

**REQUEST FOR EXPRESSIONS OF INTEREST
(CONSULTING SERVICES – QCBS) TÜRKİYE**

EU Instrument for Pre-Accession (IPA) Energy Sector Program Phase III Project

Grant No.: TF0C3092

Assignment Title: “Capacity building in implementing and measuring the impact of energy efficiency awareness raising activities and strategies towards households, industry, agriculture, service and transport sectors and awareness raising campaign for energy in Türkiye”

Reference No: CS-02B

The Ministry of Energy and Natural Resources (MENR) has received a grant from the European Union toward the cost of the EU Instrument for Pre-Accession (IPA) 2018 Energy Sector Program Phase III Project which will be jointly implemented with the World Bank, and intends to apply part of the proceeds for Consulting Services.

The Consulting Services (“the Services”) include the production of any design and content required within the scope of the increasing energy efficiency through improvement in household behavior.

The studies include:

1. Design of The Campaign:

- identifying practical applications that will make it possible to increase energy efficiency in household behavior
- determining in detail the steps, tools and resources of the campaign that will implement information, education and incentive mechanisms that will enable the transfer of practices
- designing competitions to be held in schools and digital channels for campaign purposes.

2. Use of Visual Media & Materials:

- preparing videos to explain the energy efficiency potential, exemplary behaviors, good practice examples and different dimensions of efficiency for different target audiences and placing messages in TV series, among television programs that are widely watched by housewives and / or employees
- updating and actively using social media accounts to increase the number of people and views reached.
- preparing visuals to be distributed to the participants in seminars during/after the project.
- preparing ‘a computer-mobile device game’ and ‘a card game’ which inform the players regarding energy efficiency applications.

3. Re-Measuring the Energy Efficiency Consciousness Index:

- updating the existing questionnaire forms (*for the public and legal entities*) to measure the level of public awareness as a continuation of the ‘Energy Efficiency Awareness Index’ studies conducted by Department for Energy Efficiency and Environment of MENR.

Additionally, the contract aims to prepare the following studies as outputs:

- Preparation of Awareness Implementation Plan and M&E Plan
- Reporting for website activities once in four months
- Reporting for social media accounts once in four months
- Awareness index questions, survey and updated awareness report
- Preparation of visual materials/media, videos, a mobile game and a card game
- Face-to-face survey of 3000 people for the public
- Online survey for Industry, Service, Transport, Agricultural Enterprises
- Updated awareness index reports
- Draft Final Report
- Final Report

The detailed Terms of Reference for this assignment is attached as Annex.

The MENR now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

The criteria which will be used to rank the Consultants at this stage are:

- The Consultants should be in the consulting business for not less than the last 5 years prior to deadline for submission of interests;
- The Consultants should have specific experience within the last 3 years prior to deadline for submission of interests in each of:
 - Experience in awareness raising projects in energy sector such as media campaigns (energy efficiency experience is preferable)
 - Experience in design/production of printed materials (booklets, brochures), visuals (including videos and/or spot films) content creation and design
 - Experience in social media campaigns
 - Experience in conducting surveys
 - Staff capacity in the above-mentioned areas

Key Experts will not be evaluated at the shortlisting stage.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.15, 3.16, and 3.17 of the World Bank’s “*Procurement Regulations for IPF Borrowers*” November 2020 (“*Procurement Regulations*”), setting forth the World Bank’s policy on conflict of interest.

<https://pubdocs.worldbank.org/en/178331533065871195/Procurement-Regulations.pdf>

Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. Experiences of the sub-consultants will not be considered during the evaluation phase. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected. Interested consultants should clearly indicate the structure of their “association” and the duties of the partners and sub consultants in their application. Unclear expression of interests in terms of “in association with” and/or “in affiliation with” and etc. may not be considered for short listing.

A Consultant will be selected in accordance with the Quality and Cost Based Selection (QCBS) method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours from 10:00 a.m. to 4:00 p.m. Türkiye time.

Expressions of interest must be delivered in a written form to the address below in person, or by mail, or by e-mail until **19th of the January 2024, at 2:00 p.m.** by local time.

Address:

Ministry of Energy and Natural Resources

General Directorate of Foreign Relations

Foreign Investment Coordination Department (Project Implementation Unit)

Attn: Engin Bostancı

Nasuh Akar M. Türkocağı C. no:2 A Blok Kat:4 no:60

Tel: +90 312 546 46 46/ Extension: 5633

E-mail: dia2@enerji.gov.tr

Website: www.enerji.gov.tr

ANNEX:

TERMS OF REFERENCE

TÜRKİYE EUROPEAN UNION / INSTRUMENT FOR PRE-ACCESSION ASSISTANCE (IPA) 2018 ENERGY SECTOR PROGRAM PHASE-3 PROJECT

CONSULTANCY SERVICES FOR CAPACITY BUILDING FOR PROMOTING ENERGY EFFICIENCY AND AWARENESS RAISING IN HOUSEHOLDS (CS-02B)

INTRODUCTION

Türkiye's energy sector is in a transition to ensure self-reliance, robustness, diversification, supply security, competitiveness and low-carbon energy in compliance with its national circumstances. So far, the sector has been driven by two major characteristics: growing energy demand and import dependency, both of which are impacted by steady economic development with averagely 5% annual growth coupled with sectoral leaps in energy. To tackle these challenges, Türkiye has had its own circumstantial energy transition phases, first of which lasted a decade over the period of 2001-2016. During this first stage, Türkiye introduced radical reforms and restructuring in the energy sector including independent regulation of the sector by the Energy Market Regulatory Authority, enabling a level playing field for new market entrants, liberalization in power generation, distribution and trade as well as gas distribution and retail, and stepping up efforts to support the growth of renewable energy sources like solar and wind. Ensuring non-discriminatory access energy markets mobilized sizeable private sector investments and involvement in energy activities. Since then the installed capacity in energy generation, for instance, has almost tripled and the energy landscape in Türkiye's consumption and power generation patterns have altered.

