

Request for Proposals (RFP)¹

“Addressing the Economic Drivers of Irregular Migration (AEDIM)”

Implemented by the National Council for Women (NCW)

In Partnership with the European Union (EU)

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| Request for a proposal | Request for Proposal (RFP) for a Communication Individual Consultant |
| General Service Type | Capacity building & training services |
| Proposal Validity Period | 10 calendar days |
| Duration of assignment | 32 months after contractual agreement signature (subject to changes depending on actual dates) The first three months will be a probationary period. |

BACKGROUND

Addressing the Drivers of Irregular Migration (IM) is a priority for the Government of Egypt (GoE), as echoed by strong institutional and legislative frameworks that are in place to combat the phenomenon of IM, and developmental efforts to achieve high economic growth and generate work opportunities. Since 2016, such efforts and concrete steps taken by Egypt to combat IM, have already contributed to creating awareness, leading to no cases of IM boats recorded at the Egyptian shores.

¹ This request is a ‘call for an expression of interest’, and no legal commitment from NCW’s side arises from it, until a contract is signed with the selected entity.



The Overall Goal of the project entitled "**Addressing the Economic Drivers of Irregular Migration (AEDIM)**", which is led by the National Council for Women (NCW) in partnership with the European Union (EU), is to provide an alternative to IM through enterprise development and work opportunities for women and youth in the regions and villages being exporting or sending governorates in Egypt.

The Regions/Governorates addressed are Beheira, Gharbiya in Delta, and Luxor, Minya, in Upper Egypt. The timeframe for the project is 48 months including an inception phase. Incubation and Production Units and Business Development Service (BDS) Units will be established in each governorate for sustainability. To target employment, the project will build linkages with the private sector and businesses to match private sector's needs with existing capacities, and support in enhancing the skills to match the required needs. Moreover, the project targets start-ups and owners of existing Micro Small & Medium Enterprises (MSMEs) through BDS units established at NCW branches along with incubation facilities. In addition, the project intends to build the capacities of business associations, trainers in the selected areas, youth community leaders and women rural leaders as a priority action to extend the project's services to other communities and build a network of related actors for inclusive development.

The project will develop a seal under the "Taa Marbouta" initiative. The seal will certify beneficiaries who abide by a set of quality standards and specific criteria to gain incentives and privileges. Moreover, exhibition halls and point of sale will be established at NCW premises in Cairo, and the selected governorates to display products certified by "Taa Marbouta" Seal.

To join efforts, closing the business gap between demand and supply and fulfilling the missing linkages, the project will establish a Women Entrepreneurs Network. The objective of the network is to connect entrepreneurs and start-ups among each other as well as with business actors and public institutions. The network will facilitate linkages, referrals and business matchmaking, as well as providing cross visits for experience sharing and knowledge transfer.

Awareness campaigns will be implemented and will utilize NCW existing successful outreach campaigns; "Taa Marbouta" and "Tarq El Abwab" (knocking on doors), which will be adapted for the purpose of the project together with other outreach developed tools.

11 Abd-Elrazeq El-Sanhory Street, Makram Ebaid, Cairo

Telephone (202) 23490060-23490061 fax: (202) 23490066

Email info@ncw.gov.eg

Website: www.ncw.gov.eg

Within the project's scope of work the main objectives of the requested service/assignment is to work closely with the Communication Officer to provide communication support to assist developing a communication and visibility plan, and communication products, contents writing and editing to promote AEDIM Project's work and its visibility as well as identifying needed communication approaches in terms of partnerships with specialized communication service providers.

