



## **EXPRESSION OF INTEREST PUBLIC RELATIONS AGENCY SERVICES**

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### **1. Background:**

The Energy Regulatory Commission (ERC) is established under the Energy Act, 2006, as the energy sector regulatory agency, with the responsibility for economic and technical regulation of electrical power, renewable energy and downstream petroleum sub sectors. The above functions are undertaken guided by the provisions of the Energy Act 2006 and applicable Energy Sector Regulations.

ERC(EPRA) is inviting qualified firms to express interest carrying out Public Relations and Communication in support of its activities, which are inclined towards rebranding to Energy and Petroleum Regulatory Authority (EPRA) as well as effectively communicating its enhanced mandate.

### **2. The objective of the assignment:**

The overall objective of the consultancy is to improve the Commission's brand visibility and resonance towards its mandate.

### **3. Scope of Services:**

The proposed consultant will be required to undertake among other professional services; Corporate Brand Enhancement in order to improve ERC's(EPRA's) Brand resonance through Public Relations and Innovative content for Publicity Reputation Management, Stakeholder Relations Management, Public Affairs and Crisis Management and improvement of customer relationships.

### **4. Eligibility and requirements:**

Interested and eligible firms shall provide information demonstrating amongst others that they have the necessary qualifications, capability, experience, resources, to undertake this assignment. Further details on the requirements are available on the Commissions' website at [www.erc.go.ke](http://www.erc.go.ke) Completed EOI Documents submitted in two (2) printed copies (1 original and 1 copy) which should be enclosed in plain sealed envelopes, marked "ERC/PROC/4/3/18-19/239 PROVISION OF PUBLIC RELATIONS AGENCY SERVICES" should be deposited in the tender box provided at the ERC offices at Eagle Africa Centre House 1st floor be addressed and to:

The Director General  
Energy Regulatory Commission,  
Eagle Africa Centre, Longonot Road, Upperhill,  
P.O. Box 42681 - 00100,  
NAIROBI, Kenya.

So as to be received on or before **3<sup>rd</sup> May, 2019 at 11.30am.**

The bids will be opened in the presence of bidders or their representatives who choose to attend. NB: Only successful bidders will be invited to submit their proposals.

## **5. Evaluation Criteria**

### **A. Mandatory Criteria**

1. Certificate of Incorporation/Registration
2. KRA PIN certificate
3. Valid KRA Tax compliance
4. CR12 for companies (not older than 6 months)

### **B. Technical Criteria**

1. The firm Must be a member of The ASSOCIATION OF PUBLIC RELATIONS AND COMMUNICATION MANAGEMENT FIRMS (APReCoM)-(5 marks)
2. The firm must demonstrate five years of experience in PR agency and work-(10 marks)

3. Proof and description of PR tools/Resources that will be used in the assignment-(10mks)
4. Demonstrate financial strength by attaching audited accounts for the last three years-(10mks)
5. The Company should give evidence of working as a full time PR agency with at least five(5) Government agencies/Private sector/Donor agencies. Evidence for working as a PR agency in the energy sector is an added advantage-(15mks)
6. The firm must demonstrate experience and capacity to handle crisis situations -(10 mks)
7. The Firm should also demonstrate ability to handle brand transition from Energy Regulatory Commission (ERC) to Energy and Petroleum Authority (EPRA). Shortlisted firms will be expected to pitch on the brand transition-(20mks).
8. The firm shall demonstrate that its staff complement has capacity to carry out the assignment for PR agency services-(15 marks)
9. The Minimum score is 80%. Such information may include brochures, Availability of staff skills to carry out the assignment, References, details of past assignments as a PR agency and the description of tools to carry out the assignments.