Having reached a certain maturity threshold with the introduction of the Energy Exchange Istanbul (EPIAS) for electricity and natural gas transactions, Türkiye has stepped into the second phase of the energy transition which is mainly inspired by the National Energy and Mining Policy Strategy announced in 2017. This new stage emphasizes the three main pillars of the Strategy, which are (i) reinforcement of security of supply, (ii) localization through renewable and domestic sources and (iii) enhancement of predictability in the market. Cross-cutting these pillars; market reforms, utilization of renewable resources, improvement of energy efficiency, deployment of new technologies and new infrastructure investments are the main objectives of Türkiye's policy. In December 2022, Türkiye announced the National Energy Plan (NEP) which will guide the energy sector by 2035. The NEP prospects to reach the total installed electricity of 189.7 GW with the additional capacity corresponding 96.9 GW, and the share of the renewable resources by 64.7% in this installed capacity. The Energy intensity is also expected to decrease by 35.3% in this period.

Türkiye is party to UNFCCC and signed the Paris Agreement. Türkiye has updated its first Nationally Determined Contribution (NDC) considering 2012 as the reference year. Within its updated NDC, Türkiye confirms to reduce its greenhouse gas (GHG) emissions by 41% through 2030 (695 Mt CO₂ eq in year 2030) compared to the Business as Usual (BAU) scenario.

Within this framework, under the 12th National Development Plan (2024-2028) 8 targets were identified, including development of measures regarding reduction of carbon emissions by increasing energy efficiency, continuing practices to make public buildings more efficient, diffusion of energy efficient buildings and dissemination of alternative methods such as energy performance contracts, energy service companies model and credit guarantee fund. In parallel, it is aimed to prioritize and boost energy efficiency under the Strategic Plan of Ministry of Energy and Natural Resources for 2024-2028. Two actions titled Y.8 conduct awareness-raising activities and training on energy efficiency, and E.10 build a market infrastructure for demand-side response also identified under NEEAP in line with the targets on energy efficiency.

In line with the abovementioned targets and action; this action, including capacity enhancement studies, energy efficiency awareness-raising and measurement of behavioral change activities of Department of Energy Efficiency and Environment (DEEE) towards households and other sectors; is implemented to enhance institutional capacity of DEEE and increase the awareness of households in energy efficiency. The action will provide valuable input for enhancing MENR's capacity in implementing and measuring the impact of energy efficiency awareness raising activities and strategies towards households. It is also among the priorities identified for the energy sector under the revised Indicative Strategy Paper for Türkiye for the period 2014-2020 and in compliance with one of the actions to achieve the results in the Energy sector: promotion of the renewable energy and energy efficiency.

The European Commission (EC, for the European Union) and the Ministry of Foreign Affairs (for the Government of Türkiye) have signed a Financing Agreement under EU's 2018 Instrument of Pre-Accession Assistance (IPA) program to Türkiye. The execution of the project will be led by the Ministry of Energy and Natural Resources (MENR) and administered by the World Bank (WB). An Administration Agreement between the EC and WB and a Grant Agreement between the MENR and WB will be executed to finance the implementation of the project.

1. BACKGROUND

The legislation on energy efficiency policies consists of regulations and communiqués prepared on the basis of the Energy Efficiency Law (No. 5627) of the Ministry of Energy and Natural Resources.

The targets of MENR in the field of energy efficiency are set in in the MENR's National Energy Efficiency Action Plan, Strategic Plan, and the National Energy Plan.

“Prioritization of and Increasing Energy Efficiency” has been determined as a theme in the Strategic Plan. In order to increase energy efficiency, the goals were determined such as continuing efforts to increase energy efficiency, establishing a market infrastructure for demand-side participation in electricity and natural gas, conducting studies to increase public awareness on energy efficiency, and planning an energy system for electric vehicles.

To increase public awareness on energy efficiency, which is one of the determined targets; awareness and awareness-raising activities will be carried out within the framework of the Energy Efficiency Strategy Communication Plan prepared by the Department of Energy Efficiency and Environment. In this context, activities such as measuring the level of awareness with public awareness surveys, public service announcements, seminars, on-site applications, forum and fairs, organizing energy efficiency competitions in primary, secondary and high schools and industrial enterprises are carried out and planned to continue.

The National Energy Efficiency Action Plan (2017-2023), developed under the coordination of the Ministry of Energy and Natural Resources, was published in the Official Gazette no. 30289 (Repetitive) of 02.01.2018 upon the approval of the High Planning Council on 29.12.2017. The National Energy Efficiency Action Plan, is aimed at reducing Türkiye's primary energy consumption by %14 by 2023 through 55 actions addressing the principal energy sectors, namely, buildings and services, energy, transport, industry, and technology, agriculture and cross-cutting areas. In this direction, a cumulative saving of 23,9 Mtoe is projected for 2023, requiring an investment of \$10.9 billion. The cumulative savings to be achieved by 2033 is \$30.2 billion according to 2017 prices, with the effect of certain savings continuing until 2040.

