & actions put sustainability & our environment first.
- 3. Circularity** - Developing the Circular Economy in Kenya by supporting the Recycling Economy.

3. Introduction to EPR

An EPR (Extended Producer Responsible) is defined by the Organisation for Economic Co-operation and Development (OECD) as “an environmental policy approach in which a producer’s responsibility for a product is extended to the post-consumer stage of a product’s life cycle”. The Ellen MacArthur Foundation (a global partnership of leading stakeholders in the value chain to develop & promote the idea of & transition to a circular economy) outlines three key principles that define the circular economy which include, designing out waste and pollution, keeping products and materials in use, and regeneration of natural systems.

KEPRO collects an EPR fee based on the monthly volume declared by packaging manufacturers & packaging users (brands, fillers, packers, importers). The EPR fee collected from packaging users is used to support the growth, efficiency & viability of the waste collection, sorting and recycling sector.

4. KEPRO Content Strategy & Creative strategy

KEPRO is inviting proposals from reputable and qualified companies with a track record of success services of a communication consultants to build nationwide awareness of KEPRO and its initiatives that will drive behavioural change across all stakeholders, eventually leading to the actualisation of a circular economy in Kenya.

5. SCOPE OF THE ASSIGNMENT

Summary of Services over the 12-months Period

Develop a 360-degree Communication and Marketing Strategy that will contain, but is not limited to:

A. PR and Advertising strategy

Which shall outline the following:

1. Outdoor Advertising:

- Billboard including Mobile Billboards.
- Caravans
- Lamp Post

2. Broadcast Advertising

- Television
- Radio
- Covert

3. Print Advertising

- News Papers
- Magazines
- Brochures

B. Communication and Media Strategy

Which shall consist of, but is not limited to:

1. Written Communication

- Opinion Pieces
- Print Articles
 - Interviews
 - Feature Stories
 - Supplements

2. Broadcast Communication

- Interviews
- Feature Stories
- Panel Sessions/ Engagements

3. Media Engagements

- Media Forums
- Press Conferences
- Media Roundtable Meetings

C. Digital Marketing Strategy

This shall outline:

1. Digital content development

- Flyers
- Posters
- Animations
- Promotional Videos

- Infographics

2. Social Media Management

- Content Calendar
- Community Engagement
- Followership (Hashtag development)

3. Media Buying.

4. Influencer Marketing

6. WORK SETTING

The work setting for the assignment will include different aspects:

i. Timing and duration of the assignment

The duration of the contract will be twelve (12) months.

The development of the KEPRO content strategy during the first one-month time starting from the date of signing the contract.

ii. Briefing/debriefing arrangements

A first meeting call will be scheduled to brief the firm on the background information to develop each of the requested deliverables.

iii. Reporting relationships and identification of responsibility for assessment of the services/outputs

The company will work in close consultation and under the supervision of the KEPRO Communications Committee and KEPRO staff.

The KEPRO Communications Committee in close consultation with the KEPRO staff will assess the services and outputs of the consultant.

iv. Support provided.

KEPRO will grant access to the current access to content including all documents and pages, plugins, themes, and additional files.

7. WORK PLAN

A. PR and Advertising

1. Outdoor Advertising

- 4 adverts per quarter

2. Broadcast Advertising

- At least 4 adverts per month per platform (TV and Radio)

3. Print Advertising

- At least 2 adverts per month

B. Communication and Media

1. Written Communication

- Opinion Pieces
 - 1 per month
- Print Articles
 - Interviews
 - 2 interviews per month
 - Feature Stories
 - 1 Feature on a bi- monthly basis
 - Supplements
 - 1 per quarter

2. Broadcast Communication

- Interviews
 - 2 interviews per month
- Feature Stories
 - 1 Feature on a bi- monthly basis
- Panel Sessions/ Engagements
 - At least 1 per month

