

**SELECTION OF CONSULTANTS BY BENEFICIARIES OF FINANCING FROM THE  
FRENCH DEVELOPMENT AGENCY (AFD)**

**REQUEST FOR EXPRESSIONS OF INTEREST**

*[The request for expression of interest is not a request for bids, and the requested information should not involve a large amount of work from the applicants.]*

**The Arab Republic of Egypt**

**Preparation and Implementation of Communication Strategy & Visibility Plan for the  
Households Natural Gas Connection in Egypt Project**

**- CONSULTANCY SERVICES -**

**Expression of interest**

**Background**

The Egyptian Ministry of Petroleum and Mineral Resources (MoP) has a strategic national objective to spread the use of Natural Gas throughout the whole country. In this respect, the Egyptian Natural Gas Holding Company (EGAS) is implementing a national gas connection program to switch from imported and highly subsidized Liquefied Petroleum Gas (LPG) to a safer, more reliable, cleaner and more affordable energy source, which is the Natural Gas (NG). The switch from LPG to NG will realize a number of economic, environmental and social benefits. The Egyptian energy strategy also aims at improving the governance of the energy sector through enhancing energy planning and promote private sector participation.

In this regard, the Egyptian Government has received a Grant from the European Delegation delegated for management by the French Development Agency (AFD) to assist Egypt in the increase of access to reliable, lower cost, grid-connected NG supply (hereinafter referred to as the Project), and at the same time, alleviating poverty and enhancing quality of life.

**The above mentioned Project consists of three main Components:**

**Component 1: Gas Network Expansion and Household Connections:**

This component finances investments necessary to expanding the gas networks infrastructures in the project areas and connecting the households to the distribution networks.

**Component 2: Targeted Financial Support to Disadvantaged Households for the Payment of NG Connection Fees.**

The scale-up of the NG connections as envisaged under this project will initially expand the grid to eleven Governorates that will include relatively poorer areas of Egypt. To ensure NG access will be provided to vulnerable households and is not hindered because of consumer unaffordability, this component will provide financial support for the payment of NG connection fees to disadvantaged households in the project areas, under the form of a targeted subsidy mechanism to cover part of

the intended connection cost. This component is implemented by EGAS and the local Gas distribution companies (LDCs), in coordination with, the Ministry of Social Solidarity (MoSS) and the Ministry of Electricity.

**Component 3: Institutional Strengthening:**

This component will (i) contribute to the improvement of the governance structure and fiscal transparency and accountability at EGAS and (ii) support the capacity strengthening of the gas Regulator through consultancy services. Both subcomponents require internal communication for change management and raising awareness among internal staff of EGAS and engaged stakeholders within the petroleum sector, as well as, external communication to ensure the Visibility of the European Union.

**Objective of the Assignment**

The Egyptian Natural Gas Holding company has received a financing from the European Union (EU) delegated to the AFD, and intends to use part of the funds for payments under the following consultancy service:

- I. Creation of a Communication Strategy and Visibility Plan
- II. Implementation of such a plan. The scope of service will encompass the three above mentioned components of the project.

The consultant shall provide the necessary expertise and technical assistance to establish such Communication Strategy & Visibility Plan for the Project and implement it.

**1- Overall Communication Objectives:**

- Raising awareness among populations living in areas planned for connections on the procedures, cost and financial support mechanism, to get connected to the gas network.
- Informing the populations living in areas planned for connections on the benefits of this project on quality of life, poverty alleviation and contribution to sustainable energy policy.
- Informing the populations living in areas planned for connection on safety aspects related to the use of natural gas in their households.
- Raising awareness among potential eligible beneficiary of the subsidy to connection cost and about the grievance settlement mechanism in case of complaints.
- Support change management among EGAS and LDCs, staff in the frame of the Enterprise Resource Planning (ERP) integration.
- Informing relevant stakeholders in the gas sector on the progress in the institutional and regulatory reform of the gas sector.

**2- Identification of targeted audience for each component:**

- Population living in areas where gas connection is implemented in the framework of the project.
- EGAS Staff: the project will contribute to change in EGAS operations workflow through the integration of new ERP software and hardware, and the introduction of new tasks such as the management of financial support mechanism for the poor.
- Relevant stakeholders in the gas sector: These include companies operating in the gas sector that will benefit from the institutional and regulatory reforms of the sector in Egypt in general and specifically EGAS and Ministry of Petroleum staff with the creation of an independent Gas Regulator.

