

## Clarification Note 1

### RFP No. 2024-184 - Provision of consultancy services related to developing and communicating a climate-focused narrative on the Sierra Leone Healthcare Electrification project

1. Who is/are the primary audience(s) for the communications described in the RFP? For the objective "Tell a strong climate story (mitigation and adaptation) to broader audiences," could you define "broader audiences"?

Our primary audiences are funders (including philanthropies, development banks and corporates), governments/government leaders (in this case, both Sierra Leonean ministries like energy, health, etc., and other west and east African governments where this work could be replicated), and private sector players. Our secondary audiences would be civil society organisations and development institutions.

2. How would you define success for the communications initiatives outlined in the RFP? Is the ultimate goal to promote results of the program to show donors the impact of their support, secure future funding, or something else?

The ultimate goal is to use the communications materials produced through this consultancy to communicate the multiple layers of impact of the project so we can secure future funding and also try to expand the success to other countries in the geography. A secondary goal is also to collect anecdotal data about the impact of the project.

3. Do you have any existing marketing or media assets that the selected firm will have access to? For example, promotional materials for the Market Assessment & Roadmap report or photos/video from projects completed in Phase 1 of the hospital electrification initiative.

Yes, as mentioned in the ToR, access will be granted to all Communications assets from Phase 1 and Phase 2, and the selected firm will be expected to follow a similar design language to maintain consistency.

For reference, our project webpage has the campaign kick-off video and some images from Phase 1. <https://www.seforall.org/programmes/powering-healthcare-hub/sierra-leone-healthcare-electrification-project>

Here are also some posts which have already gone up on social media:

[https://www.linkedin.com/posts/seforall\\_sierraleone-sustainableenergy-poweringhealthcare-activity-7249366354972033026-GUzf?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/seforall_sierraleone-sustainableenergy-poweringhealthcare-activity-7249366354972033026-GUzf?utm_source=share&utm_medium=member_desktop)  
[https://www.linkedin.com/posts/seforall\\_poweringhealthcare-in-sierraleone-activity-7237016869700800513-jYHf?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/seforall_poweringhealthcare-in-sierraleone-activity-7237016869700800513-jYHf?utm_source=share&utm_medium=member_desktop)  
[https://www.linkedin.com/posts/seforall\\_sierraleone-electricity-healthcare-activity-7219978889991733248-O8DA?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/seforall_sierraleone-electricity-healthcare-activity-7219978889991733248-O8DA?utm_source=share&utm_medium=member_desktop)

4. What are some examples of Sierra Leonean and international media outlets that you would like to see cover electrification projects?

Sierra Leonean newspaper outlets: Awareness Times, Concord Time, Global Times, Calabash, Gleaner, Standard Times, AYV, Politico, The Owl, etc.

Radio: 98.1, Capital, Afri Radio, SLBC, etc.

International outlets: ESI Africa, Reuters, Al Jazeera Africa, The Guardian Energy, Devex, etc.

5. We need the locations of the three (3) hospitals that would be beneficiaries of the renewable energy source. This would enable us to compute the travel expenses to these locations.

The 3 locations that are tentatively being considered are Freetown, Pujehun and Kenema. This is subject to change though based on future discussions with key stakeholders.

6. How well do you know the audiences you're asking to reach in your brief? Typically, audience empathy-building is a key stage in our process of design. Is that something you would be open to?

We have taken our audiences along this impactful story for the past 6 months from which we have plenty of learnings of what works and what doesn't. We'd be sharing these lessons with the selected firm. In addition to this, the firm is welcome to include audience empathy-building as part of their offer to an extent, but given the limited timeframe, we'd recommend that the firm takes our learnings and works with them instead of trying to build this from scratch.