Suggested REF

PROJECT'S GENERAL DETAILS²

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| Project's title: | Addressing the Economic Drivers of Irregular Migration (AEDIM) |
| Location(s): | The Governorates addressed are (Beheira, Gharbiya) in Delta, and (Luxor, Minya) in Upper Egypt |
| Total duration of the Project (months): | 48 months (since June 2021) |
| Objectives of the Project | The Overall Goal of the project is to provide an alternative to IM through enterprise development and work opportunities for women and youth in the regions and villages being exporting or sending governorates, fostering social and economic environment. |
| Primary target group(s) of the project | <ul style="list-style-type: none"> - The project's primary target group is female heads of households, who are seeking income-generating opportunities whether home-based or part of the job market. Female heads of households are considered priority targets of the project to protect their children from economic conditions that might encourage them to IM, youth above 18 years are targets as well. Therefore, the project will give them the chance to enhance their skills and obtain supportive funds to be self-employed or start/grow their projects. This includes women (70%) and young men (30%). |
| Final beneficiaries of the project | <p><u>The final beneficiaries are:</u></p> <ul style="list-style-type: none"> - The selected governorates are prone to IM including the local population of selected organic clusters, start-ups, existing businesses, and MSMEs who will benefit from increased support to BDS in the long run. |

² The word Project refers to the 'name of project' implemented by NCW in partnership with the EU.

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| | <ul style="list-style-type: none"> - Service providers working in areas of business development and MSMEs in selected governorates where the project will be implemented, and whose capacities would be enhanced due to the proposed project. - Governmental and non-governmental organizations related to MSMEs development will work, with referrals to each organization's specific area of intervention and scope. |
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PROJECT'S DETAILS RELEVANT TO THE RFP'S ASSIGNMENT

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| Overview: | <p>Strategic communication plays a key role in showcasing the project's objective and outcomes. The communication activities should be focusing not only on what the action is, but why it is needed, by emphasizing shared values, interests and impact. Moreover, it is crucial to ensure awareness by reaching the target audience, sending a specific message on IM through using the best available and most effective channels and tools. Communication tools and strategies aim to accelerate the expected positive change of the programs' objectives and ensure how important the program demonstrates its value to the public, in addition to adequately addressing the target groups and engaging stakeholders.</p> <p>Increase awareness of the project, shift positive perception of the project in order to create a better impact across a wider range of segments of population is a priority.</p> <p>Visibility of the project covers the following:</p> <ul style="list-style-type: none"> ● BDS³ services provided to women and youth to better enhance capacity to run and scale up their own projects and businesses as well |
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³ The project is planning to establish five BDS units in the Women Business Development Center (WBDC) of NCW in Cairo, and branches in targeted governorates. BDS designed services are planned to cover the

as addressing women technical skills' gaps by providing them with the entrepreneurial know-how and skills related to the specified sectors in addition to introducing successful models and covering cross visits for network members to gain experiences.

- "Taa Marbouta" Seal to promote women empowerment & gender equality and inclusive development and in enhancing the quality of women's products.
- Launching events to introduce the new services offered and engage with entrepreneurs.
- Closure event as a confirmation that the project's objectives were accomplished and to showcase the project's achievements as well as highlighting the ongoing opportunities and resources provided by the project after its end.
- Showcasing GoE's efforts to provide opportunities for Egyptian women entrepreneurs to have exposure and shared experiences with different international women platforms through NCW.
- Importance of transferring obtained knowledge to network members, target beneficiaries and MSMEs in the target value chains, as well as highlighting the opportunities and distinguished resources, focusing on the competitive edge of each area.
- Showcasing ways of enabling an environment for gender specific economic opportunities on the identified challenges and recommendations in each area.
- Successful MSMEs' models, events and related forums.
- Showcasing Egyptian products in order to open business opportunities for trade and export, thus raise income of the target beneficiaries/producers and encourage others to learn and produce.

following areas: 1) Referral services, 2) Business counseling 3) Matchmaking 4) Support for product development and design 5) Seal certification 6) Point of Sale for products certified by the Seal 7) Promotion for Vocational training and Entrepreneurship offerings.

