



**The Federal Government of Somalia  
Ministry of Energy and Water Resources**

**REQUEST FOR EXPRESSIONS OF INTEREST (REOI)**

(CONSULTING SERVICE – FIRMS)

Country: **Federal Government of Somalia (FGS)**  
Assignment Title: **Consultancy Services for Water Resources Communication & Advocacy System and Review for WSDP and PPP**

Reference No.: **MoEWR/REOI/15/06/2026**  
Place of assignment: **Somalia**

The Ministry of Energy and Water Resources is currently planning to strengthen the governance, planning, coordination, visibility, and performance of Somalia's water resources and urban water supply sector through: (i) the enhancement of sector communication, knowledge management, and advocacy systems; (ii) the review and revision of the Water Resources Development Plan and its implementation framework; and (iii) Review of urban water utility performance and service delivery models, including Public-Private Partnerships (PPPs).

The consulting assignment is expected to be executed in fourth (4) months. The detailed terms of reference for the assignment can be found at the following **website**: [www.moewr.gov.so](http://www.moewr.gov.so) or it can be provided upon submission of an application in person or by e-mail. The e-mail address is provided below.

The Ministry of Energy and Water Resources now invites eligible firms ("Consultancy") to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are as follows:

1. Core business of the firm and years in the business (not less than 10 years in Water Sector Communication feasibility, Strategy and Policy, PPP Model).
2. Experience in similar assignments in assessment, development, and implementation of **Institutional for Communication & Advocacy System and Review for Water sector development plan and PPP** and related policies for public sector institutions (not less than 10 years' experience); and familiarity with UN agencies for financial and procurement Policies and Procedures.

3. Experience of having worked on similar assignments in developing countries and environments similar to that of Somalia; and
4. The technical and managerial capability of the firm for the nature of the assignment. (Provide only the structure of the organization, general qualifications, and the number of key staff. Do not provide CVs of staff). Key experts will not be evaluated at the shortlisting stage

Interested Consultants may obtain further information at the address below during office hours from **09:30am to 04:30Pm EAT Time** (Excluding public holidays).

Expressions of interest (EOI) should be delivered to the below e-mail by **June 30 2026**.

Address: Afgoye Road KM5, ex- Wakaaladda Biyaha Xamar,  
Wadajir District, Mogadishu.

Email: [procurement@moewr.gov.so](mailto:procurement@moewr.gov.so)

Copy: [dg@moewr.gov.so](mailto:dg@moewr.gov.so) and [Finance@moewr.gov.so](mailto:Finance@moewr.gov.so)

<b>Post title</b>	<b>Water Resources Communication &amp; Advocacy System and Review for WSDP and PPP</b>
<b>Organization</b>	Ministry of Energy and Water Resources
<b>Estimated duration</b>	Deliverables based contract over a period of 16 weeks
<b>Duty station</b>	Mogadishu
<b>Travel Plans</b>	Jubaland, South-West State, Hirshabelle, Galmudug, North-Eastern State, Puntland, and Banadir Regional Administration.

**I. Context/Background**

Over the past decade, Somalia has made significant progress in rebuilding its water, sanitation, and hygiene (WASH) sector despite prolonged conflict, institutional fragility, climate shocks, and rapid urbanization. National institutions have been re-established, key sector policies and strategies have been developed, and service delivery has expanded through strengthened government leadership, engagement with local communities, collaboration with private operators, and strong partnerships with humanitarian and development actors.

The WASH sector has achieved several important milestones, including:

- Development of national policy and strategic frameworks, including the National Water Sector Resources Strategy (NWSRS 2021–2025) and the Water Sector Development Plan (2026–2030);
- Increased emphasis on systems strengthening, climate resilience, sustainability, and institutional development;
- Improved alignment between humanitarian response interventions and long-term service delivery approaches;
- Continued commitment to achieving the Sustainable Development Goals, particularly SDG 6 on clean water and sanitation for all.

Recognizing the need to address these challenges to achieve Somalia’s trajectory for economic growth and social development and move away from fragmented and project-by-project responses in the past, the Federal Government of Somalia has articulated an ambitious vision within the Somalia National Transformation Plan (SNTP) to achieve water security for all. This vision is operationalized through the National Water Resources Development Plan (NWRDP), which serves as the country’s strategic framework for guiding investments, regulations, and institutional reform in the water sector.

