



REPUBLIC OF KENYA



COUNTRY: KENYA

PROJECT: KENYA DIGITAL ECONOMY ACCELERATION PROJECT (KDEAP)

IMPLEMENTING AGENCY: Information and Communications Technology Authority (ICTA)

PROJECT ID: P170941; Credit Numbers 7289-KE and 7290-KE

TERMS OF REFERENCE FOR:

Request for Expression of Interest

for

Consulting Services for Connected Africa Summit Coordinator (Individual Consultant)

Contract No: KE-ICTA-459488-CS-INDV

Issue Date: 7th January 2025

Closing Date: 22nd January 2025 at 1000Hrs EAT

Client:

The Chief Executive Officer,
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1. Background

The Government of the Republic of Kenya (GoK) has received financing in the amount equivalent to US\$390 Million from the World Bank towards the cost of the first phase of the Kenya Digital Economy Acceleration Project¹ and it intends to apply part of the proceeds to payments for goods, works, non-consulting services and consulting services to be procured under this project.

The project will include the following components.

Component 1: Digital Infrastructure and Access (US\$220million). This component supports the expansion of the broadband coverage and access as well as the enhancement of the enabling environment for the digital economy under five sub-components:

Sub-component 1.1: Extending the Reach of the Backbone Network (middle mile). This subcomponent aims to deepen the coverage of national broadband backbone networks by extending it to the ward level and by providing redundancy on key routes.

Sub-component 1.2: Increasing Last Mile Connectivity for Education

This subcomponent will support the expansion of last-mile internet connectivity for priority locations in the education sector, particularly in underserved rural areas.

Sub-component 1.3: Enhancing Government Connectivity

This subcomponent aims to boost internet connectivity provided to Government Ministries, Counties, Departments & Agencies in rural areas by supplying them with pre-paid bandwidth under long-term supply agreements.

Sub-component 1.4: Strengthening the Digital Enabling Environment

This subcomponent will finance technical assistance (TA) and capacity building activities to enhance the policy and regulatory environment for the digital sector in line with the evolving needs of a thriving digital economy.

Sub-component R1.5 Enhancing Regional Digital Infrastructure

This subcomponent will extend the efforts to enhance Kenya's backbone network (subcomponent 1.1) by strengthening its broadband connections with neighboring countries and increasing the number of fiber border crossings.

Component 2: Digital Government and Services (US\$104million). This component supports increasing efficiency and security in government operations. The component will invest in automating and digitizing selected government services while strengthening the legal and policy frameworks and the technical architecture needed to enable a whole-of-government transition to digital services.

¹ The Program Information Document for KDEAP, and other documentation, is available at: <https://projects.worldbank.org/en/projects-operations/project-detail/P170941>.

Sub-component 2.1: Digitizing Selected Government Services. This subcomponent will support end-to-end digitization for selected key government services.

Sub-component 2.2: Developing the Critical Enablers for Digital Government. This subcomponent will strengthen the technical, institutional, legal, and regulatory foundations for the whole-of-government digital transformation.

Sub-component R2.3: Enhancing Regional Data Governance. This regional subcomponent will seek to establish Kenya as a leading regional digital services provider through strengthening its data governance regime and capabilities in line with international and regional standards.

Component 3: Digital Skills and Markets (US\$51million). This component supports enhancing digital skills, device affordability and e-commerce underpinning the digital economy. More specifically, this component aims to equip young Kenyans with digital skills and strengthen their abilities to access and compete in domestic and regional markets, to study mechanisms to improve access to affordable devices and through enhancing the enabling environment for e-commerce to support Kenya's role as a regional digital hub.

Sub-component 3.1: Supporting Digital Literacy. This subcomponent, with the Ministry of Education (MoE) as an implementing partner, will strengthen digital literacy and digital skills programs, including through the rollout of Phase 3 of the national Digital Literacy Programme to junior secondary schools and TVETs, and capacity building and content development for teachers in teacher training colleges to leverage digital technologies. Strengthening digital skills and fostering a culture of innovation and collaboration will be critical to preparing young Kenyans for the workforce of the future.

Sub-component 3.2: Enhancing Employment-ready Digital Skills. This subcomponent will seek to provide Kenyans with advanced digital skills in line with emerging opportunities in the creative industry and the digital economy.

Sub-component 3.3: Promoting Device Affordability. This subcomponent will complement the work on digital skills development by studying the mechanisms for putting advanced digital devices in the hands of those who need them most.

Sub-component R3.4: Positioning Kenya as a Regional Digital Hub. This regional subcomponent will seek to position Kenya as a regional hub for software development and promotion of digital content.

Component 4: Project Management (US\$15million). This component will support project implementation, coordination, and capacity building for the Project Implementation Unit (PIU).

4.1: Project Implementation Support

The PIU is situated in the ICTA, which is a specialized agency of MICDE, and draws upon expertise and staff from MICDE, MOE and other MCDAs. At a minimum, this will initially include support for a dedicated project manager, procurement and financial management specialists, and environmental and social specialists. Other positions, for instance, technical specialists, M&E, gender, communications, etc. may be added later. It will also provide support for office equipment, incremental operating costs, and audits.

