

REQUEST FOR EXPRESSIONS OF INTEREST
CONSULTING SERVICES

Selection #: RG-T3490-P003

Selection Method: Simplified Competitive Selection

Country: Regional

Sector: INE/ENE

Funding – TC #: RG-T3490

Project #: RG-T3490

TC name: Marketing and Communication plan for the Energy Hub of the IDB

Description of Services: Marketing and Communication plan for the Energy Hub of the IDB

The Inter-American Development Bank (IDB) is working to provide Latin America and the Caribbean (LAC) a hub for innovation in the energy sector; thought leadership in energy policy, innovative research and collaboration of multilateral, government and private sector to help developing countries to solve energy challenges. This ecosystem/hub will: (i) establish a digital platform compiling available energy data of Latin America and Caribbean; (ii) act as a forum to drive regional research and cross-dissemination of experiences (south-south) and (iii) be a key driver for innovation and strategic leadership in the energy sector.

The expected results are to accelerate the knowledge of the best energy policies for LAC, and at the same time the development and deployment of clean technologies in the region.

The energy sector, globally, is experiencing a technological and digital revolution; the potential for disruption and the ability to take advantage of the derived benefits would depend on the capacity of the LAC governments and institutions to internalize rapidly these changes. To be part of this revolution, LAC countries and energy stakeholders should be able to: (1) evaluate the challenges that hinder the growth of their industry; (2) learn about the evolving technologies that represent an opportunity of solutions for the region; (3) absorb quickly the changes to leapfrog and avoid lock-in situations; (4) adapt or innovate technological changes to national needs and specificities of each country; and (5) follow up the changes undertaken to transform the process in cumulative knowledge.

Continuous update and feeding of information, evaluation and development of specific knowledge are key elements for LAC to benefit from new opportunities and efficient adaptation of policies and regulations. Adaptation of innovative technologies? needs to be credible, efficient and quick to drive investments. Increasing the amount, availability and transparency of updated information and knowledge are the sine qua non condition for LAC governments to move forward and benefit from the new opportunities that innovation will unlock.

For this project, the IDB intends to contract consulting services described in this Request for Expressions of Interest.

Expressions of interest must be delivered using the IDB Portal for Bank Executed Operations (<http://beo-procurement.iadb.org/home>) by: **08/012/2019**, 5:00 P.M. (Washington D.C. Time).

The objective of this consultancy is to design, plan and implement a marketing and communication plan for the Energy **Hub** of the IDB (actual name of hub still to be determined). This hub aims to provide Latin America and the Caribbean (LAC) a forum for innovation in the energy sector; thought leadership in energy policy, innovative research and collaboration of multilateral, government and private sector to help developing countries to solve energy challenges.

The expected audience includes the general public, university professors and students, industry specialists and policy makers, including internal stakeholders such as IDB employees, interested in energy matters in LAC.

The specific objective is to create and implement a marketing and communications plan for the energy hub. The plan should define and target the specific audience and driving customer loyalty. This plan must include, at least but not limited to: (1) Define the platform users, identify the customer needs, market analysis to identify the market target and our added value; (2) create and design marketing and communication campaigns in accordance to the IDB policies to position the hub throughout the region; (3) Identify and propose key messages (and creative concepts) for external and internal audiences, providing strategies and channels for effective results; (4) Produce a promotional video of the hub and its adaptation for Instagram, Facebook and Twitter, and all the necessary social media; the production should include the script, and social media campaigns, including, but not limited to: editorial contents, date of publications, and audiovisual materials for dissemination; (5) Identify the competition in a SWOT analysis and how our platform can be more useful on the visual and content; (6) work together with the consulting firm creating the platform in the design and the messages to be included.

Eligible consulting firms will be selected in accordance with the procedures set out in the Inter-American Development Bank: [Policy for the Selection and Contracting of Consulting firms for Bank-executed Operational Work](#) - GN-2765-1. All eligible consulting firms, as defined in the Policy may express an interest. If the Consulting Firm is presented in a Consortium, it will designate one of them as a representative, and the latter will be responsible for the communications, the registration in the portal and for submitting the corresponding documents.

The IDB now invites eligible consulting firms to indicate their interest in providing the services described in the previous paragraphs. Interested consulting firms must provide information establishing that they are qualified to perform the Services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc.). **The IDB suggests not to send more than 10 pages in the expression of interest.**

Eligible consulting firms may associate in a form of a Joint Venture or a sub-consultancy agreement to enhance their qualifications. Such association or Joint Venture shall appoint one of the firms as the representative.

Interested eligible consulting firms may obtain further information during office hours, 09:00 AM to 05:00 PM, (Washington D.C. Time) by sending an email to: Virginia Snyder (virginias@iadb.org), Michelle Hallack (michelleha@iadb.org) or Maria Eugenia Sanin (meugenias@iadb.org), Energy Specialists based in Washington, DC,