

## **- REQUEST FOR PROPOSALS - Public Relations Agency**

### **1. ABOUT AFRICANENDA FOUNDATION**

[AfricaNenda Foundation](#) is an Africa-based, African-led nonprofit working with central banks and payment ecosystem stakeholders to accelerate the design, development, launch, and improvement of inclusive instant payment systems.

Our team of 25 experts across 14 countries provides technical expertise, builds capacity, shares knowledge, and advocates for inclusivity across the IIPS project lifecycle. Through this work, we aim to deliver the power of seamless and affordable digital payments to 260 million financially excluded Africans by 2030.

### **2. OBJECTIVES OF THE RFP**

To strengthen its visibility, advocacy and resource mobilization efforts, AfricaNenda seeks to engage a qualified and experienced Public Relations (PR) agency to provide strategic public and media relations services in Africa, with potential expansion to international audiences. The objective of engaging a PR agency is to ensure effective communication of AfricaNenda's work and impact through strategic media engagement, advocacy, storytelling, and consistent visibility.

The agency's work will directly support communications activities and ensure high visibility, engagement, and accountability.

### **3. SCOPE OF SERVICES**

The selected PR agency will work under the supervision of the AfricaNenda Communications Director and in coordination with the Media Lead, who will oversee day-to-day operations and ensure alignment with internal communications activities. The agency's primary role is to provide strong professional expertise and media connections to support our team in enhancing AfricaNenda's communication impact at national, regional and international levels as well as support our advocacy and stakeholder engagement efforts. The agency will ensure effective communication of AfricaNenda's work in driving universal access to financial services through inclusive instant payment systems, the impact of its projects and programs, and position its leadership through strategic media engagement, consistent visibility and impactful storytelling that align with AfricaNenda's communications strategies and priorities.

The agency will also support our team to build and sustain public trust in AfricaNenda's high-profile events, such as the launch of SIIPS report, amplifying the organization's voice and presence across diverse media platforms, sharing key insights before, during, and after events. The agency will mobilize the support and partnership of top-tier African and international media outlets through strong and credible communication and support the AfricaNenda team to respond effectively to emerging issues and manage reputational risks in a timely manner.

### **3.1 Support to PR & Media Strategy Implementation**

- Work closely with the AfricaNenda team to plan and execute media and communications activities for events and initiatives, in line with the existing communications and PR strategy.
- Identify and engage national, regional, and international media outlets to increase awareness and visibility of AfricaNenda's work.
- Identify and secure opportunities for thought leadership, media placements, and expert positioning for AfricaNenda's leadership and technical teams.
- Support content amplification and media measurement efforts to assess communications impact.

### **3.2 Media Engagement & Visibility**

- Secure regular media coverage of AfricaNenda's events, publications, and initiatives.
- Facilitate interviews, opinion pieces, blogs, and columns for AfricaNenda leadership and program teams.
- Provide dedicated PR support for flagship launches, including the SIIPS report, Annual Report, and other major publications.
- Build and maintain relationships with key journalists, editors, media houses, and opinion leaders relevant to AfricaNenda's mandate.
- Engage local and national media in countries where AfricaNenda operates, including facilitating journalist participation in in-country events when relevant.

### **3.3 Content Creation & Dissemination**

- Draft press releases, media advisories, talking points, and opinion pieces as requested by AfricaNenda.
- Organize press briefings, press conferences, or media events as needed, in close collaboration with the AfricaNenda team.
- Collaborate with AfricaNenda's communications team on campaigns, events, and storytelling initiatives, ensuring consistency with organizational messaging and strategic priorities.

### **3.4 Monitoring, Reporting & KPIs**

- Monitor media coverage, reach, sentiment, and engagement related to AfricaNenda’s activities.
- Provide monthly media monitoring reports, including media clippings and performance analysis.
- Propose measurable KPIs (e.g. volume and quality of coverage, audience reach, leadership positioning), to be validated jointly with AfricaNenda.
- Identify potential reputational risks related to media activities and propose mitigation strategies in coordination with AfricaNenda.

### 3.5 Indicative Volume of Activities (for Budget Guidance)

The following indicative volumes are provided to guide proposal development and budgeting. Final volumes and priorities will be agreed jointly based on AfricaNenda’s annual communications calendar.

- **Media placements:** approximately 2–3 earned media stories per quarter, primarily in African regional and pan-African outlets, with selective international coverage around flagship moments.
- **Written media assets:** approximately 2–3 press releases per quarter; 2–4 opinion pieces or bylines per year; ongoing media pitches and briefing notes as needed.
- **Events and launches:** intensive PR support for 2–3 major flagship moments per year (e.g. SIIPS report launch, annual report launch), plus lighter PR support for additional events such as webinars and regional convenings.
- **Leadership positioning:** ongoing support to position AfricaNenda leadership as experts through interviews, commentary, and speaking opportunities.
- **Reporting:** monthly monitoring reports and quarterly strategic reviews.

### 3.6 Contract Model

The selected agency will be engaged on a **project- and milestone-based contract**, with clearly defined deliverables, timelines, and outputs agreed in advance for each phase or activity.

Payments will be linked to the satisfactory completion and validation of agreed milestones. This model is intended to ensure flexibility, cost control, and alignment with AfricaNenda’s communications priorities and annual planning cycle.

## 4. QUALIFICATIONS REQUIRED

- Minimum 8 years of experience delivering strategic PR, media, and public affairs services
- Ability to deliver results in both French and English-speaking media markets is mandatory. The proposed project team includes at least one francophone.
- A strong network of contacts with journalists in diverse media across Africa.
- Experience with development organizations, NGOs, and/or public sector institutions in Africa
- Experience with financial inclusion, digital financial services, digital transformation or related sectors is an advantage
- Proven ability to design and implement awareness-raising campaigns at national, regional, and international levels
- Creative, innovative, and cost-effective approach to communication
- Ability to produce high-quality international standard communications assets
- Strong portfolio, references, and/or case studies of past work
- Ability to work remotely, under tight deadlines, with a commitment to quality assurance and risk mitigation

## 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 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 them in all its communication channels, with no time limit or duration.

## 6. PROPOSAL FORMAT

- Applicants should submit a technical offer and a financial proposal that addresses the services listed above.
- **Technical Proposal**
  - Experience and qualifications as detailed in 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
  - Currency: all rates must be given in US Dollars
- While there is no minimum page limit for the proposal, the maximum page limit is 15 pages (including short CVs of the team proposed) 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
- Proposal validity period: 90 days.

## 7. PROCESS

- Submissions
  - Proposals should be submitted electronically by March 6 to info@africanenda.org with the following subject line: **“RFP –PUBLIC RELATIONS AGENCY 2026”**.
  - Proposals received after the deadline will not be considered.
- Notification and Contracting
  - All bidders will be notified of the outcome of their proposals by March 31
  - 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 staffs and scored according to the criteria below.

Criteria	Weighting
African-led with a francophone expert in the project team	10%
Technical Proposal	60%

Financial Proposal	30%
Maximum Score	100%