

## **REQUEST FOR PROPOSAL**

**SUBJECT:**

**TENDER FOR THE SELECTION OF AN PUBLIC RELATIONS AGENCY TO  
SUPPORT IN THE ORGANIZATION OF THE GREEN FINANCE  
CONFERENCE: NIGERIA**

**REF: AGF/RFP/GFC/2024/003**

**Launching Date: <6<sup>th</sup> February 2024>**

**Closing Date: <16<sup>th</sup> February 2024>**

**2359Hrs EAT**

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## TERMS OF REFERENCE FOR PROVISION OF PR SUPPORT FOR THE GREEN FINANCE CONFERENCE: NIGERIA

### 1. BACKGROUND

The Green Finance Conference organized by the African Guarantee Fund (AGF) and sponsored by the Nordic Development Fund (NDF), is a response towards climate change challenges in the context of Nationally Determined Contributions (NDCs). This conference aims to provide African countries with enhanced expertise in increasing financing for low-carbon development.

The conference is of paramount importance for financial institutions as it analyzes the existing opportunities and proposes solutions to unlock financing for SMEs investing in green growth and climate resilient development.

AGF through the support of NDF, has successfully held Green Finance Conferences & Trainings in Zambia, Kenya, Ghana, Côte d'Ivoire, Senegal, Benin, Mozambique and Malawi. The 9th Edition of the Green Finance Conference and Trainings will be held in **Lagos, Nigeria** from **Tuesday, 12th March to Friday, 15th May 2023**.

The event involves the following activities:

- A national Green Finance Conference that brings together Government representatives, Development Financial Institutions, Directors/CEOs of the different stakeholders in the financial services sector, Non-Governmental Organizations and Green SME project owners & service providers to deliberate on the opportunities, challenges and solutions in availing financing to Green SME projects. The conference will be attended by approximately 60 participants.
- A 3-day on/off-site Credit Risk and Product Development Training in Green Finance for Senior Managers of Financial Institutions. The training will be attended by approximately 30 participants.

## 2. SCOPE OF WORK

The successful agency will be responsible for Public Relations and Media Support for the “Green Finance Conference and Training” in Malawi, working closely with AGF Communications team. A **high-level press conference** is scheduled to take place on **12<sup>th</sup> March** after the official opening ceremony. The press conference will be attended by Government Representatives and spokespersons from the Nordic Development Fund, African Guarantee Fund and other high-level organizations.

Detailed specifications for the services and tasks being requested under this assignment include:

- Prepare list of relevant stakeholders from Government, DFIs, Central Banks & Financial Institutions and schedule pre-event meetings on behalf of partner organisations.
- Prepare target media list comprising local, regional, and international media.
- Prepare event press release.
- Brief officials, if required, and prepare information packs for the various spokespersons.
- Prepare media packs for the journalists.
- Prepare and manage content strategy i.e., prepare pre, during and post event social media plan and manage any outsourced content creation i.e., influencer marketing and blogger relations.
- Invite journalists to attend the press conference and facilitate interviews with key stakeholders.
- Organize and manage the press conference including having a coordinator on-site.
- Prepare media buying plan and follow-up to ensure coverage.
- Prepare list of influencers and engage for event campaign.
- Collaborate with the event’s production team to obtain pictures and footage of the event for dissemination to mainstream media and social media platforms.
- Collaborate with event’s production team to film side interviews with selected participants.
- Collaborate with event’s production team for the packaging of conference and side-interview videos.
- Collaborate with event management team to prepare a properly designed Conference and Training narrative report
- Facilitate media monitoring and prepare final media report upon completion of targeted coverage.

### 3. DELIVERABLES

For this event, the following deliverables are expected:

- a) Deliverables before event
  - Develop media list and media outreach strategy.
  - Detailed pre, during and post-event social media plan.
  - Record of proforma invoices from all service providers and third-party contractors for the event demonstrating the selection procedures and justifying the attribution of the contract.
- b) Deliverables after event
  - Submission of all receipts and justifications for any funds spent after conclusion of the event.
  - Provide a comprehensive media list with complete information and contact details.
  - Video at the end of the event profiling the Series' impact.
  - Prepare, in coordination with the Event Management Firm, a final post-event report detailing the conference and training outcome.

The recruited agency will be required to submit all receipts and justifications related to the event to AGF within 5 days from the conclusion of the event.

Payments will be made by AGF to the agency based on deliverables. The specific deliverables will be determined at a later stage of the process.

### 4. REQUIRED QUALIFICATION AND EXPERIENCE

All bidding vendors must

- i. Have a proven track record of having provided PR and Media Support for at least 5 years.
- ii. **Work Examples:** Provide a description of relevant past projects and examples of prior work preferably in events of international standard.
- iii. **Experience and Qualifications of key staff:** Provide resumes or online portfolio for each individual who will be assigned to provide the services and designate individual who will have the primary responsibility for overseeing the services.
- iv. **References:** Provide 3-5 client references including short description of the project and contact information.



## 5. EVALUATION CRITERIA AND METHODOLOGY

AGF will review submitted proposal for qualifications. The choice for a contract will be based the following criteria:

- i. Expertise and Experience of the agency in our niche
- ii. Quality of PR support/campaigns done in the past
- iii. Range of services
- iv. Cost

## 6. SUBMISSION PROPOSALS

Interested firms with the required qualification and experience may submit their proposals both Technical and Financial to the following address: [procurement@africanguaranteefund.com](mailto:procurement@africanguaranteefund.com) on or before Sunday **16<sup>th</sup> February 2024 at 2359hrs EAT**.

Awardees will be contacted directly via email.

**NOTE: -**

AGF reserves, at its sole discretion, the right to select or reject, either in totality or partially, any or all proposals made in the context of this EOI. Any such decisions made will be final and no correspondence will be engaged in, other than to inform the bidders of the outcome of the process.