



Kenya Power

*The Kenya Power & Lighting Co. Ltd.
Central Office – P.O. Box 30099, Nairobi, Kenya
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Stima Plaza, Kolobot Road*

Our Ref: **KP1/9A.2/OT/015/CC/21-22**

14.03.2022

M/s

Dear Sir/Madam,

ADDENDUM NO.3 TO THE TENDER NO. KP1/9A.2/OT/015/CC/21-22 FOR THE PROVISION OF PUBLIC RELATIONS (PR) AGENCY SERVICES

The following clarifications are made to the specified provisions of the Tender document.

1. RELATIONSHIP WITH THE PRINCIPAL TENDER DOCUMENT

Save where expressly amended by the terms of this Addendum, the Principal Tender Document shall continue to be in full force and effect. The provisions of this Addendum shall be deemed to have been incorporated in and shall be read as part of the Principal Tender Document.

2. SECTION III- EVALUATION AND QUALIFICATION CRITERIA

The following clauses have been amended as follows:

a) *3.1 Part 1 - Preliminary Evaluation under Paragraph 32 of the ITT*

3.1.10 Submission of valid ISO 9001:2015 certification is not required.

b) *4. Preliminary Technical Evaluation Criteria*

Delete clause 4.1 it's not applicable.

c) *4.2.2 – Detailed Technical Evaluation (scoring criteria) has been amended to read*

4.2.2 this is based on a score of 30% as outlined below. Only bidders who score more than 15% shall proceed to pitch stage of the evaluation.

Agency Pitch

Tenderers will proceed to financial stage only if they score a minimum of 25 out of 35 for pitch 1 & 25 out of 35 for pitch 2

d) *4.3 Part III - Financial Evaluation Criteria under ITT 35*

4.4 Award will be to the lowest evaluated bidder that offers the lowest Retainer/Agency fee

3. PRICE SCHEDULE FOR SERVICES

The Price schedule are revised as per attached *Appendix I*

4. SPECIFIC DETAILS OF SERVICE (SDS)

The Specific details of service are as attached - *Appendix II* and respond as required.
N/B Ignore all other specific details of service on the tender document

5. TENDER CLOSING DATE

The tender closing date has been extended to **24th March, 2022 at 11:00 am and opening at 11.30am.**

All other terms and conditions remain as per the Principal Tender Document (PTD)

Yours faithfully,

For: **THE KENYA POWER & LIGHTING CO. LTD.**


PETER MUCHORI
Ag. SUPPLY CHAIN MANAGER (PROCUREMENT)

APPENDIX I**SECTION V - PRICE SCHEDULE FOR THE PROVISION OF PUBLIC RELATIONS (PR) AGENCY SERVICES**

| SUMMARY | QUOTE THE TOTAL ANNUAL RETAINER FEE IN KSHS (VAT INCLUSIVE) (Payable Monthly) |
|---|--|
| <p>1. <u>AGENCY FEE</u></p> <p>a) Develop and implement a comprehensive PR and communication strategy; and develop, embed and amplify sustainability and social impact strategy for Kenya Power’s internal and external stakeholders;</p> <p>b) Publicity pushing KP’s key messages in the media;</p> <p>c) Media engagements and management.</p> <p>d) Develop and implement a robust crisis management and communication;</p> <p>e) Develop and broadcast communication material such as press releases, speeches, presentations, FAQs, Opeds, scripting etc;</p> <p>f) Plan and implement internal and external corporate events such as press conferences, workshops, stakeholder forums etc;</p> <p>g) Media campaign concept development and implementation;</p> <p>h) Review regular progress reports and effect recommendations.</p> | <p>Kshs----- (Total Annual Fee)</p> |
| <p>2. <u>THIRD PARTY COSTS</u></p> <p><i>a) All third part expenses will be on “As and When Required Basis”.</i></p> <p><i>b) The agency that is awarded the contract will be required to submit three signed and stamped quotations/rate cards from third parties to be engaged (where required) in the process of implementing the contract.</i></p> | |

i. Media Relations, Training and Facilitation

- a) Engagement of third party endorsers eg. Opinion writers and influencers;
- b) Hire of venue and equipment such as media workshops, press conferences and other corporate events;
- c) Executive media training;
- d) Development and production of branded;
- e) merchandise/giveaways for media;
- f) Any other media related item that may be required;
- g) Media facilitation.

