



**Regional Off-Grid Electricity
Access Project (ROGEAP) – P160708**

**RELAUNCH OF THE
RECRUITMENT OF A COMMUNICATION AGENCY TO PRODUCE AND
DISSEMINATE TWO VIDEOS ON THE PROGRESS AND ACHIEVEMENTS
OF ROGEAP**

April 2026

1. Context and justification:

The Regional Off-Grid Electricity Access Project (ROGEAP) aims to improve access to electricity for households, businesses and public institutions using modern standalone solar technology through a harmonized regional approach.

ROGEAP has two main components: (1) the development of a regional market for off-grid solar photovoltaic systems, and (2) access to finance for standalone solar system businesses through a line of credit. The project is funded by the World Bank, the Clean Technology Fund (CTF) and the Directorate General for International Cooperation (DGIS) of Netherlands Government's. The project covers 19 countries (Benin, Cabo Verde, Côte d'Ivoire, Gambia, Ghana, Guinea, GuineaBissau, Liberia, Nigeria, Senegal, Sierra Leone, Togo, Burkina Faso, Cameroon, Mali, Mauritania,

Niger, Central African Republic and Chad) countries: 12 from the Economic Community of West African States (ECOWAS) and 7 from the Sahelian region. The Component 1 is implemented by ECOWAS COMMISSION and Component 2 is implemented by BOAD (Banque Ouest Africaine de Développement) .

As part of the implementation of Component 1, several activities were carried out: (i) adoption of two regional standards for off-grid solar PV systems and providing technical assistance for their enforcement at country level; (ii) capacity building to over than 800 technicians in entrepreneurship, technical and financial aspects related to the solar energy field.

ROGEAP has granted 121 companies operating in the solar energy sector in the eligible countries, for a total of nearly 8.5 million US dollars for the 1st and 2nd calls for proposals. These grants will enable SMEs to electrify rural households, health centers and schools and Productive Uses Electricity by selling solar home system, solar lantern kits and solar systems for water pumping.... ROGEAP's aims to electrify 3.5 million people in Sub-Saharan Africa. To inform decision-makers, development partners and the public about these results achieved by ROGEAP, the project intends to undertake an active promotional campaign, supported by attractive and modern communication tools that are easy to consult and distribute to the relevant stakeholders and the grand public.

These terms of reference have been drafted to recruit a communication agency specialized in the production of photography, infographics and compelling stories about ROGEAP's successes for audiovisual production and broadcast.

2. Communication targets of the ROGEAP project

The videos will target:

- Governments and public institutions in West, Central and North Africa
- The World Bank Group and ROGEAP donors (CTF and the Netherlands)
- ECOWAS institutions and agencies
- BOAD and financial partners
- Professional associations and off-grid energy stakeholders

- Civil society organizations
- Potential beneficiaries and consumers
- National, regional and international media
- Financial institutions
- Private sector operators in the energy sector
- Women's organizations and entrepreneurs
- Academia and standards agencies
- Policy makers and the general public

3. Objective of the Assignment

The main objective of this assignment is to recruit a production agency to produce two (2) videos in the three (3) official ECOWAS languages (English, French, Portuguese) showcasing the key achievements, impact and added value of ROGEAP across the nineteen (19) eligible countries.

The agency shall be responsible for delivering all outputs in accordance with these Terms of Reference and within the agreed timeframe.

Specific Objectives:

The assignment shall:

- Develop motivational narratives (success stories) illustrating concrete improvements generated by ROGEAP interventions.
- Produce a 13-minute documentary-style video summarizing results across the 19 countries.
- Produce a short video (4–5 minutes maximum) highlighting key achievements.
- Support dissemination of the videos in the 19 countries.

4. Technical specifications

4.1 General Requirements

The videos must:

- Showcase ROGEAP achievements across the nineteen (19) eligible countries;
- Be compatible with all audiovisual communication media;
- Be formatted for television broadcasting and digital dissemination;
- Maintain high visual and audio quality (HD images, clear diction, professional sound design);
- Deliver clear, concise and visually engaging messages.

4.2 Format Requirements

- Broadcast-ready format compliant with international television standards (Full HD 1920x1080, 16:9 ratio);
- Light digital format optimized for web and social media;
- Three language versions: English, French, Portuguese.

- Professional translation and language validation by ROGEAP prior to finalization;
- Optional traditional African musical background subject to prior validation.

5. Deliverables

The agency shall deliver:

- One 13-minute HD video of ROGEAP, translated into each of the 3 official languages of ECOWAS (English, French, Portuguese), presenting the project achievements.
- One short video of 4-5 min max in HD, translated into each of the 3 official languages of ECOWAS (English, French, Portuguese), presenting the project achievements
- These videos must be delivered in full HD digital format (for broadcasting on TV) in light format (for broadcasting on social networks, website, tablets, phones, etc.) and on physical media on 1 hard drive + 10 USB keys.
- The rushes used in the production of the various media.
- Availability of high-quality audiovisual products showing ROGEAP's successes in the nineteen (19) countries covered by the project.
- Disseminations of the Videos showing ROGEAP's successes in the nineteen (19) countries covered by the project.
- Progress reports, with key recommendations.