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| <p>Expected results that the assignment covers:</p> | <ul style="list-style-type: none"> ● Support the preparation of a work plan for the communication and visibility in close coordination with the Communication Officer ● Support the adjustments of the project's budget allocated to the communication and visibility ● Review and update CVP according to NCW's and the EU's vision and guidelines ● Provide guidance on technical proposals submitted ● Review the data collected in the targeted governorates to develop general and customized IM messages. ● Guide the project towards the most effective communication tools, ● Follow up the implementation of the awareness component and provide the technical knowhow that ensures a positive impact on the target audience and the project's outcomes. |
| <p>Main activities related to the assignment by which the selected proposer will support NCW:</p> | <p><u>The assignment is composed of supporting the following activities:</u></p> <ol style="list-style-type: none"> 1. Promotional events for the project's activities and components. 2. Develop information packages about IM and project's findings 3. Design awareness-raising campaign (including social media platforms, contests, events and tools) with an outreach strategy utilizing NCW's "Tarq Elabwab" and "Taa Marbouta" campaigns 4. Visibility on the project's success stories through social media highlighting community engagement in different program activities |

TASKS OF THIS ASSIGNMENT

- Provide support to NCW with general strategic advice and recommendations related to the project's communication approaches.
- Support NCW in developing its communication database and equipment as relevant to the project by:

- Develop a list of suggested areas for companies/freelancers to support the implementation of some of the communication activities (e.g., Ad Firms/ designing and printing/ Branding agencies/ Documentation firms/Gamification companies...), and provide guidance on evaluation mechanisms and tools to evaluate these companies/freelancers.
- Develop a list of the suggested needed equipment in order to produce media and virtual material for effective communication, knowledge sharing, awareness raising as well as documenting progress made throughout the project's life and after its end.
- Assist NCW in developing relevant communication products, including:
 - Info packages
 - Brochures
 - Update of NCW website articles
 - Other communications vehicles, including social media.

REQUIRED OUTPUTS OF THE ASSIGNMENT

- Monthly report on accomplishments against tasks

PROPOSER'S ELIGIBILITY

- An experienced national individual consultant.

FUNCTIONAL COMPETENCIES

- Expert knowledge in communication and awareness raising.
- Strong knowledge of the fundamental concepts of effective communication and visibility campaigns;
- Knowledge of EU regulations on visibility and communication approaches;

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- Proven ability to provide substantive and strategic advice in a broad range of communications: marketing, online advertising, digital media, social, print and broadcast media;
 - Ability to develop and maintain strong partnerships;
 - Ability to synthesize program performance data and produce analytical reports to inform management and strategic decision-making;
 - Excellent analytical and communication skills required;
 - Strong knowledge of the policy making and the development fields.

EDUCATION AND CERTIFICATION

- Master's Degree or equivalent in communications, journalism, marketing, or a related field.

EXPERIENCE

- At least 7 years of work experience in the field of communication or related field is a must.
- Prior experience in supporting communication plans and awareness campaigns is required.
- Prior experience in working on communications and outreach that relate to irregular migration and economic empowerment of women is an asset.

LANGUAGE REQUIREMENTS

- Fluency in both spoken and written English and Arabic is a must.

DURATION

Starting of the assignment

- Provisional starting period is January 2023.

- Implementation period of this assignment is 32 months after contractual agreement signature (subject to changes depending on actual dates) The first three months will be a probationary period.

Suggested RFP

APPLICATIONS

Interested Individuals must submit the following documents/information (in both Arabic and English) to demonstrate their qualifications:

- A cover letter with a brief presentation of his/her consultancy explaining the suitability for the work and link to portfolio of work;
- Personal CV and Financial proposal.

Contact Person for inquiries

Proposers will direct all questions or concerns regarding this RFP to the following contacts (email ID address with the subject **“Communication Consultant”**).

Technical Officers

Ms. Sama Elziady

samamohamed_5@hotmail.com

Ms. Youstina Nagui

youstinanaguisaid@gmail.com

Procurement Officer

Ms. Inas Tharwat.

InasThrawat.AEDIM@outlook.com



The proposals must be submitted by hand no later than 3 pm local time, on December 31st, 2022 at the office of:

The National Council for Women, 11 Abd-Elrazeq El-Sanhory Street, Makram Ebaid, Cairo
The envelope should clearly indicate "Proposal for Communication Consultant" and Proposer's name and address shall appear in the upper left-hand corner of the envelope. If more than one envelope is required, each envelope shall be legibly numbered below the name of the Proposer (e.g., Envelope 1 of 3, as required).

Suggested

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