



RFP – Policy Paper- a Transition Towards Smart Meters Energy and Digitalization Consultant

Date of Announcement: May 17th, 2022

Date of Submission: May 31th, 2022

Email to: Info@Edama.jo

A. Background:

About EDAMA

EDAMA in Arabic means “sustainability”. EDAMA Association is a Jordanian NGO established in 2009. As a Business Association, we are here to cultivate an environment where innovative solutions for energy and water independence and environmental conservation emerge.

Advancing Jordan’s movement towards a green economy is an ambitious and priority goal. We need robust knowledge hubs, multi-stakeholder dialogue avenues, and private sector mobilization to be achieved. EDAMA’s niche is in providing a platform agile and inclusive enough to involve many public, private, and NGO sector representatives. Together, these key players discuss and shape the future development of Jordan's Energy, Water, and Environment (EWE) sectors.

About the Project

In response to the Jordan Energy Sector’s Strategy Action Plan for 2020-2030 that aims for the gradual transition to smart meters, EDAMA association, with the support of the Centre for International Private Enterprise (CIPE), conducted a study on how the smart meter’s deployment process can be further facilitated through looking at the regulatory and legislative frameworks guiding the process. The transition will enable more efficient resource management, reduce energy consumption and contribute to creating jobs and strengthening value chains. EDAMA’s efforts also included conducting stakeholder mapping and focus groups with policymakers to align recommendations with the Ministry of Energy and Mineral Resources strategic plan laid out in the Jordan Energy Sector’s Strategy Action Plan. Smart metering provides information on energy consumption, which can reduce costs for businesses by providing information on energy usage while promoting renewable energy sources and creating jobs of key importance in the recovery from COVID-19 and longer-term sustainable development in Jordan.

This phase of this project aims to broaden support and influence decision-makers to adopt the recommendations put forth in the policy paper. The bidder will help EDAMA to create a



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communication plan and support the stakeholder's and members' engagement which will accelerate the dissemination of the recommendations and advocate for the transition toward Smart Meters. Furthermore, a key objective of this effort is to increase public understanding and appreciation of the role of local enterprises in economic growth and promote business participation in democratic political and policy processes to support the renewable energy sector.

B. Terms of References:

Scope of work

The consultant should develop a comprehensive advocacy communications plan and media campaign to promote policies, regulations, and recommendations associated with best practices worldwide identified by EDAMA to support the growing interest in smart metering transition among private enterprises, government leaders, academia, and society through networking events that will also serve the EDAMA's recruitment and retention goals. Three activities are part of this phase. The activities involve raising awareness among university students, arranging an EDAMA Power Breakfast, and advocating EDAMA recommendations to different stakeholders.



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Tasks

The selected bidder will help develop and conduct three events, lead the capacity building activities, and develop workshop materials. Main activities will include the following:

- 1- Comprehensive communications plan and products to ground EDAMA's advocacy activities. The plan should also include the following:
 - a. Digital and printed content which will be used in EDAMA's newsletters, website, social media, and in-person, when possible, to raise awareness of the potential economic benefits and impact of smart metering.
 - b. Raise awareness and recruit the support of the private sector, civil society organizations, and policymakers in Jordan for EDAMA recommendations on smart meters.
- 2- Raising awareness about the Jordanian national strategy and the outputs of the 1st phase of the smart metering transition project to students from 3 different universities and asking them to share their thoughts and ideas through the media campaign with the public.
- 3- Arrange one EDAMA Power Breakfast, which is a recurring signature event series of the association. The event will be dedicated to the issue of smart metering. and draw approximately 100 participants.