R4.2: Management of Regional Activities

The PIU will also manage the regional activities under the project, as covered in sub-components R1.5, R2.3 and R3.4.

KDEAP is being implemented by the Ministry of Information, Communication and the Digital Economy (MICDE) through the ICT Authority as the Project Implementation Unit (PIU). PIU has been set up at the ICT Authority which is responsible for overall implementation, fiduciary, Environment and Social Framework (ESF) compliance for the project. PIU staff comprises experts from MICDE, MoE and other MDAs. The PIU at ICTA together with the Technical Committee reports to a project steering committee (PSC). The PIU will coordinate activities with the stakeholders during implementation.

The ICT Authority intends to apply a portion of the proceeds of the Credit towards procuring a Co-ordinator for the Connected Africa Summit.

OVERVIEW

The Connected Africa Summit is intended to be an annual flagship event, organized by the ICT Authority, Republic of Kenya, bringing together over 10,000 delegates from across the continent and globally. The summit serves as a platform for policymakers, business leaders, innovators, and other key stakeholders to discuss and shape the future of Africa's digital economy. By fostering collaboration, driving investment, and addressing critical challenges, the summit aims to accelerate Africa's digital transformation.

The Connected Africa Summit aims to foster collaboration and knowledge sharing among stakeholders in Africa's digital ecosystem; Showcase Africa's digital achievements and potential; Attract investments in the ICT sector; Promote digital inclusion and access for all Africans; Address critical challenges facing Africa's digital transformation; drive collaboration, fuel investment, and address the key challenges of digital transformation across the continent. The event aligns with Africa's Digital Agenda 2063 and Vision 2030, promoting inclusive growth and sustainable digital practices.

The Connected Africa Summit 2024 held in Nairobi Kenya attracted over 1,300 delegates, 34 ambassadors and consulars with diverse audience of key stakeholders involved in Africa's digital landscape, including: Government officials and policymakers from African countries; ICT and telecommunications industry leaders; Investors and venture capitalists; Technology entrepreneurs and innovators; Academia and research institutions; International development organizations; Civil society representatives; Media and journalists. Connected Africa Summit is scheduled for quarter four every financial year.

PURPOSE OF THE ROLE

The Project Coordinator will perform an end-to-end planning, coordination, and execution of the Connected Africa Summit. This includes managing the event budget, coordinating marketing, advertising initiatives and promotion efforts, develop strategies for resource mobilization, promotion of the event, announcements, on-site management, and troubleshooting; serves as a liaison for delegates, speakers, and sponsors, logistics ; and performs other duties as assigned; coordinating on-site logistics, clients and suppliers, managing budgets and invoicing, organizing accreditation, managing risk and presenting post-event reports as well as ensuring a seamless and impactful event experience.

The Connected Summit Coordinator will work closely with the ICT Authority, and representatives from the Africa continent both government officials, private sector, industry experts, international investors, sponsors, exhibitors, and other stakeholders to deliver a high-impact event.

2. OBJECTIVE OF THE ASSIGNMENT

The primary objective of the assignment is to hire an individual in the capacity of the Connected Africa Summit Coordinator who will provide technical and project management support to the Connected Africa Summit. This is intended to strengthen the capacity of the expanded summit and accelerate the implementation of the project activities and ensure that Summit activities are implemented efficiently and professionally to completion.

3. SCOPE OF SERVICES AND SPECIFIC TASKS

The specific tasks of the assignment include but not limited to:

- 1) **Event Planning and Management-** Develop and implement an end to end event strategy, including detailed timelines, budgets, and resource allocation; develop event concept theme, venues; event port and related applications; develop and implement risk management plans to mitigate potential challenges ensure all aspects of the event are managed effectively and professionally for maximum impact and success.
- 2) **Fund raising** -develop and implement a resource mobilization strategy to meet the event expenditures; work collaborately with partners to secure sponsorships, negotiating contracts and manage sponsor deliverables; manage the event budget, track expenses, and ensure financial accountability.
- 3) **Stakeholder Management**-Build and maintain strong relationships with key stakeholders, including government officials, the African continent, industry leaders, sponsors, exhibitors, and partners. Mobilize delegates across the continent and internationally, respond immediately to changes, demands and workload in a positive manner providing effective customer service, in person, over the phone and in writing.

