



The Emerging Africa Infrastructure Fund Ltd

Request for Proposals for a Communications Adviser



Table of contents

Introduction	3
Introduction to EAIF, PIDG and Ninety One	3
About EAIF	3
About PIDG	4
About Ninety One	4
Scope of Work and Services required	4
Qualifications	5
Your Proposal	5
Disclosure	6

Introduction

We, The Emerging Africa Infrastructure Fund Limited (“EAIF” or the “Fund”), acting through its duly authorised agent, Ninety One SA Proprietary Ltd (“EAIF”, “we”, “our”, or “us”) are seeking to appoint an external communications adviser (“CA”) to assist the Fund, on its communications strategy and function.

This Request for Proposals (“RFP”) describes the Scope of Work and Services requested of the CA as well as sets out the required qualifications sought. This RFP contains:

- An overview of EAIF, PIDG and Ninety One.
- Scope of Work and Services required.
- The required qualifications of the bidding parties.
- Information requested regarding Your Proposal.

You are requested to submit a proposal to the parties indicated below by e-mail and in accordance with the following timing:

7 December 2021	RfP Issue Date
07 January 2022	RfP Closing Date and Time
21 January 2022	Responses, inquiries, and questions to the proposals
28 January 2022	Estimated contract award date and finalising contracts.

The information in this document and any enclosures is to be treated as confidential.

Introduction to EAIF, PIDG and Ninety One

About EAIF

The Emerging Africa Infrastructure Fund (www.eaif.com) is a public private partnership. It is a member of the Private Infrastructure Development Group (PIDG). Established by PIDG in 2002, EAIF is managed and advised by Ninety One, a global asset manager.

EAIF mobilises capital from public and private sources to lend to businesses creating, improving, or expanding infrastructure in Africa and the Levant. The Fund has a strong development impact and sustainability focus. As a patient lender, its primary objective is to stimulate long-term economic development.

EAIF is funded by the governments of the United Kingdom, The Netherlands, Switzerland, and Sweden. In addition, it raises debt capital from public and private sources, including Allianz Global Investors, Standard Chartered Bank, the African Development Bank, the German development finance institution, KfW, and FMO, the Dutch development bank. Profits are reinvested in order to make more capital available to support good infrastructure projects in Africa and reduce the need for additional capital calls from anchor government sponsors. The growing involvement of private sector banks and financial institutions in providing capital to the Fund is an endorsement of the EAIF model and its track record of commercial success and development impact.

The Fund provides long-term debt on commercial terms, particularly in fragile states where conventional lenders are often averse to the risks involved. The Fund lends to infrastructure projects mainly owned, managed and operated by private sector developers and operators. EAIF typically lends between US\$10 million and US\$ 65 million per transaction with tenors up to 15 years and on a case-by-case basis up to 20 years. Its terms are commercial though flexible.

In addition to providing conventional long-term project-, structured-, and corporate finance debt facilities, EAIF can also support bond issues. The Fund can lend either in US dollars or Euros and subject to appropriate hedging products being available, also in local currencies on a case by case basis.

The Fund often works with other specialist PIDG companies to provide finance across the infrastructure development cycle. EAIF also arranges and structures debt finance, frequently engaging with private banks and development finance institutions. The aim in every case is to de-risk projects to the greatest possible degree to enable infrastructure development that meets the needs of all the key stakeholders; investors, developers, operators, host countries and communities.

The current committed loan portfolio is USD 1.16 bn spread over 53 projects, 18 African countries and 9 infrastructure sectors.

Please find attached a more detailed presentation on EAIF. We also recommend watching an animation about the Fund that was recently launched (<https://www.eaif.com/private-infrastructure-development-group-company-emerging-africa-infrastructure-fund-releases-three-minute-animated-film/>).

About PIDG

The Private Infrastructure Development Group (www.pidg.org) is an innovative infrastructure project developer and investor which mobilises private investment in sustainable and inclusive infrastructure in sub-Saharan Africa and south and south-east Asia.

PIDG investments promote socio-economic development within a just transition to net zero emissions, combat poverty and contribute to the Sustainable Development Goals (SDGs). PIDG delivers its ambition in line with its values of opportunity, accountability, safety, integrity and impact.

Since 2002, PIDG has committed US\$4.4 billion to support 171 infrastructure projects to financial close, mobilising US\$22.1 billion from the private sector. These PIDG-supported projects are expected to provide an estimated 217.7 million people with access to new or improved infrastructure.

