



3040 E. Cornwallis Road • PO Box 12194 • Research Triangle Park, NC 27709-2194 • USA
Telephone +1.919.541.6000 • Fax +1.919.541.5985 • www.rti.org

Statement of Work: PAOP Tanzania Market Development Consultant

Commodity/Service Required:	PAOP Tanzania Market Development Consultant
Type of Procurement	Individual Consultant Agreement
Type of Contract:	Fixed-cost contract
Contract Funding:	United States Agency for International Development (USAID)
This Procurement Supports:	Power Africa Off-grid Project (PAOP)
Submit Proposal and Quotation to:	paopprocurement@powerafrica-offgrid.org
Due Date:	July 26, 2021
Approximate Date Purchase Order/ Agreement Issued to Successful Bidder(s):	TBC

About the Power Africa Off-grid Project

The USAID-funded Power Africa Off-grid Project ('PAOP') provides technical assistance and targeted grant funding to support the development of Africa's off-grid solar home system (SHS) and mini-grid sectors. Through a team of resident technical advisors across East and West Africa, PAOP works with companies, investors, and governments to advance the role of the private sector in extending energy access.

Overview

Tanzania is an attractive market for off-grid solutions. Many of the pioneering solar home system (SHS), mini-grids and productive use of solar companies have been operating in the country for several years. The **Market Development Consultant** will support the Tanzania Lead Advisor to

provide country wide business-focused technical assistance to off-grid companies and stakeholders. The consultant will support companies to develop and implement business models to increase the number of new electrification connections and generation from off-grid energy systems, in particular solar home systems (SHS) and mini-grids (MG).

The work will include a range of support activities depending on the specific needs of the companies, and after collecting the challenges raised by off-grid companies that hinder the rapid deployment of off-grid technology solutions, but is likely to include some or all of the following:

- In collaboration with the Market Dynamics Lead, the consultant will contribute to the development of market intelligence reports and other data required for two (2) specific activities 1) Strategy development for underserved regions and 2) Business advisory to component based private sector companies
 - **Strategy development for underserved regions:** The Market Development Consultant will develop short market brief of underserved regions that have not been tapped by the private sector. Support to this market expansion to companies will include strategy sessions to adapt their business models, to create partnerships with local distributors, and create retail and marketing strategies.
 - **Business advisory to component based solar companies:** This support will include accessing local financing, creating partnerships with manufacturers and distributors, technology providers, business model development, product sourcing. The consultant will target at least 3 component-based solar companies to provide support.
- In collaboration with the Tanzania Lead Advisor and Finance Advisors, the Market Development Consultant, will be in charge of providing support to multiple existing and planned funding mechanisms in Tanzania that required tailored technical assistance to help the

operationalization of these funds. These funding mechanisms including local banks green credit lines, regional development banks, donor funded RBFs, MFIs green credit lines, among other. This tailored technical assistance could involve feeding pipeline, review proposals, local partnership matchmaking.

- In collaboration with the Policy & Regulatory Lead, the Market Development Consultant will provide support and advice to relevant sector associations: The Global Off-Grid Lighting Association (GOGLA), the Tanzania Renewable Energy Association (TAREA), Tanzania Microfinancing Association (TAMFI), Africa Mini-grid Developers Association (AMDA) and other relevant stakeholders on regulatory, and other tax issues and help formulate coherent private-sector positions on these issues. Specifically, the Market Dynamics Consultant, will support PAOP provide in two activities:
 - Input for the finalization the Commodity Microfinancing Regulations that will affect the PAYGO sector. This activity is a high pressing agenda in Tanzania and will involve coordinating gathering private sector feedback together with association, support the association to synthesize the feedback and update the consolidated sector position to present to the Bank of Tanzania.
 - Coordinating with the AMDA Tanzania chapter, TAREA and the Government of Tanzania, the public-private sector dialogue to advocate for private sector friendly regulations including cost reflective tariffs which the lack off has halted all Mini-grids investments and expansions in the country.

Timeline

- The targeted start date and end date for this Statement of Work is August 1st 2021 to January 31st, 2021, with the possibility to extend the contract if new activities are added to this statement of work.

Deliverables/Outputs

The deliverable/outputs table below is subject to change upon contract negotiation. The following deliverables will be required;

1. Weekly reports detailing work and support provided to companies and stakeholders.
2. Final report detailing key findings, lessons learned, changes implemented, and recommendations on the path forward. The report will highlight:
 - a. Summary of market entry strategies and intelligence reports generated to support companies enter underserved markets.
 - b. Summary of supported local investors, lenders, foundations etc. that introduce off-grid specific financial products and/or begin marketing to off-grid companies after receiving support;
 - c. Summary of laws and regulations, or standards formally proposed, adopted, or implemented from the support provided.

Level of Effort: 6 months

Travel: It is anticipated that the consultant will make approximately five (5) trips within the country to meet with stakeholders and companies.

Required Qualifications/Experience:

The consultant should have relevant qualifications such as degree in an area related to the scope of work (international development, engineering, economics, energy finance, or other relevant fields), as well as recent relevant experience that relates to the support detailed in the overview. The consultant should ideally also have experience of working within the off-grid energy sector in Tanzania.

Application Submission: Required Documents

The consultant should submit their CV, accompanying letter indicating their

relevant experience and expertise for this position, and a budget for assignment.