

REQUEST FOR PROPOSAL (RFP) – OUTREACH ACTIVITIES IN EIGHT (8) AFRICAN COUNTRIES FOR WOMEN ENTREPRENEURSHIP PROGRAMME FOR AFRICA (WE4A)

Briefing Form

Project Name: The Tony Elumelu Foundation (TEF)'s Application Drive for WE4A

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Submission Deadline: February 5, 2024

Organisation: The Tony Elumelu Foundation

Project Completion Date: February 24, 2024

Summary:

The Tony Elumelu Foundation is the leading philanthropy empowering a new generation of African entrepreneurs, driving poverty eradication, catalysing job creation across all 54 African countries, and increasing women economic empowerment. Since the launch of the TEF Entrepreneurship Programme in 2015, the Foundation has trained over 1.5 million young Africans on its digital hub, TEFConnect, and disbursed nearly USD\$100 million in direct funding to 20,000 African women and men, who have collectively created over 400,000 direct and indirect jobs. The Foundation's mission is rooted in Africapitalism, which positions the private sector, and most importantly entrepreneurs, as the catalyst for the social and economic development of the African continent.

The Foundation's ability to fund, train, mentor, and network young African entrepreneurs, has created a unique platform for catalysing growth across the African continent. The robust ability of the Foundation to reach entrepreneurs across geographies and sectors, has enabled it to conduct innovative partnerships with the European Union, United Nations Development Programme, the International Committee of the Red Cross, the United States Government via the United States African Development Foundation (USADF), The Organisation of African, Caribbean and Pacific States (OACPS), The French Development Agency (AFD), The German Development Finance Institution (DEG), The German Agency for International Cooperation (GIZ), The African Development Bank (AfDB), and Google, with bespoke programmes including targeting female empowerment and growth in fragile states.

The documentary should showcase TEF's demonstrated impact from 2010 till date, with special focus on the TEF Entrepreneurship Programme, through which the Foundation has since its 2015 launch, trained over 1.5 million young Africans on www.tefconnect.com - Africa's largest digital entrepreneurship ecosystem - and disbursed nearly USD\$100 million in direct funding to over 18,000 African women and men, who have collectively created over 400,000 direct and indirect jobs.

Objectives of this Project

The purpose of this Request for Proposal (RFP) is to identify the appropriate agency to support the Tony Elumelu Foundation's strategic marketing and communication efforts in securing applications from young African women with green ideas or existing green businesses across eight African countries: Kenya, Mozambique, Tanzania, Uganda, Malawi, Senegal, Cameroon, and Togo.

The selected agency's responsibilities will include the below objectives:

1. **Mapping and identifying our target audience** (young African women with green ideas or existing green businesses) across these 8 countries.
2. **Boost TEF's brand awareness** in these countries by actively sharing and promoting our call for applications and amplifying our successes by highlighting our Alumni success stories and Impact Report.
3. **Position TEF as a youth champion in these countries**
4. **Work with young women influencers in the green sector** to reach more aspiring women green entrepreneurs.
5. **Work with our Alumni in these countries to host application drive events.**
6. **Collate Alumni testimonials in video format.**
7. **Identify green sector trends** to help refine our strategies for each country.
8. **Establish working relationships** with influential local media.

Expected Outcomes/ ToR:

1. 3,000 applications from young African women with green ideas or existing green businesses in each of the listed countries.
2. 5 Entrepreneurship focused events hosted per country.
3. Increased brand awareness and publicity for TEF in each of these countries.
4. Increased traffic to TEF website from each of these countries.
5. TEF trending on social media in each of these countries.
6. The TEF call for applications is front page of every top newspaper in all eight countries.
7. Radio jingles of the TEF call for application is aired across the top 5 radio stations in all eight countries.
8. TEF is presented with a contact database of reputable media reps. and influencers from each of these countries.
9. Picture and video databank of all activities and events

Target Audience:

Young women entrepreneurs with high-quality ideas/innovations for the green sector in Kenya, Mozambique, Tanzania, Uganda, Malawi, Senegal, Cameroon, and Togo.

Messages:

- Core message for creative guidance
 - Calling on all young African women with green ideas or businesses
 - Apply for \$5,000 funding, training, mentorship, and access to networks, through the 2024 Tony Elumelu Foundation Entrepreneurship Programme
 - Apply on TEFConnect

Programme Details:

APPLICATION

- The Application window opens on the 1st of January on TEFConnect.com and runs till midnight on 1st of March.
- A third-party consultant is engaged to review the applications and identify female entrepreneurs with the most innovative and viable business ideas in green sectors.

TEF BUSINESS MANAGEMENT TRAINING (2 Cohorts – 2024 and 2025)

- The TEF Business Management Training is a self-paced training designed to equip startups with the basic skills required to launch and run their businesses at early-growth stage. It covers several topics including starting and scaling a business, business development, marketing strategy, effective management, product design, digital skills, green entrepreneurship, etc.
- The training will be tailored to cater to the unique needs of African women and include courses on soft skills management, balancing work and life and other gender specific areas.
- The entrepreneurs receive business and financials plans template to serve as a guide to develop a cohesive document about their business and financials. They will be required to submit a Business Plan as part of finalising the training programme.
- As part of the programme cycle, top-performing participants after the training will be shortlisted to pitch their ideas virtually to a panel of judges. The PMU will be involved in the shortlisting process.

