Market orientation

Social Media Campaign CC West Africa Expertise - ref. 202611036

Organisation: The Netherlands Enterprise Agency
The Netherlands Enterprise Agency (in Dutch: Rijksdienst voor Ondernemend Nederland, RVO) supports private and public organisations with funding, international business partners, knowledge, and regulations.

More information about RVO can be found on: www.rvo.nl and http://english.rvo.nl/.

Context
The Regional Clean Cooking Action for West Africa (ReCCAWA) programme works to accelerate access to clean cooking solutions across the West African region by stimulating market development. RVO implements this activity with AECID and ECREEE with financing from the European Union and The Netherlands.

The main objectives of the assignment are:

1. Three nationally oriented clean cooking social media campaigns have been designed, tested and evaluated in Senegal, Togo and Sierra Leone;
2. A regional toolbox for clean cooking social media campaigns in the West Africa region is developed.

RVO seeks a qualified consultant (individual or firm) to facilitate and support the ReCCAWA trajectory of three pilots in-country social media campaigns and development of a social media behavioural change toolkit through expertise, facilitation, data analysis and knowledge management.

Please note: this assignment differs from market orientation with IUC reference 202607066. Changes have been made, specifically regarding budget and removing the task contracting local marketing agencies.

Purpose of the assignment, goals and deliverables
The purpose of the assessment, its goals, and deliverables are outlined in the Terms of Reference (ToR), attached as Appendix 1.

Extent and duration
The Contracting Authority intends to conclude a Contract for a period of eighteen (18) months, starting from February 2027 up to and including June 2028, including a unilateral option for the Contracting Authority for a no-cost extension of the contract by two (2) times, six (6) months if this would be agreed with RVO.

Budget indication
Max. € 132.231,- excluding Dutch VAT and including local foreign VAT, and all other costs such as travel budget and fees.

Purpose of the notification
The purpose of this market orientation is to identify qualified organisations to carry out this assignment

Interested parties are requested to express their interest and answer the questions below.

Name company	
Website	
Name contact person, position + e-mail address	

Can the party carry out the assignment in accordance with the ToR?	Yes / No
Can the party carry out the assignment within the maximum budget?	Yes / No
Is the party available to carry out the assignment in the expected period?	Yes / No
How would you ensure you are able to finalise the assignment before this deadline?	
Do you have any comments about the ToR?	
Regarding the project's coordination; please indicate what would be your approach to effectively collaborate and communicate with stakeholders in this assignment.	
Relevant experience: You are requested to provide a brief (maximum 400 words) explanation, based on your previous experience and skills, of why you believe you are capable of completing this assignment. See appendix 1 for relevant requested qualifications.	
If applicable: You are requested to list the name of the company, contact person, position and e-mail address of the consortium partner(s).	

Application
Interested companies are invited to send an expression of interest by responding to the above listed questions. Please forward your response to the questions to: amber.nijland@rvo.nl of the Procurement Office. Please state the name of the contact person of your company and their e-mail address. At this stage we are not expecting you to submit a full proposal, an expression of interest suffices.

As a result of the market orientation, RVO may decide to initiate a procurement procedure. Interested parties can be invited to submit a request for proposal as part of this process. If more than 5 applicants respond to the market orientation, a supplier selection can take place on the basis of a selection prior to the request for proposal. This will be done on the basis of the filled in table above, specifically the section on relevant experience.

Please note that your response to this market orientation does not guarantee an invitation to participate in this procurement procedure. In case of a procurement procedure, no distinction will be made between parties that have or have not participated in the market orientation.

Deadline
The deadline for responding to this market orientation is set at **23 November 2026, 12:00 pm CET.**