



**REPUBLIC OF GHANA**

**MINISTRY OF FINANCE**

**GHANA YOUTH EMPLOYMENT AND ENTREPRENEURSHIP IN PRODUCTIVE  
SECTORS (YES) PROGRAMME FOR RESULTS (PforR) (P179221)**

**TERMS OF REFERENCE**

**CONSULTING SERVICE TO DEVELOP PUBLIC AWARENESS TOOLS AND  
CREATIVES  
(Firm Selection)**

**Reference no. GH-MOF-YES-428343-CS-CQS**

**INTRODUCTION**

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.

**BACKGROUND**

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.

### *Results area 1: Investment Promotion*

1. **The PforR Programme will support the implementation of sector policies, regulations, and standards to promote investments and enable greater youth employment.** The PforR will support the adoption and implementation of sector-level policies which give an authorizing environment for MOTI and related agencies to promote investments and exports and give a clear signal to investors on the policy direction. The aim is to attract foreign and domestic investment that will create jobs at scale. An Automotive Development Policy was adopted in 2019, and policies relating to Automotive Component Manufacturing, Textiles & Garments, and Pharmaceuticals are currently at various stages of development. The PforR will also support the definition and establishment of institutional and policy implementation arrangements in each sector to improve sector-level coordination. This would include establishing sector-level Public Policy Dialogue (PPD) mechanisms to inform and monitor policy design and implementation.

### *Results area 2: Export Facilitation*

2. **The PforR Programme will support access to export markets for existing firms to help expand the availability of salaried jobs for young workers.** The PforR will support an export-readiness Programme through technical assistance to select companies to help them meet the compliance requirements (both quality standards and environment, social, and governance compliance) of international buyers based on MoUs. The PforR will facilitate linkages between exporting firms and smaller manufacturers through a supplier development Programme to enhance linkages between exporting manufacturing companies and smaller manufacturers (e.g. outsourcing agents in garments or suppliers of sub-parts for automotive components) as well as suppliers of goods and services (e.g. equipment, repair and maintenance, embroidery). Furthermore, to improve competitiveness and contribute to climate change adaptation and mitigation goals, the PforR will support firms' transition to renewable energy sources.

### *Results area 3: Sector-specific Skills Training*

3. **The PforR will support industry-led skills development to close the skills gap and improve workforce readiness for youth.** This is particularly important for sectors which require specialized skills. As part of the implementation of the auto development policy, MOTI, in collaboration with the Automotive Industry Development Centre (AIDC), is setting up a skills training center offering short-term courses for graduates of relevant secondary and tertiary educational institutions in areas such as auto repair and maintenance, technical skills, factory skills, etc. Under this Results Area, the PforR will

facilitate closer links between existing skills training initiatives and the private sector.

*Results area 4: Youth-led enterprise promotion*

4. **The PforR will support the DEP under the Government’s flagship YouStart Programme, as part of GOG’s Business Development and Promotion of the industrial transformation agenda.** The GHS10 billion YouStart Programme was announced in the 2022 budget statement with the objective of supporting the creation of one million jobs. The envisioned allocation for DEP is GHS3 billion, which provides a combination of training and capacity building support, Business Development Services (BDS), access to markets and technology, and business grants to young entrepreneurs, especially for businesses or start-ups that can also benefit from the growing demand in selected value chains supported under Results Areas 1-3.

5. The Programme includes an Investment Project Financing (IPF) Component for technical assistance which comprises the following sub-components: (a) Strengthening Capacities of the Implementing Agencies (including training, knowledge exchange/study tours, etc.); and (b) Strengthening Programme Coordination and Verification of Results. The first sub-component will support the hiring of some additional technical staff in the Implementing Agencies to strengthen their systems and capacities to enable them achieve the Programme results (the Disbursement-Linked Indicators (DLIs)). The second sub-component will support the recruitment of: (i) select staff under the Programme Secretariat at the MOF; and (ii) the Independent Verification Agent to verify the achievement of DLIs based on agreed protocols. The IPF Component will also support technical studies and data collection to advance sectoral development policies in the key sectors supported under the Programme.

Key stakeholders in the implementation of the Programme are as follows:

**Ministry of Finance (MOF):** responsible for the overall coordinating role of the PforR and the implementation of the IPF component.

**Ministry of Trade and Industry (MOTI):** lead the industrial transformation agenda, as well as support to high-growth potential sectors including the Automotive, Pharmaceutical, and Garments and Textiles industries and the SME upgrading under the PforR.

**Ghana Enterprises Agency (GEA):** this is an agency under MOTI mandated to promote and develop the MSME sector in Ghana. GEA will provide support to existing businesses under Results Area 4.

**National Entrepreneurship and Innovation Programme (NEIP):** this is a Government of Ghana flagship entrepreneurship Programme under MoF that provides integrated support to start-ups and small businesses. NEIP will provide support to nascent businesses under Results Area 4.

## **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.

## **SCOPE OF WORK**

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 <sup>1</sup>develop 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.

## **REPORTING AND ASSIGNMENT DURATION**

The consultant will report on its operations and submit all required documentation to the Programme Director (Director, Financial Sector Division - MoF) or his designate. The assignment is a lump sum contract and will be for a period of 3 months.

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<sup>1</sup> In addition to the MoF, the stakeholders committee includes the YouStart Secretariat, GEA and NEIP

## Deliverables

<b>Deliverable</b>	<b>Timeline</b>	<b>Percentage Payment</b>
Inception Report and work plan acceptable to the PCU	1 week after signing of the contract	10% after acceptance of report
Content development report	3 weeks after contract signing	10%
2,000 printed brochures and a digital version in English	8 weeks after contract signing	40%
100,000 printed flyers and a digital version in English		
100 Pull-up banners		
6 Radio jingles in English and translated into 6 local languages	10 weeks after contract signing	20%
1 audio visual in English and translated into 6 local languages		
Media airing budget for the media campaign	11 weeks after contract signing	10%
Assignment completion report	12 weeks after contract signing	10%

## EXPERIENCE AND COMPETENCE OF THE FIRM

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.

## **Team Leader**

- Should possess a Masters' degree in Communication, Public Relations, Finance, Marketing, Economics, Business Management;
- Minimum of ten (10) years of professional experience in the design and implementation of marketing and promotional campaigns;
- At least two similar assignments successfully completed in the last three years;
- Should be a member of any of the relevant professional bodies;
- Demonstrate experience in social behavior change;
- Demonstrated experience in display advertising, radio and TV, social media, management, blogging, media monitoring and reporting;
- Proven experience in the design, implementation, and coordination of media campaigns or similar communication events;
- Experience in project and team management and ability to effectively manage multiple demands and time resources;
- Excellent English writing skills.

## **CREATIVITY EXPERT**

- Possess a degree in Computer Science or related fields
- Demonstrate knowledge in the use of creativity software (Coral Draw, photoshop, etc);
- Minimum of 5 years of experience in a similar assignment;
- Demonstrated experience in digital marketing,
- Demonstrate experience in creative direction, content development, copy writing for online, video and radio productions, graphic design, branding, campaign editing and product packaging

## **Resources to be provided to the consultant**

The PCU/MoF will provide the Consultant with relevant project documents. However, the consultant will be expected to work from his or her office space using their own resources.

## **Contact Details**

Interested firms may contact the address below for further enquiries, if any;

Financial Sector Division

Ministry of Finance

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[yesp@mofep.gov.gh](mailto:yesp@mofep.gov.gh)