



**REPUBLIC OF MALAWI
MINISTRY OF ENERGY**

DEPARTMENT OF ENERGY AFFAIRS

REQUEST FOR EXPRESSION OF INTEREST (CONSULTING SERVICES –FIRM SELECTION)

Country	Malawi
Project Name	ASCENT Malawi Project
Project Number	P502464
Assignment Title	Consultancy Services for Consumer Awareness Campaign for Ascent Malawi Project
Reference No.	MW-MOE. -552895-CS-QCBS
EOI Issue Date	5th June 2026

This request for expression of interest follows the General Procurement Notice for this Project that appeared in the United Nations Development Business (UNDB) on 31st January 2025.

The Government of the Republic of Malawi through the Ministry of Energy (MoE) has received financing from the International Development Association (IDA) and Energy Sector Management Assistance Program (ESMAP) towards the cost of implementing the Accelerating Sustainable and Clean Energy Access Transformation in Malawi (ASCENT Malawi) Project. It is intended that part of the proceeds of the financing will be used to cover eligible payments under the contracts for Consultancy services.

The consulting services (“the Services”) intent is to engage a qualified firm to provide Consumer Awareness Consultancy Services for the following components of the ASCENT Malawi Project: Component 1 – Last Mile Grid Connections; Component 2 – Off-Grid Connections through Solar Home Systems; Component 3 – Energy Access for Schools and Health Facilities; and Component 4 – Clean Cooking Solutions.

The objective of the assignment is to engage a firm to design and implement a comprehensive, evidence-based consumer awareness, behavior change, and project publicity campaign that ensures nationwide visibility of the ASCENT Malawi Project and all its components. The campaign shall promote informed adoption, safe use, and sustainable management of off-grid solar systems, grid electricity, solar systems in public institutions, and clean cooking solutions, while addressing cross-cutting issues of theft and vandalism, gender equality and social inclusion, and environmental and social safeguards.

The scope of work under this assignment shall include the development, launch, and implementation of an integrated Consumer Awareness, Behavior Change, and Project Publicity Campaign, including but not limited to the following:

- Consumer Awareness and Communications Strategy
- Media and Publicity Strategy
- Stakeholder Engagement Strategy
- Integrated communication strategy
- Behaviour Change Framework or Theory of Change

The detailed Terms of Reference (TORs) for the assignment can be found at the following websites: Ministry of Energy (<https://energy.gov.mw/resources/>), Ngwee Ngwee Ngwee Fund (<https://www.nnnf.energy.gov.mw/resources/>) and ASCENT Malawi Project (<https://www.ascent.mw/resources/>) or upon request through the following email address amopiha@ascent.mw/amopiha@gmail.com copy to info@ascent.mw. All requests for clarification should be sent through above emails, and the Client will respond to the requested clarifications.

The MoE 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 shortlisting criteria are as follows:

1. Core business of the firm(s) and years in business of not less than five (5) years
2. Relevant similar experience, which should specifically include the below:
 - General experience in consumer awareness, behaviour change, and marketing communication campaigns (minimum 5 years of firm operations)
 - Prior experience with World Bank–financed or development partner–funded projects is desirable including at least two assignments targeting rural populations in Malawi or Sub- Saharan Africa.

- Specific experience in at least three (3) completed consumer awareness or behaviour change campaigns in the energy, environment, or social sectors in Malawi or Sub-Saharan Africa
 - Demonstrated experience in campaigns specifically targeting energy or extractives industries
 - Availability of qualified local staff fluent in English and relevant local languages.
3. Technical and managerial capability of the firm (provide only the structure of the organization, general qualifications, and number of key staff. Do not provide CVs of the staff. Key Experts will not be evaluated at the shortlisting stage).

This Request for Expressions of Interest is open to all eligible firms as defined in the World Bank's Procurement Regulations for IPF Borrowers (July 2016, as revised November 2017, August 2018, September 2023 and February 2025). Firms declared ineligible by the World Bank Group in accordance with the Bank's guidelines on Preventing and Combating Fraud and Corruption in Projects Financed by IBRD Loans and IDA Credits and Grants are not eligible to participate.

Consultants may associate with other firms in the form of a Joint Venture (JV) or sub-consultancy to strengthen their qualifications. In the case of a JV, firms should indicate clearly the lead firm and also whether the association is in the form of a joint venture and/or a sub-consultancy. 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.

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

Interested firms are requested to submit an Expression of Interest containing the following information:

- Firm Profile: Organization name, legal status, country of registration, year of establishment, core business, and contact details.
- Relevant Experience: Description of at least three (3) similar assignments completed in the last five (5) years, including client name, project title, contract value, duration, and role of the firm. Reference contacts must be provided.
- Approach and Methodology: A brief outline of the proposed approach to the assignment (maximum 3 pages).
- Key Staff: Names and brief CVs (maximum 2 pages each) of proposed key experts, demonstrating their qualifications and relevant experience.

- Statement of Availability and Commitment: Signed declaration of the firm's availability and commitment to execute the assignment.
- Joint Venture Agreement (if applicable): A Letter of Intent to form a JV or sub-consultancy, signed by all parties.

Further information can be obtained at the address below during office hours from 8:00 to 12:00 and 13:00 to 16:00 hour's local time Monday to Friday, Except National Holidays. Expressions of Interest must be submitted in either electronic or hard copy formats no later than the 26th June, 2026.

Electronic submission (PDF format) to:

- amopiha@ascent.mw (primary)
- info@ascent.mw (copy)
- amopiha@gmail.com

Hard copy submission addressed to:

IPDC Chairperson
Ministry of Energy – ASCENT MW Project
Area 47 Sector 5, House No. 66
P/Bag 309, Lilongwe 3, Malawi

Late submissions will not be considered. The DoEA reserves the right to accept or reject any Expression of Interest and to annul this process at any time without incurring any liability. The firms that will submit their EOI via e-mail must get confirmation of the receipt of their documents. In case the firm does not receive acknowledgement within two days of after sending the documents via email, they should call +265 888 870 806 or +265 999 138 270 for follow-up.

The Chairperson of Internal Procurement and Disposal Committee

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