To transition toward a **coordinated, investment-driven, and impact-oriented water sector**,

The Overall Assignment of this study is to strengthen the governance, planning, coordination, visibility, and performance of Somalia’s water resources and urban water supply sector through: (i)

the enhancement of sector communication, knowledge management, and advocacy systems; (ii) the review and revision of the Water Resources Development Plan and its implementation framework; and (iii) Review of urban water utility performance and service delivery models, including Public-Private Partnerships (PPPs).

## II. Specific objectives of the assignment

The specific objective of the Water **Resources Communication & Advocacy System**: is to enhance the visibility, awareness, and impact of the water supply and sanitation sector through effective communication, documentation, stakeholder engagement, and strategic advocacy. The communications consultancy will support the Water Sector Coordination Facility (WSCF) in strengthening knowledge management, information sharing, and sector visibility to facilitate improved coordination, investment advocacy, and collaboration within the water sector development framework.

The review for the revised water resource development plan and the implementation plan will require the consultant(s) to: (i) review the existing draft sector development plan and costed investment priorities ii) analyze all relevant sectoral plans, assessments and studies to align the proposed Sector development plan with existing plans and avoid inconsistencies; (iii), revise and enhance a comprehensive sector development plan, guiding projects, into an integrated sector development plan, and summarize with info-graphic designs to present the information.

And lastly is to review and compare the performance of urban water utilities in Somalia operating under Public-Private Partnership (PPP) and Public Management modalities. The study aims to generate evidence-based findings on service delivery, operational efficiency, financial sustainability, and customer access to inform policy, regulatory, and investment decisions in the urban water sector. The study also aims to assess the building blocks of the PPP concept, the strengths and weaknesses in the regulation, management, operations and sustainability of the urban water supply service delivery model.

Followings are the specific objectives of the study;

- To formulate the different parameters that help to measure the effectiveness of the management model of urban water supply service delivery system.
- To analyses the status and conducive political environment of scaling up PPP managed service delivery model across Somalia.
- To recommend actions to be considered for scaling up the PPP modality for urban water supply system management.

## III. Scope of work

### Scope of the work

Given the above objectives, the Ministry of Energy and Water Resources Minerals (MoEWR) now seeks to engage a communication firm to support the Ministry of Energy and Water Resources (MoEWR) by documenting Water Resources Programme activities, showcasing success stories and facilitating public engagement to promote the project's achievements in increasing Water supply and sanitation access, service delivery to the community water access facilities, and support the resilience of the Somali population from the conflict's impact on livelihoods through improved access to functional basic services.

Somalia has achieved significant progress in expanding access to basic water services, increasing coverage from 31 percent in 2004 (JMP) to an estimated 75 percent in 2025 (UNICEF WASH Needs Assessment). This represents a major leap toward universal access and demonstrates Somalia's capacity to deliver foundational SDG 6 outcomes even in challenging contexts. The remaining challenge lies in reaching the final 25 percent of the population, predominantly in rural, climate-vulnerable, and hard-to-reach areas. As basic access coverage approaches completion, Somalia is positioned to shift from emergency and basic service provision toward safely managed water services, focusing on quality, reliability, affordability, and long-term sustainability. **Scope of Services:**

#### **4.1 Water Resources Programs Documentation and Visibility**

- i. Develop and enhance a content to Capture and document the implementation of Water supply and sanitation activities, including the Water Infrastructure, Construction supply system, PPP and enabling Institutional frameworks For Water services.
- ii. Produce high-quality contents to illustrate Water supply and sanitation services impact, the milestones and the ongoing activities to increase the awareness of the community.
- iii. To clearly map out and define the various target audience segments in the target areas with special consideration given to their way of life and traditions, identification of needs, factors influencing their purchasing decisions and the nature of contents.
- iv. To develop a media strategy showing how communications efforts will be deployed across various media and supported by plausible rationales for each recommendation, the media strategy must make use of innovating, effective and efficient platforms and initiatives that guarantee the highest return on media investments.
- v. To develop media reach monitoring plan as well an overall impact measurement.
- vi. Prepare all marketing content required to conduct the campaign, including video, radio, print, social media and content for any other channels included in the campaign.