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The selected consultant is expected to start on the 1st week of June 2022 and complete the assignment by September 30th, 2022. The successful bidder will be responsible for completing the following tasks and deliverables within the proposed timeline as follows:

Tasks	Deliverables	Payments	Proposed Deadline
Comprehensive communications plan and products to ground and support EDAMA's advocacy activities	<p>Developing a plan and materials for a media campaign to present and advocate phase I policy paper outcomes (number of materials to be later agreed upon):</p> <ul style="list-style-type: none"> - Developing ideas and materials for digital media infographics and videos (including social media posts and schedules). - Creating an informative brochure. - Raising awareness and recruiting the support of the private sector, civil society organizations, and policymakers in Jordan for EDAMA recommendations on smart meters through a public event. 	40%	-
Raising awareness about smart metering transition and the Jordanian national strategy in this regard for the university students	<p>Introducing the following topics to Students from 3 different universities:</p> <ul style="list-style-type: none"> - Smart meters technology and opportunities for undergraduate engineering students to link the innovative graduation project to the academic outcomes with the national policies and strategies in smart meters transition. - The Jordanian national energy strategy. <p>Organizing one big event (such as a competition or</p>	20%	-



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	Hackathon or any further ideas are welcomed) for students of the three universities identified and willing to participate in the awareness media campaign.		
Arrange one EDAMA Power Breakfast	<ul style="list-style-type: none"> - Inviting speakers and possibly assuming the role of moderator. - Developing the event materials that highlight our efforts, outcomes, impact, and recommendations to accelerate the smart meters transition. - Preparing a proposed list of invitees. 	20%	-
Final Narrative report	The report should include a summary of all the activities mentioned above that shows the outcomes and the impact of the media campaign and the advocacy efforts	20%	-

Notes: The bidder should propose a methodology for completing the above tasks within the suggested timeline within the project timeline.



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C. Eligibility Requirements:

Bidders must meet the following eligibility requirements:

- Bidder must have at least a Ph.D. degree in the field of engineering, energy, environment, climate change, or any other degree relevant to the sector.
- Bidder must have relevant experience in stakeholder engagement in the energy sector.
- Bidder must have relevant technical experience related to digitalization, the transition to smart meters, and grid innovative solutions.
- Bidder must have relevant experience in policies, regulations, and standards review.
- Bidder must have experience in conducting advocacy awareness campaigns/conferences in the energy sector.
- Familiar with project management and budget allocation.

Note: Previous experience with EDAMA is a plus. Each proposal must comply with all the criteria in the RFP; proposals not meeting all criteria will be rejected.



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Bidding:

The bid shall be comprised of four parts which should take into consideration the parameters outlined above:

- 1) Technical Proposal.
- 2) Past Performance.
- 3) Cost Proposal.

The proposal should be submitted via email to EDAMA at info@edama.jo.



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Offers will be evaluated based on the following

Technical Proposal:	70%
- Methodology (quantitative & qualitative)	40%
- Experience with EDAMA	20%
- Action plan (breakdown activities and timeline)	10%
Cost (total mandates/ daily rate)	30%
<p>Notes:</p> <ul style="list-style-type: none"> - Budget ceiling (consultant’s level of effort): 6000 USD - This budget ceiling covers only the level of effort. The expenses of the activities are already allocated and will be covered by EDAMA. - Cost in the financial offer should be includes dollars and include any relevant taxes. 	

Terms of References timeline

Milestone	Date	Time (Jordan’s time zone)
Date of Announcement	May 17, 2022	12:00 pm



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Deadline for questions/inquiries submission	May 24, 2022	12:00 pm
Releasing answers	May 28, 2022	12:00 pm
Date of Proposal Submission	May 31, 2022	2:00 pm
Date of Awarding	The first week of June 2022	-

Questions and inquiries via email to Eng. Rashed Manna' at: policy@edama.jo



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Contract Mechanism:

EDAMA anticipates awarding a fixed-price purchase to the bidder whose quote will be evaluated based on offering the best value. The payment schedule will be based upon deliverables to be determined during the award stage.

Disclaimers:

- a. EDAMA may cancel solicitation and not award.
- b. EDAMA may reject any or all responses received.
- c. Issuance for solicitation does not constitute award commitment by EDAMA.
- d. EDAMA will not compensate offerors for their response to the solicitation.
- e. EDAMA reserves the right to issue awards based on the initial evaluation of offers without further discussion.
- f. EDAMA may choose to award only part of the activities in the solicitation or issue multiple awards based on solicitation activities.
- g. EDAMA reserves the right to waive minor proposal deficiencies that can be corrected before award determination to promote competition.