

## - REQUEST FOR PROPOSALS -

### PUBLIC RELATIONS & MEDIA RELATIONS SERVICES

#### 1. ABOUT AFRICANENDA

AfricaNenda is an African-led team of experts committed to unlocking the potential of digital financial services for the financially excluded across the continent by accelerating the scale-up of instant and inclusive payment systems. AfricaNenda's approach is to provide public and private sector stakeholders with technical expertise and the capacity to reduce barriers to digital payments.

AfricaNenda wants to enable everybody in Africa to make digital transactions seamlessly and at a low cost wherever they are on the continent by 2030.

AfricaNenda is fiscally sponsored by Rockefeller Philanthropy Advisors and supported by the Bill and Melinda Gates Foundation.

Visit our website for more information: [www.africanenda.org](http://www.africanenda.org)

#### 2. OBJECTIVES OF THE RFP

AfricaNenda wishes to hire PR agency(ies) to provide public relations, public affairs and media relations services to cover the African continent in English and French, that could be extended to international audiences.

#### 3. SCOPE OF SERVICES

In line with AfricaNenda existing communications strategies and under the supervision of the Communications Director, the agency/agencies shall be expected to perform the following tasks (non-exhaustive list):

- Create and implement an integrated PR and media plan covering strategic guidelines, content engagement, amplification and measurement. The plan will include a communications stakeholders mapping.
- Develop a national, regional and international media coalition around AfricaNenda, which will be captured in a media database.
- Work closely with national, regional and international media outlets to generate awareness, consideration and top of mind for AfricaNenda.
- Ensure solid regular and relevant national, regional and international media coverage of AfricaNenda major events and engagements.
- Position AfricaNenda in national, regional and international media as a thought leader and an influencer in the digital finance ecosystem.
- Secure regular media appearances for the AfricaNenda brand and its leadership team (interviews in TV, press, DFS platforms, point of views, columns, blogs...)
- Initiate and maintain contact with media outlets and reporters
- Write and send out press releases when needed

- Organize press conferences when needed
- Follow-up and report on overall media reach with media clippings and detailed KPIs
- Provide a regular media watch and report on the tone of media pieces on AfricaNenda work with the Communications Director to develop a calendar of events and deliverables, to be updated regularly or as needed
- Propose a set of KPI's on all the above, that will be validated by the Communications Director

AfricaNenda does not guarantee that any specific quantity of services shall be ordered/purchased during the term of the agreement.

#### 4. QUALIFICATIONS REQUIRED

- Proven experience of minimum 5 years in successfully delivering similar tasks with media outlets, journalists and opinion leaders at national, regional and international levels
- Years of proven experience:
  - with development organizations, NGOs and/or non-profit in Africa
  - with governments and public institutions in Africa
  - in designing and implementing awareness-raising, public affairs and PR campaigns in Africa
- Experience of working in the field(s) of financial inclusion and/or digital financial services will be considered an advantage
- Showcase creative and innovative approach, plus ability to find cost-effective alternative methods of communication and message transmission
- Mandatory deliverables languages:
  - French and English
  - Arabic would be an asset
- Portfolio, reel, references and/or cases of past and similar works required
- Proven history of international standard quality communications assets
- Able to work remotely, effectively, under tight deadlines, and high-quality deliverables
- Commitment to quality assurance procedures and risk mitigation measures

#### 5. ADDITIONAL INFORMATION

- Target audiences - Digital payments stakeholders, regional economic communities, central banks, governments, digital financial services providers, mobile network operators, opinion leaders, funders... in Africa. And media outlets internationally.
- Reporting - The agency/agencies will work under the direct supervision of the AfricaNenda Communications Team
- Risk management - The technical proposal should contain a comprehensive list of expected project risks and possible mitigation measures.
- Usage rights
  - All design, materials, concepts... provided in the performance of the services shall be the sole property of AfricaNenda.
  - AfricaNenda will have the exclusive usage rights and intellectual property rights on the assets created, and may use in all its communication channels, with no time limit or duration.
- The agency/agencies will be expected to work on an as-needed basis

## 6. PROPOSAL FORMAT

- Applicants should submit a technical offer and a financial proposal that address the services listed above.
- **Technical Proposal**
  - Experience and qualifications as detailed in the sections “3. Scope of Services” and “4. Qualifications Required”
- **Financial Proposal**
  - The financial proposal must be the generic/official rate card of services provided by the agency/agencies
  - Currency: all rates must be given in US Dollars
- While there is no minimum page limit for the proposal, the maximum page limit is 20 pages (including short CVs of the team member(s)) for the proposal which is expected to be clear and concise.
- Applicants must strictly avoid conflicts with other assignments or their own interests, and act without consideration for future work. Applicants found to have a conflict of interest shall be disqualified.
- Language of the proposal : English or French depending on the agency/agencies location
- Proposal validity period: 90 days.

## 7. PROCESS

- Submissions
  - **Proposals should be submitted electronically by 10<sup>th</sup> March 2023 to [info@africanenda.org](mailto:info@africanenda.org) with the following subject line: “RFP – PR SERVICES”.**
  - Proposals received after the deadline will not be considered.
- Queries
  - Queries relating to the preparation of the proposal should be submitted to AfricaNenda, by email, to the above-provided email by 14 February 2023.
- Notification and Contracting
  - All bidders will be notified of the outcome of their proposals by 30 April 2023.
  - AfricaNenda will issue the agreement documents once the selection process has been completed.

## 8. EVALUATION CRITERIA

- All proposals will be evaluated based on the criteria listed in the table below.
- The technical offers will be reviewed by a panel of AfricaNenda and scored according to the criteria below.

Criteria	Weighting
Preference will be made to African-led consulting firms with a gender-balanced team	5%
Technical Proposal	60%
Financial Proposal	35%
Maximum Score	100%