MENTORING

- Entrepreneurs will participate in the mentoring programme through the TEF cluster mentoring sessions. TEFConnect serves as our credible technology-enabled platform for access to world-class mentors from across Africa and the world. The mentors have faced similar challenges and can steer start-ups and MSMEs on a successful path.

DUE DILIGENCE AND SEED CAPITAL DISBURSEMENT

- The top candidates who complete the training programme are required to provide their valid Government approved ID card, business registration documents, and valid business account details. These documents are sighted and validated by the beneficiary bank. The process enables us to conduct a thorough KYE (Know Your Entrepreneur) and confirm that they do not pose reputational risks to the Foundation or to our partners. With the provision of required documentation, business bank account verification, and successful scaling of the pitching component, entrepreneurs qualify for the non-refundable grant funding of USD5000. Below are the steps for verification and due diligence process –
 - **Step 1:** Shortlist top performers who have provided valid Government approved ID cards across the focused regions in Africa from the application data and rank them. Applicants' details & ID cards will be screened, and shortlisting finalized.
 - **Step 2:** The top performers shortlisted will take the second level application assessment on TEFConnect. The assessment will require in-depth information about their business ideas and experience.
 - **Step 3:** The participants who have provided detailed & exceptional business information will be shortlisted to move to the next phase of the Programme.
 - **Step 4:** The participants shortlisted will be screened and verified via a world class audit company.
 - **Step 5:** After the screening exercise the participants that are successfully screened will be eligible for the seed capital. The final list of eligible women entrepreneurs will be approved by the PMU and funding partners.
- The programme will disburse \$5,000 per beneficiary to 1,800 young African women entrepreneurs in seed capital funding while also connecting them to follow-up financing opportunities over the period of January 2024 to March 2027.

Scope of Work:

The core responsibilities of the selected vendor includes, but is not limited to the following:

1. Produce 5 well attended and branded entrepreneurship focused events hosted per country, with extensive media coverage.
2. 5 Front page newspaper placement of TEF's call for applications in all 8 countries.
3. Implementing exciting social media campaigns that go viral

4. Radio jingles to promote the TEF call for application is aired across the top 5 radio stations in all eight countries.
5. TEF is presented with a contact database of reputable media reps. and influencers from each of these countries.

Deliverables

- (Before RFP deadline) Submit a comprehensive marketing and corporate communications plan that details how your agency would achieve the Foundation's objectives across the 8 countries. This plan should capture the agency's
 - Strategy, objective, and goals
 - Team and what they will be responsible for
 - Identified micro influencers in each country
 - Proposed event plan and agenda for each country
 - Identified local media partners
 - Communication sequence, including traditional and social media communication
- (Immediately after selection) Submit a workplan that highlights every activity/ deliverable and timeline.
- (Immediately after each physical event) A write up of the event, contact database of attendees, and links to pictures and videos from the event.
- (Weekly) Detailed report of all activities carried out, including images and links to videos, links to publications, screenshots of newspaper clippings, links to radio interviews, etc.
- (End of Project) A comprehensive report that captures reach, engagement, recommendations from lessons learnt, market research insights, and a collation of all reports shared.

Timeframe

This application drive will run for a three-week timeframe.

Intellectual Property

All information pertaining to this project (contacts, audio, video, digital, cyber, project documents, etc.) belonging to The Tony Elumelu Foundation, which the agency collates while carrying out their duties shall remain the property of The Tony Elumelu Foundation who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever manner without written permission of The Tony Elumelu Foundation.



Recommended Presentation Of Proposal

Proposal document must address all requirements detailed out in the terms of reference.

S/N	Technical Proposal Evaluation (Summary)	Score Weight	Points Obtainable
1.	Agency expertise	30%	30
2.	Proposed project execution plan	40%	40
3.	Team Structure and Key technical personnel	30%	30
		100%	100

S/N	Agency Expertise	Points Obtainable
1.	Company Reputation/ Credibility / Reliability	5
2.	Quality assurance procedure (Risk Management)	5
3.	Three references of past similar projects	10
4.	Recommendation notes from 3 clients	3
5.	Relevance	7
		30

S/N	Proposed Project Execution Plan	Points Obtainable
1.	To what degree does the agency demonstrate strong understanding of the task, with proposal corresponding clearly to the outlined objectives?	10
2.	Has the scope of work and the important aspects of the task been addressed in sufficient detail?	15
3.	Presentation - Is the firm's presentation clear, demonstrating creative linkage between the proposed content and formats, and realistic in approach to execute effectively?	15
		40

S/N	Team Structure And Key Technical Personnel	Points Obtainable
1.	Agency director's qualification and relevant professional experience <ul style="list-style-type: none"> At least 5 years of relevant experience National and international Exposure CV highlighting past working experiences and achievements 	10
2.	Qualifications and experiences of team	10
3.	Experience and achievement in planning publicity strategies and campaigns.	10
		30