



**Request for Quotation  
(RFQ) For  
PR and Social Media Services at WETEX 2022 (RFP No. 189)**

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**RFQ Issue Date : September 7, 2022**

**Response Due Date : September 9, 2022**

**Response Due Time : 04:00 PM**

**Location : ONLINE SUBMISSION**

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## 1. GENERAL INFORMATION

### 1.1 Etihad ES Introduction

Etihad Energy Services Company (“Etihad ES” or the “Employer”) was established in 2013 with a mission to make Dubai’s built environment a leading example of energy efficiency for the region and the world, through the creation of an energy performance contracting (ESCO) market.

The Employer has **five active service lines**.

**Figure 1: Employer’s Service Lines**

Service Line	Description
<b>Etihad Retrofit</b>	The retrofit department contributes to achieving energy demand reduction targets set by Dubai Supreme Council of Energy in the Dubai Integrated Energy Strategy and DSM Strategy 2030. As a Super ESCO, Etihad ESCO enables the Energy Performance Contracting (EPC) market by developing energy efficiency projects that involve both the private and public sectors.
<b>Etihad Solar</b>	Our solar department is supporting the execution of the Shams Dubai program, an initiative launched in 2013 with the ambitious target to have a solar panel on every rooftop in Dubai by 2030. The Shams Dubai framework regulates the connection of solar energy to DEWA’s grid through a net metering structure.
<b>Etihad Measurement &amp; Verification (M&amp;V)</b>	The M&V department helps the customer to measure and verify the achieved energy savings from the implemented energy conservation measures.
<b>Facility Management (FM)</b>	The FM department helps the customer to manage full facilities with all kinds of management services (Hard, soft, manpower, third party outsource)
<b>Electro-Mechanical (EM)</b>	The EM department provides turnkey solution to all the Electro-mechanical services in the facility.

### 1.2 Objectives of the RFP

The objective of the RFP is to select a qualified agency to provide PR and social media services for the Employer at the WETEX event (accounts of Energy Service Lines) More specifically:

Etihad ES PR Objectives:

- Strengthen the positioning of Etihad ES as the leading Energy Services Company in Dubai, UAE and GCC market across its service lines (mainly: Retrofit and Solar)

- Combine experience and strong PR knowledge to grow the Etihad ES brand and effectively communicate messages to key target segments of the different service lines (i.e. retrofit, solar, FM)
- Work with the local/regional media to build a solid and long term relationship with Etihad ES and its leadership
- Develop strategic approaches to effectively raise the profile of Etihad ES to attract international and regional players to participate in the Energy Performance Contracting (EPC) market and Distributed Solar market (Shams Dubai) or partner with Etihad (when it makes sense)

### 1.3 Selection Process

The bidder's proposal will be evaluated in accordance with Section 4 "Proposal Evaluation" of this RFP. The selected bidder (s) shall be invited to sign the "PR & Social media" Agreement.

### 1.4 Inquiries

All interested bidders shall examine the RFP carefully and submit a written request to the Employer for further information, interpretation or correction of any ambiguity, inconsistency or error that may be discovered upon examination of the RFQ.

The employer will respond to the written request for information and/or clarifications submitted regarding the terms or information in the RFP and share such clarifications with all bidders simultaneously. All clarifications will be encompassed in an addendum to the RFQ.

Any interpretation, change or correction in the form of a written addendum shall be binding on the bidders. Bidders shall not rely upon any interpretation, change or correction made with any other method. Failure by a bidder to receive any addendum issued by the Employer shall not release said bidder from any obligations under its proposal.

Bidders are requested to send all the queries regarding the RFP documents at [etihad.tenders@EtihadEsco.com](mailto:etihad.tenders@EtihadEsco.com) through email. Any such enquiry must be received no later than seven (7) days before the proposal submission date.

## 2. PROPOSAL PREPARATION INSTRUCTIONS

The bidder's quotation shall contain the following sections as a minimum:

1. Details of notable past experience.
2. Teams CVs.
3. Fees breakdown for the Scope of Services.
4. Trade License of the Bidder
5. Company Profile
6. Personnel and Staffing details

## 3. Scope of Services

The selected bidder is required to provide **PR services for the Employer**. All PR services shall be provided **in English and Arabic**.

- For Energy Service Lines, PR services must cover its 5 business lines that is Retrofits, Solar, M&V, Facility Management and others as they arise

The successful bidder must assign a dedicated senior focal point and account manager **for the Employer** as well as a team with the required credentials and experience. Experience and credentials of the account manager and team are very important in this engagement. Details should also be provided for the "back up" account manager (in case of leave or absence) to ensure continuity of work and consistent quality.

### PR and social media

The expected services for PR are the following:

1. PR approach with clear steps and timelines.
2. PR account planning and review
3. Management and support of media and newsletters
  1. *Interviews, speeches, media events and audits*
  2. *e-newsletters (English)*
4. PR and media support and presence during events and conferences organized by Etihad ES (2-3 events per Quarter)
5. Support in identifying speaking and publishing opportunities for Etihad ES on energy efficiency (i.e. TV or radio interviews, panels, speaking at conferences, publishing articles in

relevant publications, etc.)

6. Media monitoring and reporting
7. Covering Event Activities (Contract Signing video and pictures)
8. Covering Event Activities (Cover Etihad ES speakers during events)
9. Create 8-10 Social media posts related to Pre and post WETEX (Infographic and content covered)

**4. Proposals submission requirements**

The Proposals should include following (at a minimum)

- Trade License of the bidder
- Unit price and total price for services. The bidder may propose different options based on their services.
- Mobilization time required.

**Any clarifications related to this tender, should be addressed only to - [etihad.tenders@EtihadEsco.com](mailto:etihad.tenders@EtihadEsco.com).**

The bidder shall submit an electronic copy of their proposals to [etihad.tenders@EtihadEsco.com](mailto:etihad.tenders@EtihadEsco.com) latest by the **4 PM on September 9, 2022**.

The submission email must contain following in its subject:

**“PR and Social Media Services at WETEX 2022 - RFQ # 189”**

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