EXPRESSION OF INTEREST TO DEVELOP AND IMPLEMENT A BRAND & MARKETING STRATEGY, AND A COMMUNICATIONS INFRASTRUCTURE FOR A KENYAN SOCIAL ENTERPRISE

AECF INVESTMENT ADVISORY SERVICES DEPARTMENT

1.0 The Africa Enterprise Challenge Fund

The AECF is a development institution which supports businesses to innovate, create jobs, leverage investments and markets to create resilience and sustainable incomes in rural and marginalized communities in Africa. Launched in 2008, the AECF has mobilized over US $356 million to date, leveraging more than US $658 million in matching capital and improving the lives of more than 19 million people in 2018 alone through jobs and increased household incomes. The AECF has so far supported 268 companies in 26 countries in sub-Saharan Africa across 40 value chains in our focal sectors of agribusiness and renewable energy.

In the 2018-2020 strategy, our goal is to “double our impact in half the time”. To achieve this, we will continue to focus on the agribusiness and renewable energy sectors, increase support to climate-smart technologies, refine our challenge model, expand regional presence, deepen the focus on gender, youth and employment by expanding our products and partnership approach to better meet our investees’ current needs; and ensure they rapidly scale and transition to external financing and sustainability thereby attaining our vision of ‘A Prosperous and Enterprising Rural Africa’.

2.0 About AECF’s Investments Advisory Services

In delivering on the strategy, AECF’s Investments Advisory Services (IAS) department is increasingly providing supplementary support to AECF investee companies in Africa to accelerate their business growth, sustainability and impact delivery. The IAS team works with the investee companies to identify capacity gaps through conducting business diagnostics, prioritizing of capacity needs and planning for delivery of services that will increase business performance, resilience and delivery of social impact. Based on the priority needs of our investees, advisory services have been categorized under strategy & strategic management; financial management; investment readiness; marketing, distribution & customer service; leadership and organization development; production and operations; and integration of environmental and social management.

3.0 About RAE Ltd – Baringo, Kenya

In Baringo, Kenya and other dryland areas, the effects of climate change and increasing populations of people and livestock have resulted in the serious degradation of rangelands. Against this backdrop, RAE Ltd is committed to providing quality grass seed and support services to marginalized communities in remote dryland areas, while achieving financial stability as a social enterprise.

AECF invested in RAE Trust to transition towards a commercial approach (as a Limited Liability Company) to pasture development in Baringo and other dryland areas in Kenya. The business model has been tried and tested and leverages on experience from its previous incarnation as RAE Trust, which successfully developed methods, techniques and quality grass seed which restore overgrazed and eroded lands. Beyond business growth, RAE is expected to further sustain an ecosystem-wide positive impact on dryland environments and livelihoods.
4.0 Purpose and Deliverables of the Assignment

The company has made good progress in business growth over the last three years and is on track to achieve both the social and environmental development impact projected.

However, one of the main challenges faced by the company is the illegal buying and selling of grass seed (including poor quality seed) by brokers, resulting in market spoilage among end-users. This is eroding the gains being made by this young vibrant company. The limited capacity of the company to effectively market their superior products and services is also limiting their reach to farmers and forcing RAE to mainly rely on bulk seed marketing of RAE grass seeds.

The purpose of this assignment is, therefore, to work with RAE Ltd to develop a robust Brand, Marketing and Communications Strategy. This includes delivering the required infrastructure to implement the strategy and creating the content to fulfil it, enabling the company to effectively reach and grow its target clientele.

4.1 Specific Duties and Responsibilities of the Specialist

The scope of engagement will include the following:

a) Develop a robust brand, marketing and communications strategy and work plan for RAE;

b) Deliver a state-of-the-art marketing infrastructure tailored to the specific needs and circumstances of RAE including a website, social media platforms, and e-mail marketing sequences;

c) Develop a year’s supply of world-class marketing and communication products to sit on the infrastructure including but not limited to: 2x videos (focusing on 2 distinct areas of RAE’s work: dry and rainy season services), brochures, flyers and website and social media content;

d) Staff training to ensure the sustainability of the marketing plan

4.2 Outputs/deliverables

a) A refined Brand, Marketing and Communications strategy and work plan aligned to RAE’s overall growth strategy and targets;

b) Marketing infrastructure, tailored to the specific needs of RAE, ready to host marketing products and content;

c) Marketing products including videos, website content, brochures, flyers and social media content;

d) Relevant training to ensure sustainability

5.0 Duration of Service and Location

The service will be implemented in stages. Each stage will result in the respective products listed in section 4.2 and inform the development of the following stage.

