

## - REQUEST FOR PROPOSALS -

### Public Relations & Media Relations Services (English Speaking Countries)

#### 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's mission is to enable everyone in Africa to carry out seamless digital transactions and at a low cost wherever they are on the continent by 2030.

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

#### 2. OBJECTIVES OF THE RFP

AfricaNenda wishes to hire a PR agency to provide public relations, public affairs and media relations services to cover the English-speaking regions/countries on the African continent, that could be extended to international audiences.

#### 3. SCOPE OF SERVICES

In line with AfricaNenda's existing communications strategies and under the supervision of the Communications Director, the selected agency 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.
- 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, flagship publications and engagements.
- Position AfricaNenda in national, regional and international media as a thought leader and an influencer in the digital finance and financial inclusion 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 journalists
- Write and disseminate press releases, opinion pieces, etc.
- Organize press conferences upon request.
- Follow-up and report on overall media reach with media clippings and detailed KPIs
- Provide a regular media monitoring and work with the Communications Team to develop a calendar of events and deliverables, to be updated regularly.
- 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 8 years in successfully delivering similar tasks with media outlets, journalists and opinion leaders at national, regional and international levels
  - Proven experience with development organizations, NGOs and/or non-profit in Africa
  - Proven experience with governments and public institutions in Africa
  - Proven experience in designing and implementing awareness-raising, public affairs and PR campaigns in Africa and internationally
- 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 language: English
- 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 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.
- The agency will be expected to work on a monthly retainer, plus as-needed requests.

#### 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 or French depending on the agency’s location
- Proposal validity period: 90 days.

## 7. PROCESS

- Submissions
  - **Proposals should be submitted electronically by 28 June 2024 to [info@africanenda.org](mailto:info@africanenda.org) with the following subject line: “RFP – PR SERVICES 2024”.**
  - Proposals received after the deadline will not be considered.
- Notification and Contracting
  - All bidders will be notified of the outcome of their proposals by 26 July 2024.
  - 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
African-led with a gender-balanced team	5%
Technical Proposal	60%
Financial Proposal	35%
Maximum Score	100%