1.0 Background

The AECF (Africa Enterprise Challenge Fund) is a nonprofit institution supporting early and growth stage businesses – through provision of patient capital – to innovate, create jobs, leverage investments and markets in an effort to create resilience and sustainable incomes for rural poor and marginalised communities in Africa.

AECF’s strategy is focused on agribusiness/agriculture and renewable energy sectors with increased support to climate technologies, deepened focus on gender, youth, and employment, aimed at attaining the institution’s vision of ‘A Prosperous and Enterprising Rural Africa’.

Since 2008, AECF has invested in 268 businesses across sub-Sahara Africa focusing on Agribusiness, Renewable Energy and Climate Technologies. As of 2018, we have impacted more than 17 million lives, created over 12,000 jobs and leveraged over US$ 750 million in matching funds from the private sector.

AECF is headquartered in Kenya with offices in Cote d’Ivoire and Tanzania.

2.0 AAWR1

The Agribusiness Africa Window Round 1 (AAWR 1) co-funded by the UK Department for International Development (DFID) and the Swedish International Development Agency (SIDA) commenced in 2013 and comprised 21 investees. It aimed at generating increased incomes for rural families, create new jobs, and make a positive contribution to the systemic change in the business environment/market systems for agriculture and agribusiness in Africa.

In December 2018, SIDA approved an extension to achieve the following objectives:

1. Providing additional financing to three selected companies that have the most potential to make a difference through investing with a gender lens
2. Provide technical assistance services (including gender mainstreaming) to the three funded investees

2.1 AAW R1 GENDER TECHNICAL ASSISTANCE PROGRAM

The Gender technical assistance aims at refining investees Gender Action Plans in line with the approved business plan, supporting the funded investees in refining/developing a gender policy and documenting the success stories resulting from the funding deployed. Three companies were selected to receive financing and technical assistance from AECF through a competitive process. This included technical assistance on gender integration in business. The scope of the gender technical assistance entailed:

1) Provision of strategic advice and support to individual investees, in refining their gender action plans to support the business in the following:
a. Outlining the business opportunity for the investee to invest with a gender-lens as per the AECF funding; and
b. Defining the barriers faced in conducting their business and how to integrate a gender analysis into investment decisions to support the growth of their business.

2) Provision of technical support to the investees in the implementation of their gender action plans.

3) Provision of recommendations to AECF on how to assess investment opportunities with a gender-lens to inform future competitions.

3.0 Invitation

Through this request for proposals (“RFP”), the AECF is planning to develop reports for three companies in Rwanda, Nigeria and Gambia on the impact and results of the AAW R1 Gender Technical Assistance Program financed by the Swedish International Development Agency. We are looking for a consultant to provide support as a professional writer, editor and designer of the reports.

3.1 Purpose, Scope and deliverables

- Provide substantive writing and editorial support (i.e. producing original draft text) for key AECF knowledge products;
- Copy editing of the entire volume through detailed line edit, ready for final content approval;
- Follow up as needed with content providers to ensure clarity and inclusion of the latest available information, as well as the best photos available;
- Ensure clarity and consistency of key messages and of all body text;
- Editing the presentation style of the document and its suitability for intended audiences;
- Advise on the continuity of style and content across/between different sections, and the overall presentation of the report;
- Proofread text and all tables and graphic elements;
- Ensure that style, text citations and chapter references conform to the APA style;
- Work directly with the graphic designer to develop cover and interior design options for the client’s consideration and selection;
- Proofread the final designed publication for accuracy and clarity, and work with the designer to rectify any problems and/or provide any minor editing that may be occasioned by the final design;
- Ensure that text is informative and interesting and paying close attention to narrative flow, messaging, accuracy, tone and house style.
- Provide design samples for the task

3.2 Design and Layout
(as per AECF’s branding policy on publications and communication materials):
- Ensure that all reports and products are produced in line with AECF graphic guidelines;
- Improve and edit art-work, photos, charts and other graphic elements;
• Create animations for illustrative purposes such as animations, infographics, presentations and more advanced solutions.

