



# Terms of Reference

Consultancy for Business Development for the Development of the PV sector in Algeria

## 1. Background

This project is aimed to build on Algeria's vast solar energy potential, characterized by high solar irradiation, ample land, and proximity to Europe. With plans to develop 15 GW of renewable power, most of it from solar PV, by 2035, Algeria aims to lead Africa's solar market while advancing economic diversification and environmental goals. The focus on local production presents opportunities but also challenges in balancing cost, quality, and durability.

To fully realize this potential, Algeria requires support in creating stable regulatory frameworks, improving product quality, and fostering a business-friendly environment. This assignment aims to address some of these needs and support the market to sustainably harness solar energy.

## 2. Objective of the assignment

In light of Algeria's ambitions to expand its renewable energy portfolio—particularly in photovoltaic (PV) energy—there is a critical need to strengthen the enabling environment for PV deployment, improve local value creation, and facilitate partnerships between Algerian and international companies.

This consulting assignment aims to provide targeted support to Algerian stakeholders through a structured analysis, workshop facilitation, capacity-building initiatives, and advisory support towards potential Algerian-German cooperation frameworks.

GIZ Algeria has recently commissioned several studies and services in the field of renewable energies. After formal approval by GIZ, these results are to be examined for the content relevant to solar and up to two key players in the market.

## 3. Scope of work and deliverables

The main objective is to support selected Algerian stakeholders in enhancing their institutional, technical, and entrepreneurial capacities to stimulate a sustainable and competitive PV market. The services include expert analysis, capacity building, and facilitation of potential cooperation models, all adapted to the constraints of the local context.

The consultant shall carry out the following work packages:

### 3.1. Needs Assessment and Stakeholder Analysis (4 expert days)

- Review available documentation provided by or related to a maximum of two key Algerian stakeholders (e.g., public agencies, local industry associations, private companies).
- Conduct a remote assessment to identify existing gaps in market development, business modeling, or institutional capacity.

- Pre-select potential key stakeholders in collaboration with GIZ/ BSW

Deliverable: Short analytical report (max. 10 pages) outlining the findings, needs, potential stakeholders and specific support opportunities.

### 3.2. Fact finding mission/ Business Model Development Workshops, (4 expert days)

- Get in touch with two selected key stakeholders for the planning of fact-finding mission workshops
- Prepare and implement two interactive workshops with identified stakeholders in Algeria (two sessions of 0.5 days each), both to be combined in a week (trip to Algeria #1)
- Focus: development of PV business models and identification of obstacles to enter the national or international PV market / increase the market share of selected Algerian stakeholders

Deliverable: Workshop concept and brief outcome report per workshop.

### 3.3. Capacity Building Workshop (6 expert days)

- Taking into account the results of the fact-finding mission, design a practical workshop for Algerian stakeholders on how to overcome the previously identified, most relevant barriers for market development, business model creation, financing, etc.
- Deliver a 1- day workshop, by preference in Algeria (trip to Algeria 2)

Deliverable: Workshop material and participant feedback summary.

### 3.4. Ad Hoc Advisory for Joint Venture Preparation (2 expert days)

- Provide flexible, short-term advisory (up to three instances) regarding the setup of potential Algerian-German joint ventures in view of upcoming Algerian tenders and / or business partnerships in Germany

Deliverable: Short memos or consultation notes per instance.

### 3.5. Research and Showcase of Success Stories (3 expert days)

- Identify and document examples of successful cooperation between German and Algerian companies with a focus on the renewable sector.

- These “success stories” may relate to implemented PV projects, technology transfer, or training collaborations.

Deliverable: 5-10 page factsheets per case study (up to 3 cases).

### 3.6. Travel to Algeria (2 expert days total)

- Two trips to Algeria are foreseen for onsite workshops and stakeholder engagement (activities 3.2 and 3.3)
- Each round trip (from Germany or another EU country to Algeria) is to be counted as one expert days.

## 4. Duration and Timeline

- Project duration: 8 months from contract signature.
- A detailed workplan including provisional dates for the workshops and advisory services will be developed at kick-off.
- The consultant shall remain available for ad hoc support within the allocated expert days.

## 5. Reporting and Deliverables

Activity	Deliverable	Due Date
Needs assessment	Analytical report (max. 10 pages)	Month 1
Business model workshops	Workshop concept, and brief outcome report	Months 1–3
Capacity building workshop	Training material, evaluation summary	Month 3–6
Ad hoc advisory	Memos or notes (up to 3 instances)	Rolling
Success stories	Up to 3 case factsheets	Month 3-8
Travel missions	/	As per schedule

The written deliverables are to be prepared in French language unless explicitly communicated otherwise.

## 6. Requirements for the consultant

Please submit an offer in English with three separate documents:

1. Short cover letter / profile of the bidder (max. two A4 pages) with a brief introduction of the person or organization with regard to the task and with a presentation of at least three and a maximum of five meaningful project references, each with details of the client, content, duration and time commitment of the bidder.
2. Tabular curriculum vitae (max. ten A4 pages) of the expert who has the following professional qualifications:
  - Experience in market development, capacity building, stakeholder engagement, or consultancy within the energy sector;
  - Experience in business case modeling & cost-benefit analysis for solar PV (10 + years);
  - Proven regional market expertise, particularly in Algeria (more than 3 assignments in the RE sector);
  - Good working knowledge of French (at least C1 level);
  - Experience in international cooperation, especially with GIZ;
  - Willingness to travel to Algeria and to take the necessary steps to obtain a visa.
3. Price offer for the above-mentioned 21 assignment days as a fixed price offer and stating the assignment days and the daily rates for the expert.

The offer must be sent as pdf file and the submitted price offer must be dated and signed with a legally binding signature by an authorized signatory for the bidder.

## 7. Criteria for the evaluation of tenders and for the award of the contract

The contract is awarded to the tender offering the best cost-benefit ratio. . This will be determined on the basis of the following evaluation criteria for quality and price after the negotiations have been conducted.

Evaluation criteria	Weighting	Maximum rating points*	Maximum total points
Profile of the bidder	4	5	20
Qualification of the expert based on CV	10	5	50
Fixed price offered **	/	/	30
Maximum score			100

\* Awarding of evaluation points

0 points= Requirements are not fulfilled with regard to the task

1 point= Requirements are fulfilled to some extent with regard to the task

2 points = Requirements are taken up but not meaningfully addressed with regard to the task

3 points= Requirements are basically fulfilled, but with compromises in the addressing of the task

4 points= Requirements are well met with expected addressing of the task

5 points= Requirements are covered to the fullest satisfaction with a high degree of addressability with regard to the task at hand

\*\* Calculation of the total points for the daily rate (on prices submitted by min. three qualified bidders):

Price of the lowest offer: 30 points

Price of the middle offer: 15 points

Price of the highest offer: 0 point

## **8. Budget and Payment**

The contract will cover up to 21 expert days including 2 travel days. Fifty percent of the total payment shall be made at the commencement of the assignment, with the remaining fifty percent payable upon completion of the assignment and formal acceptance of the deliverables.