ii. Event Management and Equipment Hire

- a) Facilitation for Masters of Ceremonies and moderators;
- b) Equipment hire such as PA systems, projection screens; teleprompter, tents, modular frames etc
- c) Venue hire and branding etc
- d) Hire of support cast and models;
- e) Experiential activities etc;
- f) Any other appropriate innovations that may present in the event space.

iii. Production

- a) Production of TVCs, documentaries, features, animations etc;
- b) Production of Audio commercials, musicals etc;
- c) Production of artworks for adverts – billboards, print adverts, online banners, e-shots etc;
- d) Branded merchandise such as banners and giveaways.
- e) Any other appropriate productions that may present in the event space.

iv. Provide photography and videography for news and feature coverage/publicity (selection, editing, dissemination and pitching for coverage); specialized photography and videography such as installations, Kenya Power at work etc;**3. REIMBURSABLE COSTS (Conditions)**

- i. *Transport mileage outside Nairobi County will be based on the KPLC approved rates under Standard Terms.*
- ii. *Economy class for air transport will be reimbursed at prevailing market rates.*
- iii. *Per-diem for engagements outside Nairobi County will be paid as per the Company's Standard Terms applicable rates.*
- iv. *All cost estimates will be approved by the user prior to the engagements.*
- v. *All reimbursable engagement and costs will require prior approvals from the KPLC*
- vi. *Total reimbursable expenses are capped at Kshs.2,000,000.00 during the entire contract period*

Date:

Tender No. KP1/9A.2/OT/015/CC/21-22 for Public Relations (PR) Agency Services.

Dear Sirs and Madams,

Having read, examined and understood the Tender Document including all Addenda, receipt of which we hereby acknowledge, we, the undersigned Tenderer, offer to provide(*insert services description*) for the sum of.....(*total tender price in words and figures*) or such other sums as may be ascertained in accordance with the schedule of prices inserted by me/ us above.

Name of Tenderer

Name and Designation of authorised person signing the Tender

Signature of authorised person signing the Tender

Stamp of Tenderer

APPENDIX II**SPECIFIC DETAILS OF SERVICE**

These are to be filled and signed by the supplier for all requirements and submitted alongside other requested documents. The Bidder is required to indicate against each service specification "Yes / To Comply" thus indicating their confirmation to meeting the service.

| Item | Description of Services | Bidders Response(Tick where appropriate) | Compliant or Non-Compliant(For KPLC use ONLY) |
|-----------|---|---|---|
| A) | Communication Strategy Development and Implementation | | |
| I | Develop and implement a comprehensive annual communication strategy for Kenya Power's internal and external stakeholders. The plan should include, but not be limited to: | | |
| a) | Roll out a culture change internal communications strategy, using multiple channels, to create ownership and drive advocacy of the company's key objectives, and its key solutions and campaigns. | Yes <input type="checkbox"/> No <input type="checkbox"/> | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| b) | Amplification strategy for the organization's key business solutions, campaigns and initiatives. | Yes <input type="checkbox"/> No <input type="checkbox"/> | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| c) | High profile thought leadership initiatives that will position that company as an energy and corporate leader, whilst importantly, entrenching relationships with key stakeholders. | Yes <input type="checkbox"/> No <input type="checkbox"/> | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| d) | A comprehensive media engagement programme that will include media training and facilitation. | Yes <input type="checkbox"/> No <input type="checkbox"/> | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| e) | Amplification for Kenya Power's Community Investment initiatives that will include but not be limited to: | | |
| | i) Provide guidance on the development of a sustainability framework, and strategy. | Yes <input type="checkbox"/> No <input type="checkbox"/> | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| | ii) Identify and firm up partnerships with like-minded organizations to amplify the impact of the company's community investment initiatives. | Yes <input type="checkbox"/> No <input type="checkbox"/> | Yes <input type="checkbox"/> No <input type="checkbox"/> |