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Approx. Days</th>
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<tbody>
<tr>
<td>Stage 1 - Refined Strategy and Plan</td>
<td>15 days</td>
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<tr>
<td>Stage 2 - Marketing Infrastructure</td>
<td>15 days</td>
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<tr>
<td>Stage 3 - Marketing Products</td>
<td>40 days</td>
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<tr>
<td>Stage 4 - training workshop</td>
<td>2 days with refreshers via webinar after 1 year.</td>
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</table>
Dates and duty station (Baringo) to be confirmed pending Government of Kenya health and safety guidance.

6.0 Proposal Submission

Qualified service providers (individual or institutional service providers) are invited to submit the proposal that includes the following:

a) Qualification and experience of the individual/institution.
b) Approach and methodology to undertake this assignment.
c) Previous experience in similar assignment(s).
d) Detailed financial budget (in USD) and work plan.
e) Technical and Financial proposals will need to be submitted as separate documents.

7.0 Qualifications and experience

The minimum competencies and qualifications include:

a) Expertise in the fields of strategy, communications, marketing, research, filming, design and branding;
b) Experience and understanding of providing solutions to ASALs, challenges and opportunities;
c) Experience in working with social enterprises, specifically in ASAL regions in East Africa.
d) Experience working in Arid counties in Kenya;
e) In-depth understanding of the societal, environmental and economic challenges facing dryland communities.
f) Demonstrable understanding of the complexities of the Baringo context;
g) Experience of working directly with RAE will be an added advantage.

8.0 Reporting

The Specialist will be accountable to the Advisory Manager - IAS.

9.0 Pricing

The AECF is obliged by the Kenyan tax authorities to withhold taxes on service contract fees as well as ensure that VAT, is charged where applicable. Applicants are advised to ensure that they have a clear understanding of their tax position with regards to provisions of Kenya tax legislation when developing their proposals.

10.0 Evaluation Criteria

An evaluation committee will be formed by the AECF and a reference group shall include representatives of RAE Ltd. All members will be bound by the same standards of confidentiality. The Vendor should ensure that they fully respond to all criteria to be comprehensively evaluated.

The AECF may request and receive clarification from any Vendor when evaluating a proposal. The evaluation committee may invite some or all the Vendors to appear before the committee to clarify their proposals. In such event, the evaluation committee may consider such clarifications in evaluating proposals.
In deciding the final selection of qualified bidder, the technical quality of the proposal will be given a weighting of 80% based on the evaluation criteria. Only the financial proposal of those bidders who qualify technically will be opened. The financial proposal will be allocated a weighting of 20% and the proposals will be ranked in terms of total points scored.

The mandatory and desirable criteria against which proposals will be evaluated are identified in the table below.

<table>
<thead>
<tr>
<th>Key Areas for Evaluation/ Assessment</th>
<th>Weighted Award</th>
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<tbody>
<tr>
<td>a) Technical Proposal</td>
<td>80</td>
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<tr>
<td>i) An understanding of the service provision requirements;</td>
<td>5</td>
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<tr>
<td>• Demonstrate understanding of the assignment</td>
<td></td>
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<tr>
<td>• An in-depth understanding of Brand, Marketing, Communications, Strategy and preferably in the Climate Smart Technologies or Agribusiness sector</td>
<td>10</td>
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<td>ii) Methodology and work-plan that will deliver the best value on the assignment: Demonstrate the capacity to deliver the task(s) within a realistic timeline</td>
<td>20</td>
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<td>iii) The Team - Range of collective expertise (Technical, marketing, communications), with proven success of working together on projects</td>
<td>10</td>
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<tr>
<td>iv) Relevant services undertaken by the bidder in the past engagements: Demonstrate relevant experience of working with social enterprises in ASAL regions of Kenya</td>
<td>20</td>
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<tr>
<td>v) Detailed reference list indicating the scope and magnitude of similar assignments:</td>
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<tr>
<td>• List and Letters of reference from past customers or associates to the lead specialist or the consulting organization.</td>
<td>10</td>
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<td>• Registration and other relevant statutory documents (applies to institutional specialists).</td>
<td>5</td>
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<tr>
<td>b) Financial Proposal: Clarity, relevance, reality to market value/ value for money of cost for the assignment (inclusive of any applicable tax)</td>
<td>20</td>
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11.0 Application Details

To be considered, your proposal reference “EXPRESSION OF INTEREST TO DEVELOP AND IMPLEMENT A BRAND & MARKETING STRATEGY, AND A COMMUNICATIONS INFRASTRUCTURE FOR A KENYAN SOCIAL ENTERPRISE” must be addressed to procurement@aecfafrica.org and received by Thursday, 3rd September 2020 5:00 PM EAT.
12.0 Disclaimer

AECF reserves the right to determine the structure of the process, number of short-listed participants, the right to withdraw from the proposal process, the right to change this timetable at any time without notice and reserves the right to withdraw this tender at any time, without prior notice and without liability to compensate and/or reimburse any party.