



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

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## **Request for Quotation (RFQ)**

Consultant – Shared Common Language Document

**April, 2024**

## Invitation letter

Dear Sir/Madam,

Impact Investing Ghana (hereinafter referred to as IIGh) is pleased to invite prospective bidders to submit a quotation for a Consultancy – Ghana Enterprise Support Organizations Shared Common Language Project, as detailed in Annex 1 of this RFQ.

Quotations may be submitted on or before **May 3rd, 2024** by midnight via email to this address [info@impactinvestinggh.org](mailto:info@impactinvestinggh.org) and copy [mohammed.zakaria@impactinvestinggh.org](mailto:mohammed.zakaria@impactinvestinggh.org) [akua.asare@impactinvestinggh.org](mailto:akua.asare@impactinvestinggh.org)

If you are interested in submitting a quotation in response to this RFQ, please prepare your quotation in accordance with the requirements of services as stated in this RFQ 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')

## **1.0 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)**

### **2.0 Terms of Reference (TOR) for Consultancy to develop – Ghana Enterprise Support Organizations Shared Common Language Document**

Enterprise Support Organizations (ESOs) in Ghana play a critical role in fostering a conducive entrepreneurial climate by providing support, funding, and guidance to small and medium enterprises (SMEs). However, the diversity of terms and definitions used across different organizations leads to confusion and inefficiencies.

The Unlocking Private Sector Capital for Profit and Impact, 2022 [report](#) by Impact Investing Ghana and the Ghana ESO Forum, 2022 highlighted the need for a unified approach to communication within the ESO ecosystem. By developing a shared common language, stakeholders can ensure more effective collaboration, clearer communication, and better alignment of objectives.

The primary goal of this consultancy is to develop a shared common language and taxonomy that harmonizes the understanding and communication within the ecosystem of Enterprise Support Organizations (ESOs) in Ghana. This effort is aimed at enhancing the clarity and efficiency of interactions among ESOs, ESO funders, government entities, entrepreneurs, academia, and industry partners.

The proposed research by the consultant will build on existing frameworks and insights derived from comprehensive stakeholder engagement within the Ghanaian ESO ecosystem. This initiative not only aims to streamline communication but also to enhance the overall effectiveness of support provided to entrepreneurs, thereby contributing to the sustainable economic development of Ghana.

### **2.1 Scope of Work**

We are seeking a ESO Research consultant to:

A. Desk Review:

- Conduct a comprehensive review of existing literature, reports, and resources relevant to the ESO ecosystem in Ghana.
- Map current terminologies and frameworks used within the sector.

B. Stakeholder Engagement:

- Identify and engage with key stakeholders across the ESO landscape, including funders, government representatives, entrepreneurs, academic institutions, and industry partners.
  - Conduct interviews and focus group discussions using gender-responsive research methodologies to gather insights on existing communication challenges and terminology discrepancies.
- C. Validation Workshops:
- Conduct two virtual validation workshops to refine the developed common language and taxonomy.
  - Collect and incorporate feedback from stakeholders to ensure the relevance and applicability of the proposed language framework to the ESO ecosystem.
- D. Reporting and Documentation:
- Submit an interim report outlining the initial findings, stakeholder inputs, and progress on the taxonomy development.
  - Prepare a comprehensive final report with consolidated feedback and a detailed shared common language resource toolkit, including standardized ESO terms and findings.
  - Develop and present a research report to stakeholders as requested.
- E. Summary Version Development:
- Create a summary of the research findings, common terminologies, and the benefits of the shared language framework, tailored for easy dissemination and use among stakeholders.
  - Create key messages and bullets that will be turned into infographics

## **2.2 Deliverables:**

1. Submission of a detailed work plan highlighting the details of the assignment.
2. Conduct Desk review and mapping of ESO ecosystem stakeholders to be engaged.
3. Conduct interviews with relevant ESO stakeholders across Ghana using appropriate gender-responsive research methodology and tools.
4. Submit an interim report outlining the initial findings and progress.
5. Conduct 2 Validation Workshops [Virtual]
6. A report with consolidated feedback on the shared common language resource toolkit to include but not limited to ESO terms and findings

7. Presentations of the research report findings to stakeholders, as requested.
8. Develop a one-pager infographic summarizing the findings.

### **2.3 Contract length and Time Demand: May 2024 to October 2024**

### **2.4 Budget for the project: \$5,000**

### **2.5 Timelines:**

RFQ Posting – April 16th, 2024.

RFQ Responses– May 3rd, 2024.

Selection Process and Announcement – May 8th, 2024

Kick-off Meeting with Project Management Team – May 10th, 2024

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

### **2.6 Requirements:**

Please provide a proposal that includes the following components:

#### 1. Technical proposal

A brief summary/profile of the consulting firm or individual consultant.

Must have relevant past experience working and conducting research focused on entrepreneurship, enterprise support, and academic assignments.

Proposed technical approach and work plan.

#### 2. Financial proposal/Quotation

Fee estimate based on the Scope of Work set out above.

#### **2.6.1 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%)

### **2.7 To Apply:**



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All responses to this Request for Quotations are due by May 3rd, 2024 at midnight GMT.

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