



📍 14th Senchi Street, Airport Residential Area
Accra - Ghana

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Request for Proposal (RFP)

Consultant - Development of Featured Articles

April 3, 2024

Invitation letter

Dear Sir/Madam,

Impact Investing Ghana (hereinafter referred to as IIGh) is pleased to invite prospective bidders to submit a proposal for a Consultant - Development of Featured Articles, as detailed in Annex 1 of this RFP.

Quotations may be submitted on or before April 19th, 2024 by midnight via email to this address info@impactinvestinggh.org.

If you are interested in submitting a quotation in response to this RFP, please prepare your quotation in accordance with the requirements of services as stated in this RFP and submit it via this email by the deadline for quotation submission.

Please provide a proposal that includes the following components:

1. Technical proposal

- A brief summary/profile of the consulting firm or consultant
- Relevant past experience
- Proposed technical approach and work plan

2. Financial Proposal/Quotation

- Fee estimate based on the Scope of Work set out above (expressed in terms of 'max number of hours' x 'hourly rate')

We look forward to receiving your quotation.

Approved by:

Mary Afenyie-Abekah

Program Coordinator, Impact Investing Ghana



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About Impact Investing Ghana

Impact Investing Ghana (IIGh) is the Ghana National Advisory Board for Impact Investing. We are an independent private-sector led initiative promoting sustainable development and advancing the development of the impact investment ecosystem in Ghana. Established as a nonprofit, IIGh is Ghana's representative to the Global Steering Group (GSG) for Impact Investing, the successor to the Social Impact Investment Taskforce established by the G8. The GSG's National Advisory Boards (NABs) currently cover 33 countries and provide a global platform to drive investment and increase visibility for its members globally. IIGh aims at tackling Ghana's pressing social and environmental challenges by driving more capital to deliver real impact. We are a local platform representing all the stakeholder groups needed to redirect significant capital flows towards social and environmental impact. Private-sector led, yet in close partnership with the national government, we raise awareness, create market intelligence, change policies, and mobilize additional financial resources for public good. IIGh brings together leaders from the worlds of finance, business, government, social organizations and philanthropy. IIGh has an ambitious plan to support the growth of impact ventures and to catalyze \$1 billion in impact funds for investment in impact ventures in Ghana and the West African sub-region.

Terms of Reference (Annex 1)

Context

As part of IIGh ongoing efforts to disseminate knowledge and highlight impactful initiatives in the field of impact investing, we are seeking a Consultant to develop featured articles based on the organization's strategic objectives. The Consultant will draft op-eds (for single or multiple authors) within the agreed IIGh strategic objectives, but we will lean on IIGh team members and proposed authors to communicate the key messaging and the angle of the piece from the start. We will also agree on the structure, tone, and main audience of the op-ed with co-authors before the Consultant starts drafting a piece. IIGh to propose authors for the articles

These articles aim to provide insightful and engaging content that highlights key issues, trends, and developments within the impact investing space and will serve to raise awareness, inspire action, and promote collaboration among stakeholders in the field.

Scope of Work

The consultant will be responsible for the following tasks:

1. The Consultant and IIGh will align on priority topics and authors based on the organization's strategic objectives
2. The Consultant will communicate a proposed timeline for the research, writing, and submission process
3. The Consultant will interview the proposed author(s) to understand key messaging and personal POVs (this usually takes the form of a 1-hour Zoom call but could be done over email/bullet points if the person is not available for a Zoom interview)
4. The Consultant and IIGh to propose target publications
5. The Consultant is to review the publication's submission guidelines as formatting, word count, bio requirements, etc can vary. (We will contact the author(s) if further info is required.)
6. The Consultant is to propose a narrative outline to IIGh & authors for sign-off
7. The Consultant will use interviews, and findings from IIGh project activities and documents and conduct further research if needed to draft engaging and informative articles.

Deliverables

1. Creation of three (3) articles on relevant topics
2. Identification and placement in global publications especially for catalytic capital providers

Contract length/Time Demand: 29th April 2024 to 30th December 2024

Total 8-12 weeks of work

Budget for the project: \$3,500

Timelines

- RFP Posting - April 3, 2024.
- RFP Responses- April 19, 2024
- Selection Process and Announcement- April 24, 2024

There will be periodic reviews of the reports, and the dates for the reviews will be communicated based on the milestones achieved.

Requirements:

Please provide a proposal that includes the following components:

1. Technical proposal
 - A brief summary/profile of the consulting firm or consultant
 - Relevant past experience
 - Proposed technical approach and work plan
2. Financial proposal/Quotation
 - Fee estimate based on the Scope of Work set out above (expressed in terms of 'max number of hours' x 'hourly rate')

Selection Criteria

1. Experience with similar assignments (40%)
2. Technical approach (20%)
3. A realistic work plan that shows an ability to deliver on time (20%)
4. Competitive price (20%)

To Apply:

All responses to this **Request for Proposals are due by April 19, 2024, at midnight GMT.**

Please email your response to Mary Afenyie-Abekah, IIGh Program Coordinator
info@impactinvestinggh.org and label the email – RFP Consultant -Development of Featured
Articles



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