Under the heading of horizontal actions in the National Energy Efficiency Action Plan; carrying out training and awareness raising activities have been determined as an action.

With the aim of furthering the gains achieved with the Energy Efficiency Strategy Document (2012-2023) and the National Energy Efficiency Action Plan (2017-2023), "The Project for Drafting the National Energy Efficiency (EE) Vision and Strategy, and National Energy Efficiency Action Plan (2024-2030)" was initiated by MENR in cooperation with the World Bank (WB). Within the scope of the Project, 10 workshops on digitalization- development of start-up ecosystem in energy efficiency, development of energy efficiency in building, industry, agriculture, transportation, municipal services, supply side, heating and cooling sectors, energy management and financing were held with the participation of a total of 1413 people from the public, private sector, academia, NGOs and employee associations. After preparations of the

National Energy Efficiency Action Plan (2024-2030) is completed, it will be announced to the public in early 2024.

In order to provide information to end users about technological developments and successful practices related to energy efficiency at the web page named <https://aklinlaverimliyasa.com/> was created within the scope of the Consultancy Services Project for Increasing Visibility of IPA 2013 Projects and Public Awareness in the Fields of Renewable Energy and Energy Efficiency. It is aimed to transform this platform into a free access platform by including different training and awareness-raising materials such as learning materials, tools, guides, training videos.

The website and social media (Facebook, Twitter, Youtube and Instagram) accounts have been created within the scope of the mentioned Project and sharing continues in these accounts in certain periods. In addition, two public advertisements (<https://enerji.gov.tr/video-liste?Etiket=6>) were prepared to reach households and a 50-minute program called “Enerji Verimliliği Kuşağı” was broadcasted on NTV within the framework of 2021 Energy Efficiency Week activities. Various activities were organized in the Efficiency Week with the support of the stakeholders in Energy Efficiency Strategic Communication Plan. The visuals created within the scope of the project were included to be included in their web pages and social media accounts of the metropolitan municipalities, governorships and other stakeholders. At the same time, the visuals were displayed on billboards, overpasses and racquets free of charge etc.

Within the scope of the IPA 2018 Consultancy Services for Increasing Energy Efficiency and Raising Awareness in Households Project, it is planned to organize a campaign to increase the awareness of households in the fields of energy efficiency. Various educational and awareness-raising activities will be carried out to increase the awareness of households on building insulation, lighting, transportation, use of energy-efficient electrical appliances, and efficient use of energy in heating and cooling. The campaign should be handled with a holistic approach and should be in line with the above-mentioned strategies, objectives and the EU policies.

2. OBJECTIVES & EXPECTED RESULTS

As mentioned above, the project is aimed at increasing the awareness of households in energy efficiency areas, and to change their behaviors with respect to energy efficiency. It will be necessary to organize activities for different target groups of households (such as housewives and children).

With the campaign to be organized, it is aimed to raise awareness of households in the efficient use of energy about building insulation, lighting, transportation, use of high-efficiency electrical appliances, energy efficiency in heating-cooling and business life, digitalization and modernization in energy efficiency, energy efficiency in schools, etc. It should also provide information to help and encourage households to select more efficient appliances, insulate their

homes and replace their windows, and use energy more wisely (e.g., shutting off unused lights and appliances, using heavier appliances off-peak/at night, clean dust off radiators and refrigerator coils).

With this campaign and the awareness-raising activities to be carried out thereof, it is aimed to make households more conscious about how to use energy more efficiently and to make monetary savings by using energy efficiently, and to change behavior in the long term.

3. SCOPE OF THE WORK

Stakeholder Relations and Approval : The consultant is responsible for the production of any design and content required within the scope of the project and must be able to perform these works without the contribution and assistance of the Ministry.

Along with this, the Ministry and relevant institutions will share data, information, project output, etc. used to create public awareness with the consultant. In any case, the consultant is expected to carry out an effective exchange of ideas with all stakeholders in the realization of the activities. In this context, it should be in contact with the relevant institutions / units of the Ministry, especially the DEEE and the Office of Press and Public Relations, and the project Task Team Leader (TTL) of the World Bank. In determining and designing all outputs and messages within the scope of the project, it is necessary to comply with the energy efficiency policies of MENR and to consider the EU energy efficiency policies. In addition, in determining the contents of the activities, the Consultant should be in coordination with mainly the Energy Efficiency Association (ENVER), which operates in the fields of energy efficiency and sustainable energy and NGOs and private sector representatives.

The DEEE is the final approval authority for all kinds of campaign content and message issues, especially the issues listed below:

Use of Design and Outputs: MENR has the right to use any visual design and message and informative content prepared by the consultant within the scope of the project during and after the project. The consultant, on the other hand, cannot use any of them without the approval of MENR. In addition, the editable (soft) versions of all kinds of deliverables (drafts, final designs and software etc.) should be submitted to MENR.

Language: All outputs will be prepared in Turkish and the key outputs specified in this document will be prepared in both English and Turkish languages.

Environmentally Conscious Designs & EU Visibility Rules: The Consultant is expected to comply with the EU visibility rules in the design of all kinds of activities, actions and all kinds of outputs and promotional materials to be prepared within the scope of the project, and also take into

account the possible contributions to energy efficiency and combating climate change. In this context, attention should be paid to the fact that all kinds of printed materials and promotional products are environmentally friendly / recyclable / recycled and that waste sorting boxes are available in the events.