**3- Specific objectives for each targeted group related to the Project's objectives and the phases of the Project cycle.**

**The requested services of the Consultant will comprise but not be limited to the following main tasks:**

- Prepare a communication and visibility plan along with detailed description of the communication actions.
- Suggest different tools for communication campaigns such as T.V. Ads, Radio Ads, Outdoor banners, Stickers everywhere and newspapers (logos of the grant will be displayed in the media) for each component and according to each target audience
- Propose multiple scenarios of Strategies and their respective budgets.
- Implement the approved communication and visibility plan and support EGAS in the tendering process related.
- Implement the communication tools used to assure the visibility of the EU, AFD, and the Word Bank (WB) in financing the project, as well as the Egyptian Government's efforts to expand the gas connections network.

The Egyptian Natural Gas Holding Company hereby invites interested candidates to show their interest in delivering the services described above.

In order to confirm their eligibility for AFD's financing, candidates should submit their expression of interest in a duly signed Statement of Integrity (appended to this letter).

Interested candidates must provide information evidencing that they are qualified and experienced to perform those services. For that purpose, documented evidence of recent and similar services shall be submitted.

**Determination of the similarity of the experiences will be based on:**

- Contracts size,
- The nature of services (Advertising, communication and marketing)
- Technical area and expertise

- The location ( in Egypt, Arabic-speaking countries)
- A draft communication plan for this assignment following the attached template
- The Company Profile
- Availability of relevant staff with Arabic speaking capabilities [Local representatives/ partners]
- Qualifications of the candidate.

Among the submitted applications, EGAS will shortlist consultants, to whom the Request for Proposals (RfP) to carry out the services shall be sent.

EGAS reserves the right to subcontract part of the services with a different consultant other than the awarded one.

The main location for the provision of requested services will be:

Arab Republic of Egypt, Cairo, EGAS

Expressions of Interest must be submitted as (1hard copy and 1 softcopy) to the address below no later than [26/3/2017]

For the attention of:

Mr. Yasser Mohamed Eid

Financial Affairs

3<sup>rd</sup> Floor

Egyptian Natural Gas Holding Company (EGAS)

85 El Nasr Road, 1st District, Nasr City 11371

Telephone: (202) 22642922/22642873

Fax: (202) 24055803

E-mail: [yeid@egas.com.eg](mailto:yeid@egas.com.eg)

Cc: [rkhayat@egas.com.eg](mailto:rkhayat@egas.com.eg)

[snaguib@egas.com.eg](mailto:snaguib@egas.com.eg)

Interested consultants may obtain further information at the address above during office hours [from 09:00 to 15:00 hours Cairo local time].

**APPENDIX TO THE REQUEST FOR EXPRESSION OF INTEREST**  
**(Format not to be altered)**

**Statement of Integrity, Eligibility and Social and Environmental Responsibility**

Reference name of the Eol: \_\_\_\_\_ (The "**Contract**")

To: \_\_\_\_\_ (The "**Contracting Authority**")

1. We recognise and accept that *Agence française de développement* ("AFD") only finances projects of the Contracting Authority subject to its own conditions which are set out in the Financing Agreement which it has entered into with the Contracting Authority. As a matter of consequence, no legal relationship exists between AFD and our company, our joint venture or our subcontractors. The Contracting Authority retains exclusive responsibility for the preparation and implementation of the contract procurement and its subsequent performance.
2. We hereby certify that neither we nor any other member of our joint venture or any of our subcontractors are in any of the following situations:
  - 2.1) being bankrupt, wound up or ceasing our activities, having our activities administered by the courts, having entered into receivership, reorganisation or being in any analogous situation arising from any similar procedure;
  - 2.2) having been convicted, within the past five years by decision of a court decision, which has the force of *res judicata* in the country where the project is implemented, of one of the acts mentioned in sections 6.1 to 6.4 below or of any other offense committed during the procurement or performance of a contract<sup>1</sup>;
  - 2.3) being listed for financial sanctions by the United Nations, the European Union and/or France for the purposes of fight-against-terrorist financing or threat to international peace and security;
  - 2.4) having committed serious professional misconduct within the past five years during the procurement or performance of a contract;
  - 2.5) not having fulfilled our obligations regarding the payment of social security contributions or taxes in accordance with the legal provisions of either the country where we are established or the Contracting Authority's country;
  - 2.6) having been convicted, within the past five years by a court decision, which has the force of *res judicata*, of one of the acts mentioned in sections 6.1 to 6.4 below or of any other offense committed during the procurement or performance of an AFD-financed contract;

---

<sup>1</sup> In the event of such conviction, you may attach to this Statement of Integrity supporting information showing that this conviction is not relevant in the context of this AFD-financed contract.

2.7) being subject to an exclusion decision of the World Bank since 30 May 2012, and being listed on the website <http://www.worldbank.org/debar><sup>2 2</sup>;

2.8) having committed misrepresentation in documentation requested by the Beneficiary as part of the contract procurement procedure.

