

## **Request for Proposal (RFP) STRYDE Final Report**

*June 20, 2018*

TechnoServe invites your firm to participate in this competitive solicitation for developing a digital portal and companion print publication about TechnoServe and Mastercard Foundation's partnership, Strengthening Rural Youth Development through Enterprise (STRYDE).

### **BACKGROUND**

#### **About TechnoServe**

[TechnoServe](#) works with enterprising men and women in the developing world to build competitive farms, businesses, and industries. A nonprofit organization operating in 29 countries, TechnoServe is a leader in harnessing the power of the private sector to help people lift themselves out of poverty. By linking people to information, capital, and markets, we have helped millions to create lasting prosperity for their families and communities. With [50 years](#) of proven results, TechnoServe believes in the power of private enterprise to transform lives.

#### **About STRYDE**

In 2011, TechnoServe began implementing the four-year [Strengthening Rural Youth Development through Enterprise \(STRYDE\)](#) program in collaboration with Mastercard Foundation in Kenya, Rwanda, and Uganda. STRYDE is a youth economic opportunities program that aims to help young women and men in rural areas by equipping them with the skills to start small businesses, secure formal jobs, or explore opportunities in agriculture. By 2015, STRYDE had delivered training to more than 15,500 young people ages 18 to 30, helping them increase their income by an average 133 percent.

Building on this success, STRYDE launched its second phase in (2014-2019), with the goal of training an additional 48,015 youth (50 percent women) across Kenya, Rwanda, Uganda, and now Tanzania. STRYDE 2.0 focused on a sustainability strategy to ensure that the program's proven curriculum and approach can scale and continue to help youth access opportunities after the program ends. To this end, TechnoServe has worked to build the capacity of local institutions – including vocational technical institutes, colleges, prisons, and nonprofit and government youth centers – to effectively deliver the training. STRYDE 2.0 closed in Kenya and Rwanda in 2017, and will be completed in Tanzania and Uganda in July 2019.

## STRATEGY

The STRYDE digital portal and final report will highlight project impact & lessons learned, while promoting content/methodology for local implementers and promoting learning, knowledge sharing, and investment in the youth development sector.

The **print report** will prioritize the partner (Mastercard Foundation) and similar stakeholders as key audiences. It may include the following content and run ~50 pages in length:

- Context (youth unemployment in East Africa)
- Project overview (activities, methodology)
- Impact (program results with various segmentations)
- Lessons learned by thematic area; illustrative thematic areas include:
  - Economic engagement (entrepreneurship, ag)
  - Formal employment & job creation
  - Gender & other youth segments
  - Access to finance
  - Youth led-development
  - ICT & innovation
  - Partnering with local institutions
- Case studies/stories
- Future outlook & sustainability resources

The **digital report** will target the funders above as well as broader audiences, including local implementers, development practitioners, youth, and general public (for awareness and fund-raising). It will pull and distill high-level content from the more detailed print report, with a focus on storytelling. The website can be built on vendor's platform of choice and will be hosted on technoserve.org. Featured content may include:

- Interactive infographics of key impact indicators
- Video content and beneficiary snapshots/stories
- Password-protected portal for curriculum manuals, training videos, and other resources for trainers

**Additional workflows** for this contract can include (you can bid on all, some, or none of these additional components in your proposal):

- Project management
  - Supervise editing, review, and design of report – i.e., act as project manager for overall project
- Content development
  - Consult with key project team members (including program management, monitoring & evaluation, training, partner management, etc.) and other stakeholders to capture key learnings and achievements, and identify illustrative case studies
  - Outline report for both print and digital products
  - Research and draft (or oversee drafting of) report content

- Video production
  - Work with project team to conceptualize, develop, storyboard, shoot, and edit 3-5 video products that will be featured on the microsite.

## **SCOPE OF WORK**

The selected firm will work with STRYDE's Regional Director and TechnoServe HQ communications department to develop and design a visually compelling program final report in digital and print formats. Potentially, the consultancy may also include: strategic direction, project management, content development, and video development.

The period of performance of any contract resulting from this solicitation is anticipated to be: July 30, 2018 to September 2019.

## **COST PROPOSAL**

The applicant is requested to provide a proposal or quotation of the fees/cost (in USD) for services which will be rendered. The cost proposal should consist of:

- Cost breakdown for your standard design & development process for each product
- Costs for any other project component your firm is bidding on (e.g., pre-production, production, and post-production for video content)
- International and regional travel expenses

## **FORM / CONTENT OF RESPONSE**

Please share your firm's qualifications to deliver on the requirements contained within this RFP and a monetary bid for completing such work. To assist TechnoServe in assessing your company's fit with our needs, your proposal should provide:

- Details on how your firm would address the needs identified above
- General background information about your firm and examples of relevant experience
- Detail on team members who would be working on this project and their relevant qualifications
- Sample work plan with project milestones leading to early September 2019 final delivery for all relevant components
- Detailed cost proposal in USD

## **CRITERIA FOR SELECTION**

The evaluation of each response to this RFP will be based on the criteria set out below. At the sole discretion of TechnoServe, the top proposals may be selected for follow-up questions.

- Experience & portfolio – 40%
- Work plan & project management approach – 30%
- Cost proposal – 20%
- Brand alignment & TechnoServe fit – 10%

TechnoServe reserves the right to award the contract to the bidder whose proposal is deemed to be in the best interest of TechnoServe.

## **SCHEDULE OF EVENTS**

- June 20, 2018 – RFP distributed.
- June 27, 2018 – Questions regarding this request may be sent to Natalya Podgorny at [npodgorny@tns.org](mailto:npodgorny@tns.org). Responses to questions will be distributed on July 20.
- **July 20, 2018** – Proposals responding to the RFP should be sent electronically to Natalya Podgorny (Senior Manager, Brand and Corporate Communications) at [npodgorny@tns.org](mailto:npodgorny@tns.org), and cc Dace Mahanay (Regional Director, STRYDE) at [dmahanay@tns.org](mailto:dmahanay@tns.org) by 5:30 pm EDT.
- July 30, 2018 – Contract awarded; the firm with the winning proposal will be notified in writing.

## **TERMS AND CONDITIONS**

1. The Request for Proposal is not and shall not be considered an offer by TechnoServe.
2. All responses must be received on or before the date and time indicated above. All late responses will be rejected.
3. All unresponsive responses will be rejected.
4. All proposals will be considered binding offers. Prices proposed must be valid for entire period provided by respondent or required by RFP.
5. All awards will be subject to TechnoServe contractual terms and conditions and contingent on the availability of donor funding.
6. TechnoServe reserves the right to accept or reject any proposal or cancel the solicitation process at any time, and shall have no liability to the proposing organizations submitting proposals for such rejection or cancellation of the request for proposals.
7. TechnoServe reserves the right to accept all or part of the proposal when award is provided.
8. All information provided by TechnoServe in this RFP is offered in good faith. Individual items are subject to change at any time, and all bidders will be provided with notification of any changes. TechnoServe is not responsible or liable for any use of the information submitted by bidders or for any claims asserted therefrom.
9. TechnoServe reserves the right to require any bidder to enter into a non-disclosure agreement.
10. The bidders are solely obligated to pay for any costs, of any kind whatsoever, which may be incurred by bidder or any third parties, in connection with the Response. All responses and supporting documentation shall become the property of TechnoServe, subject to claims of confidentiality in respect of the response and supporting documentation, which have been clearly marked confidential by the bidder.
11. Bidders are required to identify and disclose any actual or potential Conflict of Interest.