Event Organisation: A joint opening event will be held under this contract to cover 5 contracts to be implemented within the scope of the IPA 2018 Phase 3 Program. The one-day event will be held at a 4 star hotel in Ankara with the participation of approximately 100 people. The Consultant of this contract shall arrange and cover the cost of venue, food and beverages to be served during lunch and coffee breaks as well as translation and interpretation (accommodation and transportation are not foreseen for this event). The Consultant of this contract shall be in cooperation with the other 4 (four) consultants recruited within the Project for this opening event. The Consultant will also cover cost of visibility materials, including printing, duplication and dissemination regarding this contract for this opening event (The visibility materials related to other contracts will be submitted by the other relevant consultants).

A joint closing event will be held for this contract and the '*Energy Efficiency in Households & Buildings and Sustainable Public Procurement*' contract to be implemented under IPA 2018 Phase 3 Program since they belong to the same component of the program. The one-day event will be held at a 4 star hotel in Ankara with the participation of approximately 50 people. The Consultant of this contract shall arrange and cover the cost of venue, as well as food and beverages to be served during lunch and coffee breaks, translation and interpretation interpretation (accommodation and transportation are not foreseen for this event). The Consultant shall be in cooperation with the consultant of the other contract for the organisation of the closing event. The Consultant will also cover cost of visibility materials, including printing, duplication and dissemination of this contract for this event. (The visibility materials related to other contract will be submitted by the other consultant).

The visibility materials will be in line with requirements of the EU visibility rules.

The Consultant shall ask for a 'No Objection' from the MENR for each and every stage of the implementation of the project; including the venue selections for trainings/meetings and list of participants.

Household Awareness Campaign: With the awareness campaign, which will continue for 24 months from the signing of the contract, it is aimed to (i) increase the awareness of households about energy efficiency and (ii) ensure that energy efficiency is taken into account in their consumption habits and investment decisions.¹

In this framework, the following activities should be carried out by the Consultant. Details such as the timing of the activities, the technical features of the outputs to be produced, which are not included in this specification, must be submitted by the Consultant to the approval of MENR

¹ It is expected that the field of energy efficiency and the energy efficiency policies of the EU will be included in appropriate places.

within 1 month after the contract signature. And the Awareness Implementation Plan² should taken into account the timetable of the Energy Efficiency Communication Plan (<https://enerji.gov.tr/duyuru-detay?id=65>) which was prepared in 2020.

4.1. DESIGN OF THE CAMPAIGN

The Campaign includes; (i) identifying practical applications that will make it possible to increase energy efficiency through improvement in household behavior; (ii) quantifying the energy efficiency gains provided by these applications in the light of scientific methods; (iii) determining in detail the steps, tools and resources of the campaign that will implement information, education and incentive mechanisms that will enable the transfer of practices to the households; (iv) defining different sub-campaigns for the needs and expectations of general and narrowed target groups (to key household decision makers or influencers); (v) to design competitions to be held in schools and digital channels for campaign purposes and (vi) the determination of performance indicators for the activities to be carried out within the campaign.

In this context, it is necessary to prepare a few catchphrases and to be used in written and visual publications, internet and social media. The campaign will be promoted at an event with the participation of national media building off the experiences with past energy efficiency campaigns. It is expected that messages that will be highlighted during the campaign period will focus on different motives that will mobilize different target groups². The catchphrases must be suitable for use in English and a design may be requested for some of them in English. The Contractor will prepare an Awareness Implementation Plan which includes the detailed workflow and the works explained both in here and below. Priority will be given to the visual named "Akıllım", which was designed within the scope of Consultancy Services for Increasing the Visibility of IPA 2013 all rights of which belong to MENR.

Output: The Awareness Implementation Plan: The implementation plan should include the approach to awareness raising taking into account behavior change strategies, types of messages and media channels, target groups, etc. along with indicative impacts of various measures (e.g., number of households reached, # of clicks, etc.). Once approved by MENR, it is possible some of the outputs below may be adjusted. The plan should also include measures for how the awareness campaign would be monitored and assessed along with indicators and targets to assess progress and effectiveness. Should interim targets show insufficient impacts, some adjustments may be needed. The Plan will be prepared both in Turkish and English language.

² Research has shown that understanding what motivates people and influences their behavior is central to successful policymaking. Government officials and policymakers have recognized that “nudges”—such as informational triggers, reminders, and social comparisons, among others—can affect behavior without legislation or changing prices or restricting choice sets. Such elements should be considered in the development of the awareness implementation plan.

4.2. USE OF VISUAL MEDIA

Visual Media: It is expected to provide information about the financial, environmental and societal benefits of energy efficiency by placing messages on increasing energy efficiency at homes in TV series, which are considered appropriate by MENR or recommended by MENR, among television programs that are widely watched by housewives and / or employees. A message or image about energy efficiency for households, to be approved by the MENR should be included in at least five different TV series or programs with high ratings during the project implementation period. The messages should be tested to assess their ability to resonate with and influence the purchasing behaviors and preferences of the target audience.

Output: Sharing messages and images in TV series.

4.3. INTERNET USAGE

The website created within the scope of the Consultancy Services project for Increasing the Visibility of IPA 2013 Projects and Public Awareness in the Fields of Renewable Energy and Energy Efficiency which targets households and social media (Facebook, Twitter, Youtube and Instagram) accounts are expected to be updated, to make new posts, and to increase the number of people and views reached.

It is also necessary to create a LinkedIn account suitable for the social media accounts taken within the scope of the project. This account will also be transferred to MENR with all its rights at the end of the work.

