



MINISTRY OF FINANCE

REQUEST FOR EXPRESSIONS OF INTEREST

(CONSULTING SERVICES – FIRM SELECTION)

Name of Project:	GHANA YOUTH EMPLOYMENT AND ENTREPRENEURSHIP IN PRODUCTIVE SECTORS (YESp) PROGRAM FOR RESULTS (PforR)
Project Number:	P179221
Assignment Title:	CONSULTING SERVICE TO DEVELOP PUBLIC AWARENESS TOOLS AND CREATIVES
Reference No.:	GH-MOF-YES-428343-CS-CQS

Background

The Ministry of Finance (MoF) has received financing from the World Bank towards the cost of the proposed Ghana Youth Employment and Entrepreneurship in Productive Sectors (YES) Programme for Results (PforR) and intends to apply part of the proceeds for consulting services by inviting suitably qualified firms to design public awareness tools and creatives for the District Entrepreneurship Programme (DEP) under YouStart, the Government's flagship Programme to support youth entrepreneurs through financial, technical, and mentoring support, which is being supported as one of the Results Areas under the YES PforR. The development objective of the YES PforR is to increase investments and export readiness in selected sectors, improve sector-specific skills, and provide gainful self-employment for the youth.

Youth unemployment in Ghana is a socio-economic imperative now more than ever. Unemployment among Ghanaian youth has been on the rise following the Covid-19 pandemic, thus, posing a threat to our national security and economic stability. To tackle this intractable problem, the Government through the proposed YES Programme aims to create 1 million jobs in the economy over the next five (5) years.

The PforR operation will support the development of three priority sectors under the Ministry of Trade and Industry's (MOTI's) Strategic Anchor Industries Programme as well as the District Entrepreneurship Programme (DEP) under YouStart. The Programme will run for five years and will cover interventions nationwide. It will focus on four results areas: (1) Investment Promotion; (2) Export Facilitation; (3) Sector-specific Skills Training; and (4) Youth-led Enterprise Promotion. The PforR beneficiaries include investors (both foreign and domestic) and their employees (of which 60 percent are estimated to be under 30 years of age), young graduates enrolled in industry-led training Programmes (of which at least 30 percent will be women), young entrepreneurs within 18-40 years old (of which at least 50 percent will be women and 5 percent will include Persons with Disabilities (PwDs)) and their employees. The PforR will indirectly benefit the households that employees and entrepreneurs support through their additional wage incomes or business margins.

Objective of the Assignment

The purpose of this Consultancy assignment is to develop public awareness tools and creatives with the objective of educating, creating awareness and understanding of the DEP among the populace. Public awareness tools and creatives should adopt both traditional and innovative media channels targeting the youth who want to start businesses and youth owned MSMEs.

The Scope of Services shall include:

Specifically, the consultant will undertake the following activities;

- I. Conduct an initial briefing session with MoF, GEA and NEIP to understand key messages, target audience, and Programme goals.
- II. In collaboration with the MoF and stakeholders committee ¹develop content for awareness and education campaign Programmes to:
 - a. Educate targeted audience about the YouStart DEP including eligibility requirements and Programme benefits
 - b. Educate targeted audience on the different components of the YouStart DEP (training, compliance, BDS and mentorship, market access and grant)
 - c. Create awareness on Programme application windows
- III. Package the content of the awareness and education Programme into a comprehensive promotional and media tool (radio jingles, brochures, flyers, pull-up banners, visuals) using traditional and innovative delivery platforms in line with the Programme's communication strategy.
- IV. Translate the radio jingles and audio visuals into 6 local Ghanaian Languages (Twi, Ga, Ewe, Nzema, Dagbani, Dagaare).
- V. The media tools should factor the needs of the youth and women-led businesses particularly those from vulnerable and marginalized groups including, Persons with Disabilities (PwDs).
- VI. Ensure that all materials are culturally sensitive and appropriate for the target audience.
- VII. Develop media airing budget for the media awareness and education campaign.
- VIII. Provide drafts for review and feedback before finalizing the materials.
- IX. Deliver the final set of public awareness tools and creatives in various formats suitable for online and offline distribution.
- X. Undertake any other tasks relevant to the completion of the assignment.

The detailed Terms of Reference (TOR) for the assignment can be found at the following website: <https://www.mofep.gov.gh> or the address below

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

The Selection Criteria are:

The assignment will be delivered by a firm with the following qualifications:

- At least 8 years of proven experience in the development and implementation of strategic communications and outreach plans and campaigns or similar assignments;
- At least two similar assignments successfully completed in the last three years;
- Demonstrated balance of international and local experience and expertise (e.g., at least one reputable local consultant as part of the team) in media engagements
- Experience working with Government of Ghana and Development Partners funded projects.

Key Experts will not be evaluated at the shortlisting stage.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" 5th edition September 2023, setting forth the World Bank's policy on conflict of interest.

¹ In addition to the MoF, the stakeholders committee includes the YouStart Secretariat, GEA and NEIP

Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A Consultant will be selected in accordance with **Consultant Qualification Selection (CQS)** Method as set out in the Procurement Regulations. Expressions of interest must bear the title **Consulting Service to Develop Public Awareness Tools and Creatives** must be delivered in a written form to the address below **(in person or by mail, or by e-mail) by 5:00pm GMT on June 14, 2024.**

Further information can be obtained at the address below during office hours from **9:00 am to 4:00 pm, local time** or through Yesp@mofep.gov.gh

Address – For Submission of Expressions of Interest:

**Ministry of Finance,
28th February Road,
Finance Drive,
P.O. Box MB 40
Accra-Ghana
New Block, Room 112
Attention: Procurement Specialist,
Ghana Youth Employment and Entrepreneurship in Productive Sectors (YESp)
Program for Results (PforR)
Telephone Number +233(0) 24 095 6958
Ghana Post Digital Address: GA-144-2024
Online submission: Yesp@mofep.gov.gh**

For further enquiries you may also contact the Procurement Specialist per undermentioned Email Address:

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