3. Media Engagements

- Media Forums
 - 1 media forum per quarter
- Press Conferences
 - At least 4 Press Conference (or in the event of a major announcement)
- Media Roundtable Meetings
 - 1 media roundtable per quarter

C. Digital Marketing

This shall outline:

1. Digital content development

- 20 posts a month on Twitter, Facebook, Instagram, and LinkedIn
 - Flyers
 - Posters
 - Animations
 - Promotional Videos
 - Infographics

2. Social Media Management

- Content Calendar
 - Monthly
- Community Engagement
 - Daily
- Followership (increase +100 per month on each platform)
 - Facebook
 - Twitter
 - Instagram
 - LinkedIn
 - Youtube

3. Media Buying.

- Not less than Kshs 50,000 per month
- With a reach of not less than 2000 (per platform)
- Engagements of not less than 500 (per platform)

4. Influencer Marketing

- Tweet Chat
 - 1 per month
- Influencer Engagement
 - 1 per month (or when need arises)

8. REQUIRED SKILLS AND EXPERIENCE

Vendor should demonstrate and provide examples of previous experience in the performance of similar services as follows:

- Be a reputable firm with at least 5 years of prior experience brand building, advocacy, and stakeholder engagement.
- Familiarity and relevant experience in using different Content Management.
- The company should have a team of experts that include Communication and Marketing experts and social media experts. A working knowledge of the manufacturing sector issues, and waste management agendas is an asset.
- The team leader should have at least 7 years of relevant Communication and Marketing experience and hold a degree in a relevant field.
- The team leader should have a proven ability of innovation with a working knowledge of Membership Organizations.
- Have a broad knowledge of current brand development and management, Creating & sustaining awareness, thought leadership and collaborations and Driving stakeholder engagement.
- Have excellent knowledge of building brand awareness and driving brand advocacy through social media networking.
- Demonstrate the ability to create innovative and visually appealing content and designs.

9. TERMS OF PAYMENT

The fee and the exact terms of payment will be negotiated with the consultant.

10. DOCUMENTS TO BE INCLUDE IN THE PROPOSAL

If you have the required qualifications and are interested in this contract, please submit:

- A proposal describing the previous work done in this area.
- A portfolio of previous work with similar deliverables.

i. **Manner of submission**

- a. Your proposal shall be prepared in the English Language.
- b. Your proposal shall comprise the following documents:
 - Study component and
 - Financial component.
- c. Each copy will be on a separate envelope clearly marked and indicating the name of the firm and whether the proposal is the study or financial.
 1. 2 copies of proposals shall be submitted and marked “Original” on one and the second one “Copy”.
- d. Please attach a copy of your PIN certificate, Certificate of Incorporation, up to date Tax compliance and ETR registration certificate.

ii. **Content of Proposal**

a) **Study Component**

- a. Description of the firm/consultant qualifications; [Refer to TOR].
- b. Detailed proposed approach and methodology.
- c. Timing of activities and reports.
- d. Evidence of the past related experience (give contact details of the past clients and attach awards contracts)

Proposed team structure: showing detailed profiles of proposed project team members, minimum qualifications (attach CVs).

b) **Financial (Price Component)**

The price component shall have a cover letter wherein your firm/institution’s authorized representative affirms the following:

- a) A summary of the price.
- b) The period of its validity.
- c) Taxes
- d) Other costs if any (indicating nature and breakdown).

In addition, the price component must cover all the services to be provided and must itemize the following:

Note: Quote should be in Kenya Shillings.

11. DEADLINE FOR SUBMISSION

Both physical and electronic copies of the proposals are to be submitted to KAM HOUSE, 5th floor, and a soft copy to be shared through **Procurement@kam.co.ke** by **11th February 2021, at 3.00 p.m.** late submissions will not be opened.

Please Label the Envelope “**KEPRO Communication and Publicity strategy**”

Physical address: KAM Procurement
 Kenya Association of Manufacturers
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 Nairobi