PIDG is funded by six governments (the UK, the Netherlands, Switzerland, Australia, Sweden, Germany) and the IFC. As an early proponent of blended finance, PIDG makes it viable for private investors to participate in high-quality infrastructure deals using limited sums of public funds to crowd in many times that value in private capital.

About Ninety One

Ninety One is a global investment manager offering active strategies across equities, fixed income, multi-asset and alternatives. Established in South Africa in 1991 as Investec Asset Management, the firm demerged from Investec Group and became Ninety One in March 2020, with dual listings in London and Johannesburg. Now in its 30th year of business, Ninety One manages £139 billion (US\$192 billion) as at 30 June 2021 for institutions, advisors and individual investors worldwide. Ninety One's purpose is to provide long-term investment returns for its clients while making a positive difference to people and the planet. They seek to achieve this by integrating sustainability analysis into all investment processes. As a signatory to the Net Zero Asset Managers Initiative, Ninety One works with clients, companies and investor networks to support the goal of net-zero emissions by 2050 or sooner.

Please see the Ninety One Sustainability Report for more information: www.ninetyone.com/sustainability-report.

Scope of Work and Services required

The key objectives of the services to be provided by the CA are:

- Promote and position EAIF and PIDG to support its existing and new business activities.
- Guard, protect and enhance the EAIF brand name and architecture and contribute to the evolution of the brand in line with PIDG.
- Work to ensure that EAIF, PIDG and Ninety One win deep and broad recognition for delivering transformative projects, so that they have greater authority in the market and are increasingly seen as "the lender of choice" for blue chip infrastructure project sponsors.
- Position EAIF as a successful and proven business, as part of the PIDG Group, with a distinct set of values and skills that add value to clients and third parties.
- Work with PIDG (and other PIDG companies) to achieve joint communications objectives and be pro-active in contributing to meeting PIDG's communications objectives.

Specific deliverables:

- In cooperation with the Ninety One Investment, ESG and Development Impact teams as well as the Ninety One marketing/communications team, and PIDG Head of Communications, develop and implement an annual, budgeted, communications plan that gives EAIF and the PIDG Group visibility and status in the market and with allied audiences.
- Manage the media relations function, including new project announcements, media enquiries, finding and delivering on media opportunities, setting up and briefing Ninety One EAIF team members on interviews and on such other opportunities.
- Author, arrange or undertake the distribution of press releases, monitor coverage and keep a record of coverage.
- Develop relations with germane media and create a flow of media opportunities.
- Writing articles and blogs and developing Q&As.
- Play a lead role in imaginative story-boarding and the production of a podcast series (or similar plans);
- Advise on the media treatment of project announcements and produce and execute agreed plans.
- Research and produce confidential "Defensive Lines" papers that alert senior management at PIDG and Ninety One to potentially sensitive issues such as the displacement of people, loss of land, ecological or environmental damage and security concerns. Such papers are to be developed in collaboration with the PIDG Head of Communications.
- Manage or contribute to project events, such as signing ceremonies, ground-breakings, facility openings and similar events.
- Build a project picture library and source pictures.

RfP EAIF Communications Adviser

- Project manage the creation of marketing communications collateral, in traditional and digital media, including film, animation, infographics, case studies and so on.
- Take responsibility for managing and populating the EAIF web site and LinkedIn page (in cooperation with the Ninety One communications team) and other social media channels.
- Develop a social media strategy and channel for EAIF in collaboration with Ninety One and PIDG.
- Attend meetings when required with Ninety One and PIDG in particular, but also with third parties as necessary.
- Cooperate with PIDG communications and other PIDG companies as necessary.
- Assist Ninety One with its quarterly reporting to PIDG.
- Provide Ninety One with a short monthly written review of activity and progress, arrange a monthly review meeting, provide agenda and a meeting contact report.
- Provide Ninety One with half year and full year reviews of communications progress.
- Work with Ninety One and PIDG to manage the communications response to incidents affecting projects, e.g. fatalities during construction, industrial unrest, political instability and terrorist activity.