| | | | |
|-----|--|---|---|
| | <i>iii) Create awareness of the company's community investment initiatives using a mix of earned and bought PR.</i> | Yes <input type="checkbox"/> No <input type="checkbox"/> | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| III | <p>Crisis management:</p> <p>a) Develop and implement a comprehensive and innovative stakeholder engagement and communication plan to neutralize crises and win public trust.</p> <p>b) Produce and disseminate collateral-press releases/holding statements, FAQs, speeches and other material as may be required.</p> <p>c) Develop a post event report with outcomes and key learnings.</p> | <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> | <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> |
| IV | Develop a 360-degree strategy to mark Kenya Power's Centennial | Yes <input type="checkbox"/> No <input type="checkbox"/> | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| V | Using market insights and intel, create and deploy creative and impactful consumer education campaigns to support the company's core initiatives: revenue collection, billing, safety and fraud. | Yes <input type="checkbox"/> No <input type="checkbox"/> | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| VI | <p>Support the company's investor relations engagement strategy by:</p> <p>a) Developing collateral for our key IR events: HY and FY announcements, and AGMs including but not limited to: presentations, press releases, FAQs, speeches and other communication collateral.</p> <p>b) Implementing a media engagement strategy to ensure that the company's core objectives are captured.</p> | <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> | <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> |
| VII | Provide strategic public affairs guidance anchored on the implementation of an effective engagement strategy that is both proactive (forecasts potential issues with various stakeholders and puts in place | Yes <input type="checkbox"/> No <input type="checkbox"/> | Yes <input type="checkbox"/> No <input type="checkbox"/> |

| | | | |
|------|---|--|--|
| | strategies to address them) and is highly responsive for unplanned situations | | |
| VIII | <p>Provide regular reports as will be agreed with the internal team that will include but not be limited to:</p> <p>a) Monthly, quarterly and annual activity reports that will capture work done, and outcomes against pre-agreed plan</p> <p>b) Reports of each major initiative/campaign capturing work done and outcomes achieved against pre-agreed plan and key learnings.</p> | <p>Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/></p> <p>Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/></p> | <p>Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/></p> <p>Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/></p> |
| IX | <p>a) Production of communication collateral such as audio/visual content, photography, digital and print content such as advertorials to support earned and bought media engagements.</p> <p>b) Production of branded material collateral, artwork and advertisements</p> | <p>Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/></p> <p>Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/></p> | <p>Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/></p> <p>Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/></p> |
| X | <p>Events Management</p> <p>a) Develop and implement creative event concepts and plans, on behalf of the Company for external, and major internal events that are in tandem with the latest trends in events management.</p> <p>b) Identify credible third party suppliers to support the implementation of corporate events.</p> <p>c) Provide end to end events implementation and management services including, but not limited to, setting up and down, event branding (including the proposal of creative branding collateral), and propose and design other event collateral/merchandise.</p> | <p>Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/></p> <p>Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/></p> <p>Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/></p> | <p>Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/></p> <p>Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/></p> <p>Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/></p> |
| XI | <p>Corporate Brand Management</p> <p>In partnership with the internal team, audit and review existing brand guidelines; and entrench them within the business.</p> | | |

| | | | |
|--|--|------------------------------|------------------------------|
| | These include: | Yes <input type="checkbox"/> | Yes <input type="checkbox"/> |
| | a. Guidance on the placement of the company's logo in various collateral | No <input type="checkbox"/> | No <input type="checkbox"/> |
| | | Yes <input type="checkbox"/> | Yes <input type="checkbox"/> |
| | b. Standardize font for internal and external use | No <input type="checkbox"/> | No <input type="checkbox"/> |
| | | Yes <input type="checkbox"/> | Yes <input type="checkbox"/> |
| | c. Standardize presentations and develop iconology/images for the same | No <input type="checkbox"/> | No <input type="checkbox"/> |
| | | Yes <input type="checkbox"/> | Yes <input type="checkbox"/> |
| | d. Standardize the email signatures | No <input type="checkbox"/> | No <input type="checkbox"/> |

NOTES TO SPECIFIC DETAILS OF SERVICE

The following are notes to details of service for demonstration of ability and provision of proof of how they shall meet requirements.

- I. Develop and implement an effective internal communications strategy that clearly demonstrates behaviour change.
- II. Develop and implement a creative, and effective 360-degree communication strategy with clear outcomes.
- III. Demonstrate thought leadership initiatives undertaken, and results achieved.
- IV. Showcase an innovative and successful media engagement strategy, and good media contacts.
- V. To manage crises both on legacy and digital media
- VI. Develop and implement an investor engagement strategy with demonstrable outcomes
- VII. Position Kenya Power as a sustainability agenda champion/thought leader through the development and roll out of a high impact strategy that will lead to enrolment in the UNGC.
- VIII. Provide government relations strategic guidance with a clear demonstration of contacts in various arms of government, whilst showcasing results for similar initiatives undertaken by the agency on behalf of clients.
- IX. Develop innovative, high impact customer awareness campaigns with tangible results.
- X. Design and implement a creative high-octane event concept
- XI. Identify and create partnerships that will increase the impact of Kenya Power's community investment initiatives, as well as amplify awareness of these programmers on legacy media and online platforms