Web Site: The website section, which will be updated and managed by the Consultant will be used to announce the activities within the scope of this Project and all kinds of activities to be carried out within the scope of the awareness campaign. In addition, it is expected that different training and awareness materials such as learning materials, tools, guidelines, training videos available to end users will be prepared and included in order to provide information about technological developments and successful applications. The scope and content of the changes to be made on the website will be proposed by the Consultant to the approval of MENR and it will include informative texts, announcements, visuals, videos etc. about energy efficiency.

The website address that will be used for the campaign as follows:

<http://aklinlaverimliyasa.com/>

The Consultant is responsible for updating, designing, software, creating and uploading all kinds of content to be uploaded, and keeping the contents up-to-date on the website linked above.

The website must have the following features:

- It will be published in Turkish and English.
- There should be Facebook, Twitter, Youtube, LinkedIn and Instagram buttons to publish news and other announcements on social media.
- It should contain links to the website www.enerijprojeleri.eu and social media accounts for IPA Projects.

Social Media: The consultant is expected to actively use social media tools throughout the project. In this context, the consultant will make regular posts in Turkish language from Facebook, Twitter, Instagram and Youtube accounts opened within the scope of “Consultancy Services for Increasing the Visibility of IPA 2013 Projects and Public Awareness in the Fields of Renewable Energy and Energy Efficiency”, as well as the newly created LinkedIn account. Before any sharing, the approval of MENR must be obtained. At the end of the project, the Consultant will transfer all social media accounts with their password and usage rights to MENR. Social media accounts created within the scope of the the previous project are as follows:

Instagram: <https://www.instagram.com/aklinlaverimliyasa/>

Facebook: <https://www.facebook.com/aklinlaverimliyasa/>

Twitter: <https://twitter.com/verimliyasa>

Youtube: <https://www.youtube.com/AklinlaVerimliYasa>

It is expected that the the posts will include both the content produced and the activities carried out within the scope of the awareness campaign, and the developments in the field of energy efficiency (legislation, targets, sectoral developments, etc.) from our country and the world.

The consultant is responsible fot the contents produced under the title 4.4. Awareness-raising content on energy efficiency will be shared from social media accounts five days a week throught the project.

It is also the responsibility of the Consultant to offer to MENR some activities and to implement these activities like follower-increasing activities such as organizing short-term contests in return for small gifts for housewives or young people. The consultant will report the impact analysis (likes, retweet, viewing, etc.) of the posts to MENR every four months in the progress reports throughout the project period.

4.4. AWARENESS RAISING / INFORMATIVE AND AWARENESS VIDEOS

The consultant is responsible for:

1. Creating videos explaining the energy efficiency potential, exemplary behaviors, good practice examples and economic, environmental and social dimensions of efficiency for different target audiences (households, employees in public buildings, students, white collar, etc.). Especially videos on the subject of household appliances, heating / cooling systems, lighting, insulation, transportation, energy efficiency in business life, digitalization and modernization in energy efficiency, energy efficiency in schools, etc. are expected to be developed.
2. Preparing the scenarios of the videos, design, shooting or broadcast. The consultant is responsible for obtaining the copyrights of all visual content used in the videos and not experiencing any copyright problems. The scenario / story of the videos, dialogues and all other texts will be prepared by the Consultant and submitted for the approval of MENR. The shooting will begin after MENR approves the scenario of the video. After the shooting of the videos, the approval of MENR will be obtained before broadcasting.

All kinds of usage rights regarding the published videos will be owned by MENR and the Consultant will deliver the videos in digital environment in the format requested by MENR. Although the videos to be broadcast are without subtitles, the videos to be provided to MENR will be both without subtitles and with English subtitles. The consultant is responsible for covering all expenses related with subtitle about translation etc. In this context;

- i. The consultant will design, prepare and broadcast two (2) TVC commercials / public spots with a duration of 20-45 seconds.
- ii. The consultant is responsible for preparing 215 stable posts, 145 short videos and animation works. At least 2 fixed posts, 1 short video and animations will be shared per week and they will be published simultaneously on all social media accounts of the MENR.
- iii. The training video and booklet prepared by the MENR for teachers within the scope of the “Consultancy Services Project for Increasing the Visibility of IPA 2013 Projects and Public Awareness in the Fields of Renewable Energy and Energy Efficiency” will be updated.

TVC commercial / public spot broadcasting is under the responsibility of the MENR and the consultant will not pay for the broadcast of the TVC film.

4.5. VISUAL MATERIALS

The consultant will prepare visuals to be distributed to participants at seminars and after the project (or to be sent free of charge if requested from DEEE).

In these visuals, the consultant is responsible for the development of visuals on the subjects household appliances, labeling system, heating / cooling systems, lighting, insulation, transportation, energy efficiency in business life, digitalization and modernization in energy efficiency, energy efficiency in schools, etc.

In this context, the Consultant is responsible for the following tasks:

i. A computer-mobile device game which:

- appeals to 9+ age group,
- can work on such mobile platforms as Android, IOS and Huawei as well as on such computer platforms as Windows, Mac and Linux through WebGL technology,
- informs the player regarding energy efficiency applications,
- allows the player to earn money after measures that he will take at all stages of his life and provides the player to put the applications into practice
- Includes 10 2D animations of lecture, 5 3D animations of lecture and totally 75 interactivational education content with 5 multiple-choice True-False, drag-and-drop, fill in the blanks type of questions (after each animation for measurement and evaluation will be prepared.)

ii. A card game to be prepared by DEEE by considering energy efficiency precautions will be modified in a manner that it involves the issue of energy efficiency at work, on the way and in social events. The boxes of the game will be produced in cooperation with the MENR and the Ministry of National Education. They will be sent to schools of primary education. The card game will be produced in 1500 pieces. The students who are to play the game will be asked to complete a mini-survey of at least 5 questions prior to the game. After a certain amount of time passes upon playing the game, they will be asked to answer the mini-survey questions again. In that way, it will be measured whether their consciousness of energy efficiency has increased or not.

iii. The fabric bags (30 thousand pieces and made of polyester), which can be folded into a folding wallet, with the visual and non-removable print of the character of "Akıllım" will be designed and produced. They will be distributed in different fields (school, marketplace, fair etc.) together with supporting activities (presentation, brochure, etc.) are expected.

iv. Social media images will be prepared that can be used and printed afterwards and 10 of them (10,000 copies in total) will be printed.

