



## **Senior Citizen Engagement Consultant – Access to Distributed Electricity and Lighting (ADELE) Project**

### **Ministry of Water and Energy (MoWE) Terms of Reference**

---

#### **Context-Ethiopia Citizen Engagement**

The Government of Ethiopia (GoE) recognizes the need to focus on connecting households and has put strong emphasis on rapid scale-up of electricity connections, particularly in areas that are already within the immediate and short-term reach of the network (increasing on-grid connections to almost 7 million within Growth and Transformation Plan (GTP)-II period). The GoE intends to achieve universal electrification in Ethiopia by 2025. Rolling out household connections is a top priority; it is also a high-impact, low-hanging fruit to be reaped in areas already served by the network, with no additional generation investments to be needed given low households' consumption. The efforts in the energy sector are being led by the Ministry of Water and Energy (MoWE) who are leading the oversight of the electricity sector, together with the Ethiopia Electric Power Company (EEP), responsible for the generation and transmission sub-sectors; and the Ethiopian Electric Utility (EEU), responsible for power distribution and sales.

Following the release of the Government's National Energy Strategy (NES-2016) and reflecting its recommendations, the Ethiopia's National Electrification Program (NEP) - Implementation Roadmap (IRM) presents the Government's action plan for achieving universal electricity access nationwide by 2025, in a strategic and comprehensive, as well as efficient and transparent manner, for the benefit of all its citizens. The world Bank financed \$ 500 million Accesses to Distributions Electricity and Light for Ethiopia (ADELE) supports the implementation of the NEP. Under ADELE a comprehensive citizen engagement work program is under implementation, led by EEU, and focused on customer satisfaction, grievance readdress, communications, consumer education, energy forums and staff training.

To build on the citizen work, the \$500 Million WB financed Access to Distributed Electricity and Lighting (ADELE) Project in Ethiopia has placed a strong emphasis on citizen engagement as a means to help improve the delivery and quality of energy service provision; improve the reach of the technologies in implementing localities; and bring greater service delivery, transparency, dialogue, and consumer-centric grievance redress. The project will support the delivery of institutional strategies, energy information and education campaigns, and the establishment of a consumer feedback mechanism. Adequate awareness campaigns and information dissemination will be conducted to inform citizens on the diverse benefits of the energy services, safe use, and grievance.

MoWE will take the lead to oversee and supervise overall consumer awareness and citizen engagement activities and develop a consumer awareness and citizen engagement guideline and strategy for ADELE to be adopted. Tools that will be used include, among others, citizen score cards, surveys, work with independent monitoring entities, community education programs, and training opportunities. The citizen engagement approach will also focus on the feedback of consumers on service, grievance, transparency, integrity, and dialogue. MoWE will develop a consumer awareness and citizen engagement guideline and strategy for ADELE to be adopted and used by all ADELE component implementers (EEU, private sector, and MFIs). Consumer awareness and citizen engagement activities are integrated under each component as follows:

- For **component 1**, consumer and information provision, community engagements, and customer satisfaction surveys will build on the comprehensive citizen engagement work program designed under/ADELE and under implementation by EEU.
- For **component 2**, the mini-grid companies that will be awarded tenders will need to attend citizen engagement trainings. Also, community-level energy education program (including productive uses of energy) in local languages will be delivered, with customized messaging and face-to-face events such as forums and as well using print, radio, and video display with farmers and field demonstrations in local languages.
- For **component 3**, the project will provide training on consumer awareness and citizen engagement especially on rural community education campaigns to be delivered by MoWE to all ADELE implementing agencies. OGS companies will be required to align their operational activities with the consumer awareness and citizen engagement guideline and strategy for ADELE (adopted by MoWE under the project).
- For **component 4**, activities will include public forums with selected social institutions to collect information on the overall usage and effectiveness of the stand-alone solar systems as well as feedback and grievances collection in relation to the quality, durability, and efficiency of the stand-alone solar system will be considered.
- Lastly, **component 5** will support the development of the ADELE consumer awareness and citizen engagement guideline and strategy by MoWE in consultation with various stakeholders, EEU, private sector/cooperatives, OSG companies, and MFIs.

### **Objective of Assignment-Ethiopia Citizen Engagement Actions with MOWE**

Long-term development and prosperity require effective, trustworthy and transparent public-sector institutions that sustain citizen' confidence. Overall CE is indispensable to empowering citizens to participate in the development process and integrating citizen voice in programs is to key to achieving results. Entry points for the energy sector span across these mechanisms-ranging from outreach and promotion activities on health and safety issues, customer interface and grievance readdress, to training and capacity building for staff, local agents and communities.

