



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)

Request for a proposal	Request for Proposal (RFP) for Life Skills Consultant
General Service Type	Consultancy and Technical Advice Services
Proposal Validity Period	7 calendar days
Duration of assignment	From the date of Contract till September 2024 (subject to changes and extension depending on actual dates)

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.

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.

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.

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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-make 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 project² 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" (feminine conjugation), and "Tarq El Abwab" (knocking on doors), which will be adapted for the purpose of the project together with other outreach developed tools.

Within the project's scope of work, the main objectives of the requested service/assignment is to support NCW in implementing comprehensive trainings, and expanding the scope of work and replicating successful experiences to enhance women's life skills. The consultant will ensure that women will develop their capacity to protect their families from IM and enhance women's social skills – deepening women's self-efficacy and enabling a positive behavioral change, and thus discovering themselves and taking tangible steps towards improving their own live.

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

PROJECT'S GENERAL DETAILS³

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 (started 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. - 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.

³ The word Project refers to the 'name of project' implemented by NCW in partnership with the EU.

- Governmental and non-governmental organizations related to MSMEs development will work, with referrals to each organization's specific area of intervention and scope.

PROJECT'S DETAILS RELEVANT TO THE RFP'S ASSIGNMENT

Overview:	Re-branding "El Masreya" that presents all the products made by the trainees/ beneficiaries is important to bring renewed stimulation that is needed to create new growth in the market with a refreshed look and reach new customers. Consequently, it is crucial to work on the portable PoS exterior design to ensure a visually appealing and cohesive brand identity. Moreover, the development of a catalogue to document the products and the success stories of the beneficiaries is necessary to open new market channels. Furthermore, designing information packages about IM and project's findings will ensure the visibility for project activities including project's findings, opportunities and solutions.
Main activities related to the assignment by which the selected consultant will support NCW at:	<ul style="list-style-type: none"> ● Conduct product development programs ● Establish exhibition hall in Cairo and portable POS in selected governorates (to display products certified by "Taa Marbouta" Seal) ● Develop information packages about IM and project's findings ● Establish online platform ● Other tasks as required.

REQUIRED OUTPUTS OF THE ASSIGNMENT

- Support NCW in developing a Brand Manual of El Masreya, by providing :
 - A comprehensive document presenting the official logo in PNG format along with variations in color. (provided in a google drive folder)
 - Logo usage guidelines: Detailed instructions on the proper application and presentation of the logo in various scenarios, ensuring consistency and maintaining the integrity of the brand.



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- A carefully curated color palette specifying the primary and secondary colors associated with the brand, fostering uniformity across all visual elements.
 - Typography (open source fonts): Identification and specification of open-source fonts for consistent and coherent typography in all brand materials, ensuring readability and brand recognition. (also available in the google drive folder)
 - Social media templates/guidelines: Customized templates and guidelines for social media usage, guaranteeing a cohesive and engaging brand presence across various social media platforms. This implies guidelines on post and stories' visual hierarchy, dos and don'ts, color combos, and so on.
- Provide support to NCW with applying the branding in context, by providing :
 - Detailed visual representations and design concepts for various product packaging, with different standardized sizes for the various products produced by El Masreya, including boxes, wrapping paper, tape, tags, and stickers, ensuring a visually appealing and cohesive brand identity.
 - Assist NCW in developing the PoS outside branding, by providing :
 - Strategic integration of branding elements within the PoS Truck's exterior will be emphasized. This external branding encompasses elements such as signage, flags fixtures, and other branded visuals to enhance brand visibility and recognition.
 - Support NCW in developing infopackages
 - Provide support to NCW with developing a Catalogue through
 - Professional studio photography sessions capturing high-quality images of products, ensuring a visually stunning and consistent presentation in marketing materials.
 - Photography sessions conducted in each governorate within the training settings, capturing the emotional and contextual aspects of the brand, adding depth and relatability to the visual narrative.

PROPOSER'S ELIGIBILITY

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- An experienced National individual (i.e., Egyptian) consultant.

FUNCTIONAL COMPETENCIES

- Prior experience and field work in Graphic design and related fields.
- Prior experience in exterior design.
- Prior experience in photography.

Education and Certification

- University Degree or equivalent in graphic design, architecture or a related field.

Experience

- Up to 4 years of experience in the related field.

Language Requirements

- Working knowledge of English and Arabic is required.

DURATION

Starting of the assignment

- Provisional starting period is May 2024.
- Implementation period of this assignment is from the date of Contract till September 2024 (subject to changes and extension depending on actual dates).

APPLICATIONS

Interested individuals must submit the following documents/information to demonstrate their capacity and expertise :

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

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- Personal CV and Financial proposal (in Egyptian Pounds).

Contact Person for inquiries

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

WDBD Department

Wbdc.ncw@gmail.com

The proposals must be submitted by hand no later than 3 pm local time, on April 30th, 2023) 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 BSD/PU Services" 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).

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