

## **Request for Proposals**

**Title of Service**

**Content Writing in English  
Language**

**Project Name**

**BUILDING Energy  
Efficiency in Nepal (BEEN)**

**Funding Agency**

**European Union under  
SWITCH - Asia Grants  
Programme**

**Applications Calling Office**

**MinErgy Private Limited**

**Address**

**Dakshinkali Chowk,  
Lagankhel-5, Lalitpur**

**TERMS OF REFERENCE (TOR)**  
**FOR**  
**CONTENT WRITING IN ENGLISH LANGUAGE**  
**BUILDING ENERGY EFFICIENCY IN NEPAL (BEEN)**

**1. PROJECT BACKGROUND**

University of Innsbruck, Austria in partnership with MinErgy Pvt Ltd, Nepal; Greentech Knowledge Solutions Pvt Ltd (GKSPL), India and Asociación Española de Normalización (UNE), Spain, is implementing a four-year project entitled BUILDING Energy Efficiency in Nepal (BEEN) with funding support from European Union under the SWITCH-Asia Programme. BEEN seeks to contribute in achieving low-carbon and resource-efficiency in the Nepalese building sector by integrating Energy Efficiency (EE) and Renewable Energy (RE) measures in design and constructions of new buildings as well as in retrofitting of existing buildings. This project supports the realization of Sustainable Development Goals and aims to foster responsible consumption and production of resource efficient building materials in Nepal.

BEEN intends to achieve the overall objective through a) enhancing capacity of BUILDING MSMEs (Micro Small and Medium Enterprises) to transform their services and products towards EE building designs, construction and/or retrofitting, and b) increasing awareness of Building MSMEs and end users to create market system for the promotion and use of EE building design. It also seeks to coordinate with the federal, provincial and local governmental units to devise and implement policies and standards that promote EE in the building sector. Moreover, it aims to coordinate with banking and financial institutions to make financial products and services accessible for the promotion of EE and RE in the building and construction sector.

**2. CONTEXT**

Nepal is now one of the fastest urbanizing developing countries. It is estimated that 1 million homes will be built in Nepal in the next decade. Most buildings in Nepal are designed without considering the local climate. Increased urbanization, changing lifestyle and lack of climatic consideration will lead to an increased energy demand of the building sector in Nepal. Moreover, the use of building materials with high embodied energy will also result in higher carbon emission through the building sector.

BEEN intends to create a business ecosystem for the promotion and growth of EE buildings and resource efficient building materials in Nepal. The project will support targeted BUILDING-MSMEs such as architects, designers, real estate developers & builders, contractors, door window fabricators & installers, brick & block manufacturers, HVAC designers & installers, insulation material suppliers and RE suppliers & installers to develop and execute innovative marketing & promotional strategies to promote EE and RE in buildings. Similarly, the project will raise awareness on low carbon among end-users and use of EE measures and resource efficient building materials in building design and construction.

Thus, this assignment seeks the service of an individual for content development to raise awareness about BEEN projects' activities among a variety of audiences including general public, policymakers and development partners at the national, provincial and federal level.

### **3. OBJECTIVE**

The overall objective of this assignment is to raise awareness and contribute in the development and adoption of energy efficient building design and construction practices to achieve low-carbon and resource-efficiency in the Nepalese building sector through creative content writing in English language for printed or online media.

### **4. SCOPE OF ASSIGNMENT**

The scope of assignments shall be as follows:

- Discuss with the BEEN team about the content to be developed
- Conduct desk work for content writing
- Carry out in-depth research on subjects being developed of specific situations
- Conduct interviews of community, individuals, service providers, government stakeholders for the topic specific content writing
- Draft the content and share with the BEEN team
- Finalize the content after feedback from the BEEN team
- The content writing should reflect human interest stories, case studies, articles, and op-eds
- Factual accuracy must be ensured in technical content writing
- Ensure the adherence to EU guidelines of Gender Equality and Social Inclusion (GESI) and reducing carbon footprint
- Ensure all the articles are properly cited or given proper referencing
- Publish the content in the national print or digital media with appropriate photos with captions

### **5. DELIVERABLES**

- The consultant is required to develop 6 contents, once in four months over a period of 2 years depending upon BEEN's activity.
- The content must be published in national newspaper or digital media.

### **6. TIMELINE**

This service is required for two years starting from July 2024. Contract will be prepared annually. The first content should be written and published within one month after signing the contract.

### **7. QUALIFICATION**

- Master's degree in communication, journalism or other relevant field
- At least 5 years of writing/editing experience in the field of renewable energy, energy efficiency, development sector or international relations
- Advanced research, writing and communication skills
- Ability to demonstrate innovative and creative writing
- Knowledge of the target audience and trends of the building sector
- A portfolio of published articles

- Fluency in English writing

(Female candidates and candidates from ethnic minorities, socially excluded and disadvantaged groups are encouraged to apply)

## 8. METHOD OF SUBMISSION

### a) Eligibility Documents

- Self-attested resume with portfolio of published articles
- Copy of PAN card

### b) Technical Proposal

The technical proposal should comprise of the following matters:

S.N	Matter of evaluation	Score
1	Methodology	15
3	Educational qualification	15
4	At least 5 years of writing/editing experience in the field of renewable energy, energy efficiency, development sector or international relations	30
5	Evidence of any 2 relevant articles published in print or digital media	40

### c) Financial Proposal

- The applicant is required to submit the financial proposal with estimated budget inclusive of all applicable taxes in Nepalese Currency.

The proposal must be submitted to [info@beenproject.org](mailto:info@beenproject.org) by 5:00 PM on 15<sup>th</sup> June 2024.

## 9. EVALUATION CRITERIA

- The applicants who have submitted the eligibility documents, the technical proposal and the financial proposal will qualify for technical evaluation.
- The applicants who score 80 in technical evaluation will qualify for financial evaluation.
- The proposal shall be ranked according to their combined technical and financial score.
- Cumulative score = technical score \* 80% + financial score \* 20%
- The individual achieving the highest combined technical and financial score will be invited for negotiations.

## 10. ACCEPTANCE OF PROPOSAL

MinErgy reserves the right to approve or disapprove any proposal. If needed, the content writer may be asked for modifications and presentations of the proposal before approval.