Qualifications

The key qualifications required by tendering companies or individuals are:

- While a measure of pure consultancy ability is expected of the successful tenderer, this is a role that requires a team or individual that is hands-on and self-starters who will help drive, refine and improve EAIF's communications so that it gets a consistently high return on its investment in communications.
- Experience of successfully managing communications programmes involving a number of parties with common objectives, though often with distinct corporate cultures, priorities, ambitions and accountabilities.
- A broad understanding of the key factors that drive economic development and impact, particularly in Africa.
- Demonstrable understanding of the equality challenges faced in many parts of Africa, particularly for women and girls and empathy with improving economies to contribute to reducing poverty.
- Able to demonstrate understanding of the politics of international development and overseas aid and be sensitive to complex issues that can affect projects.
- Experience of working across borders with, for example, large businesses, governments, development finance organisations, NGOs or charities.
- A track record of at least 5 years of working with corporate clients at board level.
- An understanding of infrastructure finance and financial products would be helpful, though not essential.
- Fluency in both French and English. Other languages used in West or Central Africa or Eastern and Southern Africa would be helpful.

Your Proposal

All documents required as part of your proposal response should be submitted via [Delta](#) (EAIF procurement portal) by the response deadline, as set out in the timescales section of this RFP. You should have received a link to register for Delta, please let us know if you have not received this.

All clarification requests should be submitted as a message on [Delta](#). EAIF is under no obligation to respond to clarification requests.

For any further queries, please contact Martijn Proos (martijn.proos@ninetyone.com) and copy Kotie Basson (kotie.basson@ninetyone.com), Malcolm Fried (Malcom.fried@ninetyone.com) and Cecilie Sorhus (cecilie.sorhus@pidg.org) by e-mail. We are available to setup information sessions in relation to the Fund, its stakeholders and this RFP.

The proposal should include the following (ideally max 10-20 pages/slides):

- Your track record of work for large and complex organisations, highlighting where your work and experience is germane to EAIF.
- Current and past clients related to impact funds, asset management, development finance, NGO's, humanitarian assistance, disaster relief, environmental accidents and reputational matters.
- Your thoughts on the strategic communications route EAIF should take to evolve and grow its influence.
- Your views on the division of communications resources to maximise return on investment; e.g. social media, traditional press, film, events, print etc.

RfP EAIF Communications Adviser

- Your most successful recent campaign.
- An overview of your company and names and biographies (summary CV's) of the proposed individual and/or team indicating the relevant experience of each such team member and the specific role(s) that member will play.
- Recommendations for the key areas of focus or changes to the scope set out in this document.
- The names, position and contact details for two of your clients happy to be called by EAIF.
- Technology, security and privacy protection plan in accordance with GDPR / POPIA requirements.
- The proposal should also identify and elaborate on any conflict of interest (potential or existing) in relation to the performance of the proposed role. The proposal should also propose arrangements to address such conflict of interest to the satisfaction of EAIF.
- The proposal should include a concise description of the proposed approach and project specific methodology for the below scope, demonstrating an overall understanding of the services required and description of the work to be performed.

Contract and fees:

- The contract will be initially for 12 months, with the option to be extended twice up to a maximum for 3 years.
- We prefer your offer to be quoted in US\$.
- Please include in your offer the hourly rates for each team member for the duration of the transaction (and any indication of annual adjustment mechanisms that may apply, if any).
- You are encouraged, besides the indication of your hourly rates, to offer monthly and/or annual capped fees for the scope of work set out in this RfP. As a reference, EAIF's current communications adviser spends approximately between 25-30 hours per month providing the scope of work services as set out in this RfP. You are free to include assumptions in relation to fees for any out of scope work.

Short-listed firms will be invited to make a presentation.

Disclosure

This request for proposal is not an offer document and is not intended to give rise to any contractual relationship between the bidder and EAIF. EAIF may in its absolute discretion suspend, cancel or vary the intended selection process, select any bidder as the preferred bidder; and reject any or all proposals.

The bidder shall include in its proposal all relevant details relating to the technical and financial aspects described in this document, whereas the bidder shall submit separate prices for each of the stages and phases as described above. The bidder's proposal shall be prepared by and at the expense of the bidder. Proposals shall remain valid for a period of ninety (90) days beyond the submission deadline. The bidder's proposal shall be evaluated by EAIF, PIDG and Ninety One in conjunction with the Sponsors using criteria that obtain the best added value for the Project, taking into account both the commercial aspects (competitiveness and value for money) and the technical aspects (track record, Biogas/mass and Sub-Saharan Africa experience, and the relevant quality and experience of the proposed personnel).

The RfP will be subject to customary confidentiality undertakings (to be detailed in the contract award for the CA), stating that all information gathered in the course of the fulfilling of the Scope of Work is confidential and shall not be released or otherwise used without prior written consent of the Sponsors and the Project Company.