#### **4.2 Stakeholder Engagement and Awareness**

- Conduct awareness and community engagement by show casing project impact for both the socio economic and the lifestyle of the beneficiaries,
- Conduct high level engagements with facility managers, end users, local community, government officials and the project stakeholders to highlight the impact of the project with benefits of improved Water Supply and sanitation access.

- Develop and distribute targeted communication materials to raise awareness among key stakeholders, including the general public awareness, government entities, development partners and civil societies.

#### **4.3 Success Story Development**

- Identify and document compelling human-interest stories that demonstrate the impact of improved water supply and sanitation services on community resilience, public health, livelihoods, climate adaptation, and sustainable access to basic services.
- Prepare case studies and beneficiary testimonials that highlight the social, economic, climate resilience, and service sustainability outcomes of the project, including strengthened community water systems, improved reliability of services, reduced vulnerability to climate shocks, and enhanced long term functionality of water infrastructure.

#### **4.4 Media and Public Outreach**

- Develop press releases, social media content, newsletters, multimedia materials, and other communication products to disseminate project progress, sector achievements, climate resilience outcomes, and success stories.
- Organize media coverage, stakeholder outreach, and community engagement events to promote water supply and sanitation sector activities, strengthen public awareness, and highlight ongoing improvements in sustainable and climate resilient water services.

#### **4.5 Event Management and Public Engagement**

- i. Organize and manage strategic public engagement events, stakeholder consultations, investment forums, media engagements, and community outreach initiatives aimed at increasing visibility of the water sector, strengthening public confidence, promoting sector reforms, and supporting advocacy for sustainable and climate resilient water infrastructure investments. The events should facilitate dialogue among government institutions, development partners, private sector actors, communities, and investors, while generating increased awareness, policy engagement, and investment interest in Somalia's water sector.
- ii. Develop a comprehensive package of awareness and advocacy materials to support stakeholder engagement, public communication, and investment promotion campaigns. The package should include high quality videos, radio content, brochures, posters, leaflets, social media products, digital communication materials, and other multimedia content required to effectively communicate sector achievements, climate resilience outcomes, infrastructure investments, and sustainable service delivery impacts across all targeted communication channels

#### **4.6 Monitoring and Reporting**

- iii. Provide periodic reports on communication activities, including analytics on audience engagement and outreach effectiveness.
- iv. Develop a strategy for sustaining communication efforts beyond project implementation to ensure continued awareness of Somalia's energy sector transformation.

### **Summarize the new water sector development plan based on draft costed sector development plans**

- The Consultancy should review the Draft Water sector development Plan based on the prioritized actions, indicators and outline monitoring arrangements, timeline, responsible entities, and first order estimate of required budget for its implementation.
- The development plan is intended to be a high-level document identifying the major tasks needed to implement the water sector development, the resources needed, and the key milestones and indicators.
- The sector development plan should be aligned with existing programs and strategies already identified.
- Developing a broad implementation plan outlining the actions, resources, implementation arrangements and partnerships required to achieve the strategic objectives.
- Analyze different sources of financing towards implementation of the plan.
- Develop a results framework, and reporting processes, including defining clear and objective indicators and targets to track progress of implementation and expected impacts of the water sector development plan.

**The Scope of review for the Assessment of Urban Water Utility Performance and PPP Service Delivery Models:** The study will review the institutional, technical, operational, and financial performance of the selected water utilities, with particular attention to the following dimensions:

- Review performance indicators and assessment parameters for measuring the effectiveness of urban water utility management models.
- Assess the performance of selected urban water utilities with respect to service coverage, operational efficiency, financial sustainability, customer service, governance, and accountability.
- Compare the performance of PPP-managed and publicly managed utilities.
- Assess the adequacy of existing regulatory, institutional, and policy frameworks governing urban water utilities.
- Evaluate the political, institutional, and investment environment for scaling up PPP-managed urban water service delivery across Somalia
- Identify key factors contributing to successful utility performance and sustainability.
- Document lessons learned and good practices from existing utility management models.
- Recommend policy, regulatory, institutional, and investment actions to improve utility performance and support the responsible scaling-up of PPP arrangements where appropriate.
- Develop strategic recommendations for strengthening urban water service delivery and sector governance.