3.3 Deliverables:
• Writing/Editing/quality proofreading/copywriting
• Checking for repetition and shortening of the document as needed
• Submit to AECF for comments and acceptance

3.4 Graphic design and layout
• Propose 3 options of layout templates that can be used for various publications
• Revise the selected layout as discussed with AECF
• Design and layout the publications including highlighting key messages, quotes, tables, diagrams, maps, logos, and illustrations/photos
• Propose and insert quality photos illustrating AECF work
• Submit to AECF for comments and acceptance
• Preparation of materials for printing
• Prepare the electronic files for the printer
• Send electronic files to the printer (CD or FTP)
• Prepare high and low-resolution electronic files for web posting
• Submit all final files to AECF

4.0 Duration of Services
This is a four-week assignment that is task-based, the start date will be from March 2020.

5.0 Proposal Submission
Interested companies/individuals must submit the following documents/information to demonstrate their qualifications:
• References: Contact details of 3 references;
• Financial Proposal: Applicants are requested to submit their financial proposal.
• Sample of past work: applicants are requested to submit a sample of 3 previous graphic designs/editing works to demonstrate the experiences required by this Terms of Reference.

Functional Competencies
• Ability to design for print and digital;
• Ability to respond to tight deadlines;
• Ability to incorporate feedback and work with AECF to develop an exceptional final product;
• Must be willing to follow established brand guidelines;
• Any artwork and fonts must comply with AECF brand guidelines;
• Excellent graphic design and creative skills;
• Proficiency in design software;
• Internet research skills, ability to handle and interpret data;
• Excellent writing and editing/reviewing skills;
• Be creative and proactive.
Required Skills and Experience Education:
- At least 5-8 years of professional experience in the fields of writing/editing/quality proofreading/copywriting in the field of agribusiness, gender and development work;
- At least 3-5 years of professional experience in the fields of graphic design and layout of high-quality knowledge and communication materials in the relevant field;
- Knowledge of relevant software for production of high-quality publications, ready-to-print files and electronic versions for web-posting;
- Strong analytical and writing skills and track record in producing relevant knowledge and communication materials for various target audiences including government, development partners, private sector, and the general public;
- Strong interpersonal skills and experience in organizing and facilitating the production of publications;
- Proven ability and capacity to deliver and meet tight deadlines;
- Past experience with similar organisations, particularly organisations that work with the private sector, is an asset;
- Past experience with donor-funded programmes and projects is an asset.

Language: Professional fluency and writing skills in English and French are required.

6.0 Evaluation/Selection Criteria
All applicants will be screened against qualifications and the competencies set above. Candidates fully meeting the requirements will be further evaluated based on the criteria below.

Combined Scoring method – where the qualifications and competencies will be weighted a max. of 70%, and combined with the price offer which will be weighted a max of 30%, as follows:

Technical Criteria (Technical Proposal Review and a sample of past work) – 70% of total evaluation – max 70 points
Technical Proposal Review 60 points:
- Fluency in English
- Professional experience in the fields of writing/editing/quality proofreading/copywriting (15 points);
- Professional experience in the fields of graphic design and layout of high-quality knowledge and communication materials (15 points);
- Knowledge of relevant software for production of high-quality publications, ready-to-print files and electronic versions for web-posting (10 points);
- Educational qualifications as defined in the ToR (5 points);
- Professional experience with multi-country development projects (5 points);
- Past experience with similar organisations especially ones working the agribusiness and renewable energy sectors (5 points);
- Past experience with donor-funded programmes and projects is an asset. (5 points).

Sample of past work: 40 points:
Analysis of sample of 3 previous graphic design/editing work (40 points).
Price offer – 30% of total evaluation – max **30 points**

**7.0 Submission Date**
The AECF invites all qualified consultants to send a proposal to procurement@aecfafrica.org, clearly marked “Writing, Editorial and Design services 2020” to be received no later than 05th March 2020 by 5.00 pm East Africa Time (GMT+3) addressed to: The AECF, Procurement Department
All clarifications and or questions should be sent to asidibe@aecfafrica.org with a copy to procurement@aecfafrica.org

**8.0 Disclaimer**
The AECF reserves the right to determine the structure of the process, number of short-listed participants, the right to withdraw from the proposal process, the right to change this timetable at any time without notice and reserves the right to withdraw this tender at any time, without prior notice and without liability to compensate and/or reimburse any party.