- v. Sharing energy efficiency visuals in a total of 400 billboards and 80 overpasses within the boundaries of 4 Metropolitan Municipalities for 7 days (within the scope of energy efficiency week activities every year) will be prepared.
- vi. Purchasing 1.200 smart sockets (which plug into the electrical outlet and allow controlling any device plugged into the outlet with the help of a remote application or virtual support) in order to distribute them.
- vii. The infographic of the outputs of DEEE activities will be prepared and 5.000 copies will be printed.
- viii. A storybook consisting of approximately 10 pages in 3 different series with the character "Akıllım" will be designed in order to be given to the students during the school visits (and also to be sent to the schools free of charge if requested). Totally 10,000 storybooks which will include drawings and narratives with 3D anime characters that will raise awareness on the above-mentioned issues will be printed.

4.6. OTHER PROMOTION AND AWARENESS ACTIVITIES

Within the scope of this article, it is expected that the Consultant to make two live broadcasts, (with at least three guests and in a total of two periods) in programs deemed appropriate by the MENR during Energy Efficiency week requested.

4.7. RE-MEASURING THE ENERGY EFFICIENCY CONSCIOUSNESS INDEX

In order to monitor the development of energy culture and efficiency awareness in the society, MENR developed an energy efficiency awareness index for households. The research conducted for this purpose in 2019 was repeated in 2021. For this purpose, face-to-face (questionnaire) interviews were conducted with 3,000 people over the age of 16 residing in 26 provincial city centers.

According to this research; The Energy Efficiency Awareness Index has been determined as 163,8 (middle-upper). Accordingly, the energy efficiency awareness index increased by 6.1 points. The figure indicated that the public is at middle-upper level of consciousness.

At the same time, an energy efficiency awareness index has been established in industry, service, transportation and agricultural enterprises in order to carry out awareness, education and awareness activities.

For this purpose, the second stage of the research which was conducted in 2020 was repeated in 2021, evaluations of 1309 enterprises, 1037 in industrial enterprises, 173 in service enterprises, 80 in agricultural enterprises and 19 in transportation enterprises, have been compiled by online survey method. According to the research done; The Energy Efficiency Awareness Index has been determined to be 166,3 (middle-upper). Accordingly, the energy efficiency awareness index increased by 7.8 points in industrial, service, transportation and agricultural businesses.

In parallel with the content and design of the campaign, as a continuation of the Energy Efficiency Awareness Index studies conducted by DEEE, the Consultant is expected to update the existing questionnaire forms (for the public and legal entities) at the end of 2024 or in 2025 to measure the level of public awareness.

The survey will be updated in a way that takes into account socio-economic and geographical factors and measures the awareness of consumers on the determinants of energy efficiency and energy consumption by consultant. A face-to-face survey will be applied to approximately 3000 people once for the public. Approximately 1000 (+, - 10%) online surveys will be conducted for Industry, Service, Transportation, Agricultural Enterprises.

At the end of the campaign process; the survey will be renewed with previously prepared survey forms (for public and legal persons) . The awareness index will be updated according to these results, and efficiency & awareness will be measured by consultant.

In a survey directed to the public, the current questions will be revised and the questions formulated below will also be included in the survey:

- ✓ Are there any activities, public service adds or slogans you remember from campaigns held in relation to energy efficiency? If yes, could you name them?
- ✓ Could you tell us whether or not you have heard of the campaigns/slogans that I will mention about energy efficiency?
- ✓ Are the messages given in energy efficiency campaigns clear?
- ✓ Have the messages given in energy efficiency campaigns influenced your buying habits?

The consultant will prepare the updated awareness index report. The report will include updated index, the survey findings, key trends and recommendations to enhance future EE awareness raising activities.

Outputs:

- Revision of questionnaire forms for public and legal persons
- Face-to-face survey of 3000 people for the public
- Online survey for Industry, Service, Transport, Agricultural Enterprises, 1000 (+, - 10%) companies
- Updated awareness index reports

5. DELIVERABLES and REPORTING OBLIGATIONS OF THE CONSULTANT

A list of the activities to be carried out and the materials to be produced by the Consultant within the scope of the project, whose details are given in the section, are given below:

	HOUSEHOLD AWARENESS CAMPAIGN	DEFINITION:	DURATION:
1.	Awareness Implementation Plan	Preparation of the approach for the awareness raising (including behavior change strategies, types of messages and media channels, target groups, etc.) along with indicative impacts of various measures	1 month
2.	Progress Report	impact reporting of activities carried out	once in four months
3.	Use of visual media	Showing the TV series which gives the targeted messages	24 months (at least five different TV series or programs)
4.	Website (including once in four months impact reporting)	Updating and managing the website	24 months
5.	Social media accounts (including once in four months impact reporting)	Conducting the social media accounts (Facebook, Twitter, Youtube, LinkedIn and Instagram)	24 months
6.	Videos	Preparation of the following: - 145 short videos and animation works (2 or 3 stable posts, 1 or 2 short videos and animations will be shared per week) - 2 TVC commercials/ public spot videos	reaching 2 million monthly users of the images shared for 24 months
7.	Awareness index questions, survey and updated awareness report	Conducting a face-to-face survey which will be applied to approximately 3000 people and preparing the report including updated index, the survey findings, key trends and recommendations to enhance future activities. Approximately 1000 (+, - 10%) online surveys will be conducted for the sectors of Industry, Service, Transportation, Agricultural Enterprises.	6-8 months

8.	Visual materials	Preparation of the following: - A computer-mobile device game - A card game - Designing and producing bags - Preparing social media images - 400 billboards and 80 overpasses - 1.200 smart sockets - 5000 infographic of the outputs	24 months
9.	Draft Report Final	Preparation of a draft study including the problems encountered and achievements including suggestions.	1-2 months
10.	Final Report	Preparation of the final report including the comments received from the parties on the draft final report and includes the necessary corrections	3 months

NOTES:

- 1- Within the scope of the project in question the consultant is responsible for the payment of all related costs with information request / speaker / guest etc. including arranging all relevant persons.
- 2- The consultant must prepare all the content regarding the activities to be carried out within the scope of the awareness campaign. The design, content, etc. of the draft outputs to be submitted to MENR has the right to request a change, provided that it does not go beyond this Terms of Reference. MENR is the final approval authority for all kinds of design, content, material, output etc.
- 3- The versions that can be modified on all kinds of materials produced within the scope of all activities, a list of which are given above and detailed in Section 4, must be delivered in the format requested by MENR before the end of the project.

- 4- Unless otherwise stated, all outputs will be prepared in Turkish. The key outputs specified in this document will be prepared in both English and Turkish languages.
- 5- Awareness Implementation Plan: It will be submitted to MENR within 1 month at the latest from the start of the project. It shall include details not included in this terms of reference such as the timing of the plan activities, reporting, and technical features of the outputs to be produced, and it shall not contain any removal / reduction proposals regarding the work items and numbers in the terms of reference. The plan will take its final version after the approval of MENR.
- 6- All visuals, videos prepared within the scope of the project **can be changed** on all kinds of designs, catchphrases, etc., and their soft versions (English versions of some designs can also be requested) can be adapted to different media (invitation, social media, video, newspaper, etc.) All will be delivered to MENR with external memory every 4 months. In addition, the Consultant is responsible for obtaining the copyrights of all visual content and avoiding any copyright problems.
- 7- All kinds of visuals, videos etc. outputs prepared for children will be prepared under the supervision of a pedagogue who will be in the Consultant's team and the pedagogue report regarding the suitability of these outputs for the development of children will be submitted to the MENR.
- 8- **All other designs, texts and draft versions of the outputs** will be submitted to the approval of MENR. No output will be published without the approval of MENR. While planning the works that the Consultant has to complete within the 24 months implementation period should also take into account the time for giving opinion / requesting revision of MENR and revision periods.
- 9- **Draft Final Report:** Awareness Implementation Plan is submitted no later than one month before the timing process ends. It is a draft study including the problems encountered and achievements including suggestions.
- 10- **Final Report:** The deadline for submitting the Final Report, which includes the comments received from the parties on the draft Final Report and includes the necessary corrections, is 30 days after the comments on the draft final report. The detailed analysis that forms the basis of the recommendations will be presented in the annexes of the main report. The Contractor will submit the reports in Turkish and English in two copies.

6. INFORMATION TO BE PROVIDED BY THE MENR

To fully implement the general assignment, the DEEE will provide the Contractor with appropriate support. DEEE will assistance to the Contractor in accessing to the information about its previous studies and campaigns on energy efficiency and the energy efficiency awareness index.

7. MANAGEMENT AND COLLABORATION

The Consultant is obliged to carry out the exchange of ideas, coordination and approval processes described under the title of Stakeholder Relations and Approval in Chapter 3 of this Terms of Reference. In this context, the Consultant is expected to appoint a Team Leader who will be in direct contact with MENR, including coordination and approval. It is important that the Team Leader is experienced in project management and public relations in the energy efficiency sector. MENR will assign one of the Directorate General of Foreign Relations (DGFR/PIU) staff as the Project Manager on behalf of MENR.

The MENR DGFR is the Contracting Authority of the project. The Contracting Authority will be responsible for tendering, contracting, administration, overall project supervision, review and final approval of the reports, financial management including payments of the project activities. The DGFR submits outputs to DEEE (End-Beneficiary), World Bank and EU Delegation to Türkiye (EUD) for approval. After the approval is received, DGFR gives the final approval and notifies the consultant.

DEEE is responsible for the overall technical implementation of the project.

Within the scope of the project, Project Steering Committee Meetings will be held quarterly, in which the latest situation in the project, developments and problems experienced in the project are discussed. It is also possible for the EUD and the EU Presidency of the Ministry of Foreign Affairs to participate in the meeting, which will also be attended by the relevant units of the World Bank and MENR. MENR will organize the meetings. The consultant is obliged to ensure the participation of the relevant experts in the meetings and to provide information about the project at the meeting.

MENR can request a meeting with the Consultant to go over the draft outputs within the scope of the project or to discuss the activity programs. The consultant should ensure the participation of relevant experts in these meetings.