The Review assessment will cover the urban water utilities across Somalia, including:

- Somaliland: Borama, Tog Wajaale, Gabiley, Berbera, Burao and Erigavo
- Puntland: Bossaso, Qardho, Garowe, Burtinle, Goldogob, Bacadweyne and Galkayo

- North Eastern State: Las Anod.
- Galmudug: Dhuusamareb
- Hirshabelle: Jowhar
- Southwest State Somalia: Baidoa.
- Jubaland: Kismaio, Dollow and Dhobley.

#### IV. Deliverables for the Communication and Advocacy

#	Deliverable	Description
i.	<b>Inception Report</b>	The communication firm shall submit an Inception Report to the MoEWR team within one or two weeks before the commencement of the activities. It will include details of the activity work plan.
ii.	<b>Stakeholder Engagement Activities</b>	Deliverables shall include: <ul style="list-style-type: none"> <li>• Stakeholder consultation reports</li> <li>• Meeting documentation</li> <li>• Event summaries</li> </ul>
ii.	<b>Water Sector Visibility &amp; Documentation Package</b>	Produce high-quality documentation and visibility materials showcasing water sector achievements and ongoing interventions, including: <ul style="list-style-type: none"> <li>• Professional photography documentation ( 10 sites)</li> <li>• Short documentary videos and highlight reels ( 10 videos)</li> <li>• Case studies demonstrating socio-economic impact (10)</li> </ul>
v.	<b>Multimedia Content Production</b>	Develop and deliver communication materials for multi-platform dissemination, including: <ul style="list-style-type: none"> <li>• Social media content packages (32 posts)</li> <li>• Press releases and media briefs (6)</li> <li>• Infographics and fact sheets (10)</li> <li>• Brochures, posters, and leaflets (10)</li> <li>• Newsletter content (1)</li> <li>• Website and digital content updates</li> <li>• Stakeholder presentation materials (5)</li> </ul>
v.	<b>Consultant's Work Completion Report</b>	The firm shall prepare a comprehensive final completion report of all activities.

<b>Deliverables for Review for Water Resources Development Plan</b>		
<b>#</b>	<b>Deliverable</b>	<b>Description</b>
	Review for Water Resources Development Plan	<p>Review the other existing plans as well the new Water resources development plan reports/chapters and identifying the area inconsistencies</p> <p>Draft revised Somalia Water Sector Development Plan with budgeted investment priorities.</p> <p>Implementation plan outlining the actions, resources, and partnerships required to achieve the strategic objectives.</p> <p>A high-level document of the Water Sector Development Plan report</p>
<b>Deliverables for Review of urban water utility performance and service delivery models, including Public-Private Partnerships (PPPs).</b>		
<b>#</b>	<b>Deliverable</b>	<b>Description</b>
	A Review Study of Somalia for Public Private Partnership (PPP) in Urban Water Supply System	Performance of urban Water PPPs and Public Utilities in the regions
<b>V. Qualifications and Competencies</b>		
<b>1. Team Composition, Competence, and Experience Requirements:</b>		
<p><b>a. Firm's Competence and Experience</b></p> <ol style="list-style-type: none"> <li>2. A minimum of 10 years of proven experience in strategic Water Resource development, Public Partnership, Urban water supply Utility services delivery, communication, public relations, media engagement, and stakeholder communication for development projects, preferably in the Water supply and sanitation or infrastructure sector.</li> <li>3. Proven experience in undertaking sector assessments, utility benchmarking studies, PPP evaluations, and institutional performance reviews.</li> <li>4. Experience in developing strategic plans, investment plans, implementation frameworks, and policy recommendations for government institutions and development partners.</li> <li>5. Demonstrated expertise in stakeholder engagement, communication strategies, knowledge management, and advocacy within the water sector.</li> <li>6. Prior experience working on UN Family-funded projects or other donor-funded initiatives in fragile or conflict-affected settings, with a strong understanding of the socio-political landscape in Somalia.</li> </ol>		

7. Expertise in developing and implementing communication strategies, including multimedia content creation, public awareness campaigns, and community engagement.
8. A track record in documentation of success stories, media content production (video, radio, social media, print, etc.), and event management to showcase project impacts.
9. Experience in designing and executing behavioral change communication (BCC) campaigns and targeted messaging for diverse audiences.

**Language requirements:**

Excellent and easy command of English and Somali languages (written and spoken).