

REQUEST FOR PROPOSALS - DIGITAL AGENCY 2025

1. ABOUT AFRICANENDA

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 21 experts in 11 countries provides technical expertise, builds capacity, shares knowledge, and advocates for inclusivity across the IIPS project lifecycle. Through this work, we aim to help deliver the power of seamless and affordable digital payments to 260 million financially excluded Africans by 2030.

Visit our website for more information: www.africanenda.org

2. OBJECTIVES OF THE RFP

AfricaNenda wishes to seek and retain a reputable and qualified creative digital agency to provide digital marketing, web design, web development, data visualization, motion design and social media support services. AfricaNenda is seeking not only a digital agency, but a partner that will be integral in its growth efforts and share a dedication to excellence and success.

3. SCOPE OF SERVICES

The selected agency will work closely with the AfricaNenda Communications Team on:

Website design, development & maintenance

- Design, develop, and maintain a high-performing and user-friendly website with enhanced user experience (fast loading times, excellent accessibility...), efficient functionalities, attractive creative designs and content display, including data visualizations and interactive maps...
- Recommend and implement an optimal CMS based on AfricaNenda's needs to be shared with the selected agency
- Create a Digital Library for all learning products and resources
- Provide monthly website maintenance, quality control, technical support, and analytics reporting.
- Deliver full source code ownership to AfricaNenda.

Digital strategy & performance

- Develop a holistic digital approach including user journey mapping, UX optimization, and content performance
- Conduct continuous testing, performance tracking, and ongoing digital optimization
- Design and implement SEO strategies to improve organic search visibility
- Propose and implement SEM strategies to drive traffic and support growth objectives

Social and digital media strategy & management

- Support social and digital media management, including strategic planning, content creation, publishing, and community engagement
- Foster audience growth and improve engagement metrics
- Support efforts to build brand awareness, generate leads, increase web traffic, and enhance user engagement and retention across all digital touchpoints

Contract duration

- The initial engagement will be for a period of one year, with the possibility of renewal based on performance and mutual agreement.

4. QUALIFICATIONS REQUIRED

All bidding agencies must possess relevant qualifications and proven experience in delivering digital services, including end-to-end website design and development, social media management, organic and paid digital advertising—covering SEO, campaign execution, and performance measurement.

- Minimum of 10 years of work experience in websites design and development, UI/UX, SEO and SEM, CMS, Power BI, knowledge management tools and platforms, data visualization and motion design
- Proven experience in delivering digital services in Africa with development organizations, NGOs or non-profits
- Experience in financial inclusion would be a plus
- Mandatory deliverables' languages: French, English and Arabic
- Deep understanding of the latest digital marketing trends and technologies
- Portfolios, reels and/or live websites samples of past and similar digital services required
- Capability to provide monthly website maintenance, quality control, and administrative and technical support
- Ability to work effectively under tight deadlines, and deliver a quality product in a professional manner
- Commitment to quality assurance procedures and risk mitigation measures
- Ability to work remotely at all stages of the projects

5. PROPOSAL FORMAT

- Applicants shall submit a technical and a financial proposal
- While there is no minimum page limit for the proposal, the maximum page limit is 15 pages (including short CVs of the project team members) which are expected to be clear and concise.
- **Technical Proposal**
 - Experience and qualifications as detailed in the section “4. Qualifications Required”
 - Project team and work processes

- **Financial Proposal**

- Round 1:
 - The financial offer shall clearly present the generic rate card of the bidder
 - It will also state the daily rates per profile of the proposed project team
- Round 2:
 - The shortlisted bidders will be contacted for a second round
 - They will be asked to provide a specific quotation, based on a project briefing
- Currency: all rates must be given in US Dollars, including taxes if applicable
- 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.
- Duty station : the contractor will perform the services remotely, from their location.
- Proposal validity period: 90 days.

6. PROCESS & EVALUATION CRITERIA

Submissions

- Proposals should be submitted electronically by **23 May 2025**, to info@africanenda.org with the following subject line: **“RFP – Digital Agency 2025”**.
- Proposals received after the deadline will not be considered.

Round 1

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

Criteria	Weighting
Technical Proposal: clear and well-articulated proposal based on the specifications listed in section 4, quality of work samples provided, level of creativity, innovative tech and designs, proven experience and references	65%
Financial Proposal: clear and well-articulated rate card, in addition to daily or hourly rates per profile proposed in the project team	30%
Gender balanced project team and African-based agency	5%
Maximum Score	100%

Round 2

- The shortlisted bidders will be contacted for the second round
- A new evaluation grid will be shared, based on a specific briefing to quote

Notification and Contracting

- Selected bidders shall be notified of the outcome results from vetting process of the proposals by 30 June 2025.
- AfricaNenda will issue the agreement documents once the selection process has been completed.

7. ADDITIONAL INFORMATION

- The contractor will be expected to work on an as-needed basis
- 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.