3. We hereby certify that neither we, nor any of the members of our joint venture or any of our subcontractors are in any of the following situations of conflict of interest:

3.1) being an affiliate controlled by the Contracting Authority or a shareholder controlling the Contracting Authority, unless the stemming conflict of interest has been brought to the attention of AFD and resolved to its satisfaction;

3.2) having a business or family relationship with a Contracting Authority's staff involved in the selection procedure or the supervision of the resulting contract, unless the stemming conflict of interest has been brought to the attention of AFD and resolved to its satisfaction;

3.3) being controlled by or controlling another bidder or being under common control with another bidder, or receiving from or granting subsidies directly or indirectly to another bidder, having the same legal representative as another bidder, maintaining direct or indirect contacts with another bidder which allows us to have or give access to information contained in the respective bids, influencing them or influencing decisions of the Contracting Authority;

3.4) being engaged in a consultancy activity, which, by its nature, may be in conflict with the assignments that we would carry out for the Contracting Authority;

3.5) in the case of a works or goods procurement procedure:

- i. having prepared or having been associated with a consultant who prepared specifications, drawings, calculations and other documentation that are subject of the bid;
- ii. having been recruited (or being proposed to be recruited) ourselves or any of our affiliates, to carry out works supervision or inspection for this contract;

4. If we are a government-owned entity, we certify that we have legal and financial autonomy and that we operate under commercial laws and regulations<sup>3</sup>.

5. We undertake to bring to the attention of the Contracting Authority, which will inform AFD, any change in situation with regard to points 2 to 4 here above.

6. In the context of procurement and performance of the contract:

6.1) We have not and we will not engage in any dishonest conduct (act or omission) deliberately intended to deceive others, to intentionally conceal items, to violate or vitiate someone's consent, to make them circumvent legal or regulatory requirements and/or to violate their internal rules in order to obtain illegitimate profit.

---

<sup>2</sup> In the event of such exclusion, you may attach to this Statement of Integrity supporting information showing that this exclusion is not relevant in the context of this AFD-financed contract.

<sup>3</sup> Item to be deleted, as the case may be, if the contract is awarded to a state-owned company without competitive process.

6.2) We have not and we will not engage in any dishonest conduct (act or omission) contrary to our legal or regulatory obligations or our internal rules in order to obtain illegitimate profit.

6.3) We have not promised, offered or given and we will not promise, offer or give, directly or indirectly to (i) any person who holds a legislative, executive, administrative or judicial mandate within the State of the Contracting Authority regardless of whether that person was nominated or elected, regardless of the permanent or temporary, paid or unpaid nature of the position and regardless of the hierarchical level the person occupies, (ii) any other person who performs a public function, including for a State institution or a State-owned company, or who provides a public service, or (iii) any other person defined as a Public Officer by the national laws of the Contracting Authority, an undue advantage of any kind, for himself or for another person or entity, for such Public Officer to act or refrain from acting in his official capacity.

6.4) We have not promised, offered or given and we will not promise, offer or give, directly or indirectly to any private person who occupies an executive position in a private sector entity or works for such an entity, regardless of the nature of his/her capacity, any undue advantage of any kind, for himself or another person or entity for such private person to perform or refrain from performing any act in breach of its legal, contractual or professional obligations.

6.5) We have not and we will not engage in any practice likely to influence the contract award process to the detriment of the Contracting Authority and, in particular, in any anti-competitive practice having for object or for effect to prevent, restrict or distort competition, namely by limiting access to the market or the free exercise of competition by other undertakings.

6.6) Neither we nor any of the members of our joint venture or any of our subcontractors shall acquire or supply any equipment nor operate in any sectors under an embargo of the United Nations, the European Union or France.

6.7) We commit ourselves to comply with and ensure that all of our subcontractors comply with international environmental and labour standards, consistent with laws and regulations applicable in the country of implementation of the contract, including the fundamental conventions of the International Labour Organisation (ILO) and international environmental treaties,. Moreover, we shall implement environmental and social risks mitigation measures such as specified in the environmental and social management plan or, if appropriate, in the environmental and social impact assessment notice provided by the Contracting Authority.

7. We, as well as members of our joint venture and our subcontractors authorise AFD to inspect accounts, records and other documents relating to the procurement and performance of the Contract and to have them audited by auditors appointed by AFD.

Name:

In the capacity of:

Signature:

Duly empowered to sign the bid in the name and on behalf of<sup>4</sup>:

Dated:

---

<sup>4</sup> In case of joint venture, insert the name of the joint venture. The person who will sign the bid on behalf of the bidder shall attach a power of attorney from the bidder.