6. Methodology

The agency shall:

- Participate in a kickoff meeting;
- Conduct documentary research and consult with the ROGEAP PIU, BOAD and partners;
- Propose scripts for prior validation;
- Conduct filming and interviews in the nineteen (19) countries (or subcontract fieldwork where security conditions prevent travel);
- Undertake post-production, editing, subtitling and formatting;
- Submit draft versions for validation; • Integrate comments before final approval.

7. Selection Method

The selection method will be conducted through a Request for Quotations (RFQ).

The contract shall be awarded to the firm that:

- Meets the minimum technical requirements specified in these Terms of Reference; and
- Submits the lowest evaluated quotation among those deemed technically compliant.

Only substantially responsive quotations will be considered.

8. Required Profile

The agency must have the following profile:

- Proven expertise in audiovisual production,

- At least 5 years of experience in audiovisual production in Africa,
- Having experience of audio-visual productions with projects financed by the World Bank or other development partners would be an asset.
- Have conducted at least one similar assignment in the energy sector in West and/or Central Africa.
- Experience of working with international or regional institutions,
- A good knowledge of the West, Central and North African regions is an asset,
- Good knowledge of ECOWAS and its partners, such as BOAD, the World Bank, the CTF and the Kingdom of the Netherlands, would be an asset.

9. Submission of technical proposal:

Building on a participatory and inclusive approach, and covering all components of ROGEAP in the nineteen (19) participating countries, as well as at the level of ECOWAS, PFM, BOAD and the World Bank, the Consultant shall submit a Technical Proposal, accompanied by a Financial Proposal, for the execution of the assignment.

The Technical Proposal shall, in particular:

- Describe the proposed methodological approach and provide a detailed implementation schedule;
- Present the proposed scenario and technical approach for the execution of each task under the assignment;
- Propose interview guides tailored to the different stakeholders, in collaboration with the Communication Specialist;
- Explain the methodology for showcasing and presenting the project's results, achievements, successes and innovations, while systematically integrating gender considerations and environmental and social safeguards;
- Present a dissemination plan and strategy for the distribution of the videos across the nineteen (19) participating countries.

10. Application form:

Audiovisual production agencies must submit a complete application file consisting of the following documents:

- A detailed presentation of the Agency, including its legal status, institutional references, and relevant experience;
- The composition of the team dedicated to the assignment (at least four (4) key experts), comprising:
 - one (1) Director/Producer and Project Manager;
 - one (1) professional Cameraman;
 - one (1) Audiovisual Editor;

- one (1) Scriptwriter/Storyboard Designer;
- Detailed Curriculum Vitae of the proposed experts, highlighting their relevant experience in similar assignments;
- Documentary evidence of relevant experience (certificates of satisfactory performance, completion certificates, and/or copies of contracts) demonstrating experience in audiovisual production and international dissemination;
- A portfolio of recent productions, including links to audiovisual works disseminated at the international level;
- At least two (2) verifiable references from institutional clients or development partners;
- A Technical Proposal presenting:
 - the detailed implementation methodology;
 - the proposed scenario and technical approach for each task;
 - the work plan and implementation schedule;
 - the international dissemination strategy for the videos (channels, languages, target audiences, dissemination platforms, and performance indicators);
 - the approach to copyright management and transfer of rights to the benefit of the project;
- A financial offer in USD and excluding taxes.

11. Management of the assignment

The Communication Agency will work under the supervision of the ROGEAP Project Implementation Unit (PIU) at ECOWAS level and in close collaboration with all stakeholders (BOAD, PFM, World Bank, DGIS, CTF, Governments, private sector, final beneficiaries and some commercial banks...).

The ROGEAP/ECOWAS communication expert, in collaboration with other experts from the implementing partners, may accompany the communication agency team in the field, as required, to facilitate contacts.

ROGEAP's national focal points in each country will provide the documentation needed to ensure that the service is carried out properly. They will be called upon to draw up meeting schedules, choose sites and projects to visit, and interview key players, in close collaboration with certain national institutions.

Throughout the service, the communication agency must comply fully with current legislation concerning image rights (having authorizations signed before filming or photographing, obtaining the necessary authorizations to take off the drones, etc.).

12. Duration and Area

The maximum duration of the assignment is six (06) months, including data collection, processing and dissemination. The tasks will be carried out in 19 ROGEAP countries: Burkina Faso, Benin, Cameroon, Cabo Verde, Côte d'Ivoire, Guinea Bissau, Republic of Guinea, The Gambia, Ghana,

Liberia, Mali, Mauritania, Niger, Nigeria, Central African Republic, Senegal, Sierra Leone, Chad, Togo.

Particular attention will be paid to countries where grants and credit lines are being implemented, in order to better illustrate concrete results in terms of access to electricity.

In countries where it will not be possible to visit for security or other reasons, the agency will have to subcontract the fieldwork or conduct virtual assessment.

13. Copyright

All products resulting from this service will be the property of ECOWAS and will be protected by property rights.

The Agency will not receive any additional fees or compensation from ROGEAP or its partners for the reproduction or distribution of the various versions of the products produced.

Under no circumstances may the Agency use the images filmed or the interviews conducted for commercial purposes or for any kind of production or distribution.

In addition, all rushes resulting from the assignment must be handed over to the Project's PIU

The proposals must be sent to the following address: rogeaprourement@ecowas.int and copy eaka@ecowas.int ; bpouye@ecowas.it ; ombacke@ecowas.int ; selhadji@ecowas.int and ikkamara@ecowas.int no later than April 30 , 2026.