Within one month after the start of implementation of the contract, an opening event will be held under this contract for all five contracts to be implemented under IPA 2018 Phase-3 Project. Furthermore, after the approval of the deliverables and reports, a one-day closing event will be held with the participation of the relevant stakeholders. More information on the events and the Consultant's responsibilities in relation to them are provided in the "Event Organization" heading under the Article 4.

8. QUALIFICATION REQUIREMENTS

The consultant will be selected in accordance with the rules and procedures stipulated in the "The World Bank Procurement Regulations for IPF Borrowers – version of November 2020 (Procurement Regulations) using the QCBS (Quality and Cost-Based Selection) method. The consultant must have a company or joint venture that meets the qualification criteria listed below:

- Experience in awareness raising projects in energy sector such as media campaigns
- Experience in production of printed materials (booklets, brochures), content creation and design
- Experience in design/production of advertisement/promotional materials such as newspaper/magazine advertisements and spot films,
- Staff capacity in the above mentioned areas including social media and visual design

9. TEAM COMPOSITION

The responsibilities and qualifications of the key personnel to be assigned by the Contractor during the implementation process are as follows. Apart from the 3 key experts below, the Consultant should ensure that non-key experts required for the timely execution of the project activities also contribute to the project.

KE-1: Team Leader:

1. Bachelor degree in public relations, advertising, economics, management, communication and marketing or other related disciplines ;
2. Minimum 10-year experience in a public relations agency or in customer services;
3. Experience in copywriting
4. Advanced knowledge of English language;
5. Experience in determining communication and marketing strategies and in such issues as surveys, campaigns and behavioural economics

K-2: Energy Efficiency Expert:

1. At least bachelor degree in engineering preferably in electrical engineering or mechanical engineering
2. At least 10 years of experience in the energy efficiency sector
3. Experienced in energy efficiency awareness / information

K-3: Visual Designer:

1. At least bachelor degree in fine arts, graphic design, communication or other related disciplines.
2. At least 5 years of experience in graphic design, with preparing an exemplary cartoon that has been posted.
3. Experienced in the design of both visual (digital banner, billboard, etc.), digital (website) and printed products
4. Ability to use InDesign, Photoshop and Illustrator programs at an advanced level

K-4: Game Developer:

1. Five years experience in cross-platform game development
2. Experience in team management

Other experts and support staff: CVs of experts other than key experts should not be submitted for the tender, but will need to show that the tenderer has access to experts with the required profiles in his/her bid. The consultant will select and hire other experts as required according to the needs. Selection procedures used by the Consultant to select other experts will be transparent and based on predefined criteria including professional qualifications, language skills and work experience.

10. DURATION OF THE SERVICES

Starting from the date of signing the employment contract, the total duration of the consultancy services will be 24 (twenty four) months. Approximate implementation dates to be proposed by the Consultant regarding the above-mentioned studies will be included in the Awareness Implementation Plan. After the approval of MENR, the dates in the Plan will take their final form.

Social media accounts created within the scope of Consultancy Services for Increasing the Visibility of IPA 2013 Projects and Public Awareness on Renewable Energy and Energy Efficiency should also be activated from the date of project implementation. Activities to be carried out on the website and social media will continue for 24 months. Internet media and social media analysis progress reports will be submitted to MENR every 4 months from the moment they become active for each media. 6 reports will be prepared for each media in 24 months.

11. GENERAL RULES ON PUBLICITY AND VISIBILITY FOR EU FUNDED PROJECTS

The Contractor shall take all necessary measures to publicize the fact that the European Union has financed the Program.

In addition, the Contractor shall take the necessary measures to ensure the visibility of the European Union financing or co financing. These measures must comply with the rules laid down and published by the Commission on the visibility of external operations: https://ec.europa.eu/europeaid/communication-and-visibility-manual-eu-external-actions_en

All projects/contracts implemented under this program shall comply with the **Visibility Guidelines for European Commission Projects in Türkiye** published by the EUD at:

<http://www.avrupa.info.tr/en/learn-about-eu-visibility-guidelines-16>

All communication and visibility activities should be carried out in close co-operation with the WB. The WB is the main authority in charge of reviewing and approving visibility-related materials and activities. Before initiating any information, communication or visibility material and activity, Contractor and implementing partners should seek the approval of the WB in writing.

The EU-Türkiye cooperation logo should be accompanied by the following text:

“This project is financed by the European Union”

Whether used in the form of the EU-Türkiye cooperation logo for information materials or separately at events, the EU and Turkish flag have to enjoy at least double prominence each, both in terms of size and placement in relation to other displayed logos and should appear on all materials and at all events as per the Communication and Visibility Manual for European Union External Actions. At visibility events, the Turkish and the EU flag have to be displayed prominently and separately from any logos.

Logos of the Beneficiary institution and the WB should be clearly separated from the EU-Türkiye partnership logo and be maximum half the size of each flag. The logos will not be accompanied by any text. The WB and Beneficiary logo will be on the lower left-hand corner and lower right-hand corner respectively. The Contractor logo with the same size will be in the middle of the WB and Beneficiary logo. If the Contractor is a consortium, only the logo of the consortium leader will be displayed.

Any publication by the Contractor, in whatever form and by whatever medium, including the Internet, shall carry the following or a similar warning: *“This document has been produced with the financial assistance of the European Union”*. In addition, the back cover of any such publications by the Contractor should also contain the following disclaimer: *“The contents of this publication are the sole responsibility of name of the author/Contractor/– and can in no way be taken to reflect the views of the European Union, World Bank Group and MENR”*.