



REPUBLIC OF GHANA

**MINISTRY OF FINANCE
GHANA ECONOMIC TRANSFORMATION PROJECT (GETP)
IDA CREDIT NUMBER 6465-GH
SPECIFIC PROCUREMENT NOTICE
REQUEST FOR EXPRESSIONS OF INTEREST (REOI)
(CONSULTING SERVICES –FIRM SELECTION)**

Reference No.: GH-MOFEP-204945-CS-CQS

Assignment Title: Recruitment of a Consultant to Develop communication strategy and plan for rebranding of Venture Capital Trust Fund (VCTF)

1.0 INTRODUCTION

The World Bank is providing funding support to the Government of Ghana (GOG) for the implementation of the Ghana Economic Transformation Project. The overall development objective of the Project is to promote private investments and firm growth in non-resource-based sectors. The guiding principle of the Project is to promote and strengthen a growth model that is conducive to economic transformation, to achieve higher rates of investment and productivity growth across the economy, especially in non-resource-based sectors. The Project has four components, as follows:

Component 1 - Enabling investments: This Component will focus on improving the enabling business environment, investment attraction capacity, and the quality infrastructure support system for companies that want to invest and grow their businesses in Ghana.

Component 2 - Crowding-in investments: Promoting spatial and industrial planning and development: This Component will focus on enhancing the Government's programs in investment promotion and spatial development (including Special Economic Zones), thereby addressing the constraint to access quality industrial land in the country.

Component 3 - Accelerating Entrepreneurship and Micro Small and Medium Enterprise (MSME) growth: This Component will support entrepreneurship and MSME growth in non-resource-based sectors, addressing specifically the limited development of the MSME and entrepreneurship support ecosystem, including early-stage financing.

Component 4 – Project Management and Evaluation: This Component will finance project management activities including fiduciary responsibilities, procurement, safeguards, communication and dissemination, as well as monitoring and evaluation of project implementation and its impact. This will include capacity building for the Project Coordinating Unit (PCU), the Economic Transformation Unit and the Resource Mobilization and Economic Relations Division (RMERD) within the Ministry of Finance (MOF).

2.0 BACKGROUND

The Venture Capital Trust Fund ("VCTF" or, the "Trust Fund") was established by the VCTF Act, 2004 (Act 680). VCTF is a Government-backed venture capital fund of funds, which focuses on investing in venture capital funds dedicated to investing in Small and Medium Scale Enterprises (SMEs) and also deploy

monies to support other activities and programs, which are aimed at promoting venture capital financing in Ghana. It aims to create a vibrant and well-structured venture capital industry with investments in various sectors, leading to job and wealth creation. Till date, VCTF has invested in six funds (Venture Capital Finance Companies) which are designed to increase the availability of risk capital to SMEs and been managed by locally-based fund managers.

3.0 OBJECTIVE OF THE ASSIGNMENT

The objective of this assignment is to develop Communication Strategy to promote VCTF visibility within the Venture Capital/Private Equity (VC/PE) and financial services industry.

4.0 SCOPE OF WORK

The Consultant scope of work shall include but not limited to the following:

- a) Review, design and implement a Communication Strategy for VCTF
- b) Conceptualize, design and develop Communication materials relevant to VCTF activities
- c) Develop media content and collaborate with media houses and other communication channels for publication
- d) Support active engagement with online audiences and social media platforms and advise VCTF on further development of its website and other communication tools.
- e) Carry out stakeholder mapping, identify target audiences and specify appropriate communication channels and media to effectively communicate with specified stakeholders
- f) Support VCTF to document lessons learnt on the effectiveness of communication activities and build a depository of information, education and communication materials for the purposes of Knowledge Management
- g) Support the rollout of communication events and messages (press releases, articles etc) to inform and educate targeted audiences
- h) Coordinate outreach and communications activities in collaboration with VCTF's communication team
- i) Develop costed work plan with clear deliverable outcomes, indicators and tools for the implementation and monitoring of the strategy in order to measure the impact of the communication strategy
- j) Develop a standard publication and key messages for reproduction in presentations and speeches by VCTF
- k) Establish relationship with media pool and build the capacity of journalists on VC/PE financing
- l) Develop indicators to monitor the implementation of the communications strategy to ensure its objectives are met
- m) Collaborate with the Monitoring and Evaluation team and other relevant stakeholders to compile and disseminate success stories

5.0 DELIVERABLES/OUTPUTS

The consultant will report to the Chief Executive Officer (CEO) and anyone assigned by the CEO. Key Deliverables in accordance with the scope of the assignment shall be as follows:

- a) Inception report
- b) Communication strategy, work plan and budget estimates
- c) Draft report
- d) Submission of final report

6.0 QUALIFICATIONS AND EXPERIENCE

The Ministry of Finance through the Project Coordination Unit now invites eligible consulting firms ("Consultants") to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

A. The firm must have successfully delivered at least two (2) similar assignments in the last five (5) years. The firm must also have the following:

- a) A Minimum of five (5) years' experience in media relations, public relations and, or corporate communications.
- b) A proven track record of strategic communications planning and implementation on a national scale
- c) Demonstrable experience of using social/ digital media to support expanded outreach and engagement with target audience
- d) A proven track record of designing and successfully implementing communication campaigns on a national scale
- e) Demonstrable experience of successfully delivering multi stakeholder assignments, especially with government and multi-lateral agency involvement

B. Must submit the following documents if applicable:

- a) Business Registration Certificate (Incorporation & Commencement of Business);
- b) Valid Ghana Revenue Authority (GRA) Tax Clearance Certificate;
- c) Valid Social Security & National Insurance Trust (SSNIT) Clearance Certificate;
- d) Valid Value Added Tax Registration Certificate;
- e) Valid PPA's Consultant Registration Certificate.

7.0 DURATION OF THE ASSIGNMENT

The expected duration of the assignment is six (6) months.

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's Guidelines: Selection and Employment of Consultants under IDA Credits by World Bank Borrowers (Procurement in Investment Project Financing Goods, Works, Non-Consulting and Consulting Services [July 2016 Revised November 2017, August 2018 and November 2020). ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest.

Consultants may associate with other firms in the form of a joint venture or a sub consultancy to enhance their qualifications.

A Consultant will be selected in accordance with the Consultant's Qualifications Based Selection (CQS) method set out in the Consultant Guidelines.

Expressions of interest shall be in English and must be delivered via electronic submissions to the following email addresses: getpprocurement@gmail.com , and copy getpcoordinator@gmail.com by 16:00hrs GMT on Friday, 23rd April 2021.

**THE PROJECT COORDINATOR
MINISTRY OF FINANCE
BOX MB 40, ACCRA, GHANA
ATTN: PROCUREMENT SPECIALIST**

**PROJECT OFFICE SHIPPERS HOUSE
GHANA ECONOMIC TRANSFORMATION PROJECT
THIRD FLOOR, CONFERENCE ROOM
TEL: +233 (0) 2474-0444-4
DIGITAL ADDRESS: GA 078-6244**