- 4) **Content and Program Development-** develop a compelling event agenda that addresses key industry trends and challenges; Works with subject matter experts to develop content and programs for the summit; coordinates summit design and production of event materials, branding, signage, and promotional materials.
- 5) **Speaker Coordination:** Manage the recruitment and scheduling of speakers, moderators, panelists ensuring their preparedness and their logistical requirements; coordinate speaker briefings and rehearsals to ensure smooth delivery of presentations; Develop interactive sessions, workshops, and panel discussions to enhance delegates engagement.
- 6) **Event promotion, Marketing and Communications-** Develop and execute a marketing and communications strategy to reach the target audience; coordinates and participates in marketing promotions, event registration, program announcements, manage public relations activities, including media outreach, press releases, and media coverage; coordinate with media partners to maximize event coverage and manage press releases pre-, during the event and post event; monitoring event timeframes and delivering event briefs; Oversee the development of promotional materials, such as brochures, flyers, and digital content; Utilize digital marketing channels (social media, email, website) to promote the event and drive registrations pre-event, on-site, and post-event correspondence.
- 7) **Vendor and Supplier Management:** Assist in the preparation of terms of reference (ToR), requests for expression of interest and request for proposal (R.F.P) for suppliers that may be procured for supply of event activities; Assist in the evaluation of bids related to the assignments; Assist in the review of technical reports submitted, Prepare work plan and annual performance reports. Negotiate contracts and manage relationships with vendors, suppliers, and service providers, ensuring all contractual obligations are fulfilled.
- 8) **Logistics and Operations-** Manage event logistics, including venue setup, equipment rentals, catering, and transportation; Manage exhibitor participation, booth assignments, logistics, and support services; Oversee on-site event management, registration, delegate management and volunteer coordination; Lead and coordinate on-site event team, suppliers and service providers. Ensure adherence to health and safety protocols and emergency procedures; Manage event technology, audio-visual equipment, internet connectivity, and live streaming.
- 9) Serves as a **liaison** between the conference planning committee and ICTA; Establish and maintain effective work relationships with teams in performance of required duties; Coordinates and chairs summit production meetings; Coordinate with vendors on production setup, audio visual equipment, software, and related programs.
- 10) **Crisis Management:** Anticipate potential issues and have contingency plans in place to address any emergencies or disruptions during the event. Ability to navigate complex logistical challenges, manage communication with different stakeholders, and deal with

unexpected problems with professionalism; Review, analyze and respond appropriately to problems, recommended program changes, and participant, vendor and speaker feedback; develop, implement and evaluation strategies to improve events

11) **Reporting-** Conduct post-event evaluations to assess the event's success; analysis of attendance, financial performance, stakeholder feedback, and recommendations for future events; and identify areas for improvement; Prepare detailed event reports, including delegates demographics, sponsor satisfaction; develop recommendations for future events based on evaluation findings.

12) Any other related assignment as may be assigned by ICTA management.

4. DURATION AND LOCATION OF THE ASSIGNMENT

It is intended that this Consultant will be contracted for a period of twelve (12) calendar Months from the date of commencement with a probation period of three (3) calendar months. This contract period is subject to extension for a further period of twelve (12) calendar months based on satisfactory performance, project funding and project needs. The location of the assignment will be in Republic of Kenya.

5. REPORTING REQUIREMENTS AND TIMELINES FOR DELIVERABLES

The Connected Africa Coordinator will report to KDEAP Project Coordinator and will be responsible for providing regular updates on event progress, performance metrics, weekly, and recommendations with monthly reports.

Table 1: Reporting requirements

S/No.	Deliverables/Reports	Timelines after contract commencement	Format of submission
1.	A consolidated monthly progress report detailing tasks performed/achievements against targets, challenges and recommendations to address the challenges	Within 7 days after the end of the reporting month	Soft copy

The Consultant will prepare a monthly report highlighting the tasks performed, challenges, and specific recommendations on key action that should be taken to meet the target deliverables and accelerate the project implementation as well as its success. The Consultant shall also, where required, prepare summary of status report(s) of the activities completed. All reports prepared by the Consultant shall be reviewed and submitted to the Project Coordinator.

6. PAYMENT SCHEDULE/REMUNERATION

The Consultant shall be remunerated based on a monthly rate, which will be negotiated with the successful candidate during Negotiations. Remuneration will be based on competitive rates, commensurate with the selected candidate's area of expertise and work experience, provided he or she has satisfactorily fulfilled all requirements stipulated here in above.

Payment shall be monthly upon submission and approval of the monthly reports. The consultant will submit to the KDEAP Project Coordinator, a monthly timesheet, with a supporting invoice, as the basis for payment for the consultancy services.

7. Minimum qualification and experience requirements

The Connected Africa Summit Coordinator will be required to have a mixture of skills, knowledge, and experience necessary for planning, organizing, and executing successful events.

- 1) A minimum of Bachelors' degree in international relations, or degree in communications, event management, marketing or a related field from a recognized University.
- 2) A minimum of 10 years of general experience in communications, event management, marketing or a related field.
- 3) A minimum of 5 years of progressive experience with demonstrated success in event programming, event management, with a focus on large-scale international conferences or summits.

8. Management and Accountability of the Assignment

The Connected Summit Coordinator will report to the Chief Executive Officer, and shall be responsible for coordination of activities of the consultant.

9. RESPONSIBILITY OF THE CLIENT

The client will provide free of charge all available existing information that will assist the Consultant in obtaining other relevant information and materials for the assignment.

10. RESPONSIBILITIES OF THE CONSULTANT

The Consultant shall be responsible for their own transport, accommodation, insurance, Airtime and other associated costs. The consultant is expected to undertake activities that will ensure that the project is delivered on time, meets its intended success and with the required resources.