MOWE is committed to ensure the participation, involvement, and empowerment of its citizen during the implementation of the energy sector engagements. As MoWE is responsible for managing and administrating the RBF facility, OGS companies will report directly to MoWE with regard to consumer awareness and citizen engagement activities. The OGS companies that will get financing through the facility will need to implement key consumer awareness and citizen engagement activities, for example,

providing consumers information on basic maintenance of products, key company contact details in case faults occur in the technology, details of repayment terms, and so on. These minimum requirements and expectations will be clearly outlined in their financing agreement. The OGS companies will need to align their operational activities with the consumer awareness and citizen engagement guideline and strategy for ADELE (adopted by MoWE under the project). They are expected to attend training and also collaborate on consumer awareness and community education campaigns in rural areas to ensure consumers are making informed decisions. Since OGS companies are also responsible to support scale-up and expansion of innovative business models, such as PAYGo, they will conduct targeted community-level trainings for community leaders and customers on the PAYGo system. Key principles for ensuring consumers are safe when working with PAYGo include, for example, responsible sales and pricing, good consumer service, good quality products, personal data privacy, and fair and respectful treatment.

The following CE engagement mechanism will need to be strengthened under MOWE and ADELE related activities, especially as related to the RBF program:

- **Establish/strengthen Citizen Engagement Mechanism and Strategy:** Develop comprehensive CE and Gender work program for MOWE under ADELE, focused on ensuring that citizens and new customers are participants in OGS sector activities. The CE activities will include tracking the number of customer grievances received and the percentage addressed, an annual customer satisfaction survey, piloting community score cards in selected Program areas, and strengthening the social accountability aspects of existing public forums. All data collection should include a focus on sex-disaggregated information as relevant.
- **Community-based Energy Education Program.** Help conceptualize community-based energy education that will support private sector OGS companies reach out to households and enterprises before and during OGS product adoption to educate them about OGS products, its benefits, costs, safety issues, and productive uses of energy. The program will target both MHHs and FHHs (including enterprises and farmers) but will pay particular attention to the poorer community members who may be reluctant to take advantage of the OGS opportunity or face barriers to access information.
- **Capacity Building Customer-centric Approach for MOE.** The focus on last-mile OGS activities led by MOWE in partnership with the private sector, will require capacity building on customer-centric approaches which focus on the user’s experience from the awareness stage, through the market sensitization actions, and finally through the post OGS product adoption process, for example, payment, customer care and maintenance.

Capacity building will also be necessary, and focus will be placed on training and awareness raising with staff at MOWE from relevant departments and various levels of management.

- **Grievance Redress Mechanism and Customer Complaints:** The regional grievance redress forum has been established in all the regions to handle customer complaints and escalate to various levels, that is, from the regional forum to the central grievance redress handling. MOWE has also been focused on public relations and communications activities through its Communication and Public Relations Department. Key is investigating the capacity of MOWE to addressing concerns and questions related to customer service issues and complaints that reach MOWE from consumers serviced by private sector OGS companies under the RBF program. Issues amongst others could include:
  - Misinformation
  - Product malfunction and quality
  - Delays in new receiving products or repairs
  - Rent-seeking attitude and behavior
  - Wrong billing
  - Risk of over indebtedness with PAYGO
  - Financial capacity of PAYGO companies
  - Employee capabilities to deal with consumer complaints and customer interface

Specific emphasis will be placed on ensuring poorer community members and women (including girls) are targeted in the citizen engagement activities and strategy, as they may have less access to information and resources and have a lower ability to voice concerns and preferences but are often the primary energy producers for the household.

The consultant will be responsible to take stock of the key CE activities and assess what key actions need to be taken to ensure sustainable momentum related to the activities outlined above. Specifically, there is a need for further capacity to draft a summary of the of CE actions at MOWE over the past years and its effectiveness. This work needs to be delivered in close collaboration with ADELE project stakeholders such as EEU, and concurrence from World Bank.

### **Reporting**

The consultant will report to ADELE Project Coordinator at MOWE and will work in partnership with the Communication and Public Relations Directorate at MOWE. The consultant will also work very closely with the RBF Grant Administrator.

### **Scope of Work, Timeline and Deliverable**

The assignment is for twelve (12) month starting from signing of the contract with possibility of extension based on evaluation of performance.

- A short report on the current status of citizen engagement activities at MoWE by August 2024
- Develop a consumer awareness and citizen engagement guideline and strategy for ADELE to be adopted by MOWE management,
- Roll-out internal discussions and trainings on citizen engagement as needed at MOWE to build staff awareness and capacity,
- Support development of a set of TORs for procurement of citizen engagement firm activities under MOWE related to ADELE

**Qualifications:**

The consultant will have:

- Advanced degree in social inclusion, development study, human rights, international development, Engineering or other social fields.

The consultant should have a minimum of 6-10 years of work experience with

- Proven track record in developing and implementing citizen engagement strategies and frameworks
- Proven experience of leading CE assessments, design customer satisfaction surveying tools and conduct field level consultations is required.
- In-depth experience working directly with project teams and interacting with governments/public and private sector entities on gender and social issues in Ethiopia is key.
- Proven ability to assess and develop institutional priorities and sequence actions across various activities is required.
- Experience in the energy and related infrastructure sectors in developing countries is a plus
- Strong capability of communication on the subject matter and capacity to offer trainings.
- Ability to prepare standardized TOR’s and support procurement process.
- Fluent in written and spoken English. Fluency in Amharic is required.
- Willingness to travel to remote areas as needed.

**Client’s Inputs**

- MOWE will provide office for the consultant during the assignment
- MOWE will provide contacts and access and supporting letters to get information as needed for this assignment.