

Terms of Reference (ToR)- Consultancy Service for Facilitation of RAYEE II Learning Write-Shops and Brand Alignment, and Development of Learning Products- SNV In ETHIOPIA - RAYEE II Programme - (Bid Number: 048/26/SNV)

1. Background

The RAYEE II Programme is a large-scale, systems-oriented initiative implemented by SNV Ethiopia and implementing partners to support one million young people, particularly rural young women and youth with disabilities, to access dignified and fulfilling work. The programme advances resilient livelihoods, women's economic empowerment and rural agri-preneurship through integrated interventions in enterprise development, market systems strengthening, financial inclusion, skills development and enabling institutional ecosystems within Ethiopia's agri-food sector.

RAYEE II is implemented across seven regions (Tigray, Amhara, Oromia, Central Ethiopia, South Ethiopia, Sidama, and Southwest Ethiopia), nine clusters, and is delivered through four Implementing Partners and three SNV Cluster Offices. It engages a complex ecosystem of Mastercard Foundation, government institutions, private sector actors, financial service providers, youth structures, and community networks.

Through implementation, the programme has generated practice-based knowledge implementation level on what works, what requires adaptation, and how young women, persons with disability, internally displaced people and returnees, communities, partners and market actors are responding to project interventions. Much of this knowledge, however, remains informal or dispersed across staff experience, partner reports, field monitoring reports, monitoring data dashboard and RAYEE II program files. Without a structured process to capture and package these program insights, important learning may not be fully used to inform programme adaptation, influence wider intervention practice or demonstrate results to different implementing partners and stakeholders.

Write-shops provide a practical and participatory approach for converting tacit knowledge and field experience into clear, compelling and publication-ready learning products. The process enables programme staff, resource partners, key stakeholders and resource persons to jointly identify strong story ideas, develop evidence-based narratives, refine key messages and strengthen their skills in documentation and storytelling. SNV Ethiopia is therefore seeking a qualified consultant to design, facilitate and manage the write-shop and brand alignment process from preparation through finalisation, ensuring that all outputs are technically sound, ethically produced, evidence-informed and aligned with SNV and Mastercard foundation branding and editorial standards.

For this assignment, the write-shop, brand alignment, and learning product development are related but distinct components. The write-shop will focus on developing the guideline, generating and strengthening learning content from field evidence and programme experience. The brand alignment component will ensure that messages, terminology, tone, visibility requirements and ethical storytelling standards are consistent with SNV and Mastercard Foundation expectations. Learning product

development will convert the agreed stories and learning themes into edited, bilingual and dissemination-ready knowledge products.

2. Purpose and Objectives

The purpose of this consultancy is to support RAYEE II to systematically capture, organise and communicate programme learning through a facilitated writeshops and brand alignment process. The assignment will bring together selected authors from programme clusters, the CCU team, implementing partners, resource partners and relevant stakeholders to transform field experience and evidence into high-quality learning products. In addition to producing publishable outputs, the process is expected to strengthen a culture of reflection, documentation and adaptive learning within the programme by equipping participants with practical skills in story identification, message development, evidence use, drafting, peer review and final editing.

Specific Objectives

- Design and develop write-shops and brand alignment guidelines
- Facilitate write-shops and brand alignment workshops for selected authors from RAYEE II and partner organisations with the focus of GESI, inclusion of Returnees and disability persons (RDP)
- Coach authors from initial story pitch through to final approved draft
- Deliver edited, brand-aligned learning products ready for publication and dissemination
- Strengthen in-house writing, editing and facilitation capacity for future write-shops through capacity building
- Developing the brand alignment of the RAYEE II program message, terminology, tone, visibility requirements and ethical storytelling standards

3. Scope of Work

The consultancy assignment will cover the design, preparation, facilitation, coaching, editing and finalisation of learning products under the RAYEE II programme with the focus of GESI, inclusion of Returnees and disability persons (RDP). The work will focus on selected programme intervention areas, implementation experiences and learning themes agreed with the MEAL team and programme leadership. The consulting firm will facilitate one in-person write-shop, supported by online preparation meetings before the event and remote follow-up after the event to ensure completion of drafts and incorporation of feedback.

The scope includes guiding participants to identify strong story ideas, organise evidence, define target audiences, develop storylines, produce successive drafts and finalise learning products for publication or dissemination. The consultant is not expected to conduct a full evaluation or primary research study; however, they will be expected to help authors make effective use of existing project evidence, monitoring information, field observations, partner insights, photographs and consent documentation where available. The assignment will also include documentation of the write-shop methodology so that RAYEE II and SNV teams can replicate or adapt the approach in future learning and communication activities.

The consultant will be responsible for the technical design and facilitation of the process, coaching of authors, editorial support, quality assurance and preparation of agreed learning products. SNV will

retain responsibility for final approval of content, institutional clearance, procurement decisions, participant mobilisation, public release, and official dissemination unless otherwise agreed during inception.

4. Tasks and Methodology

Phase 1: Preparation

- Agree learning topics and thematic working groups with the MEAL team
- Identify and invite participants, and assemble the team of editors, resource people and co-facilitators
- Develop a detailed write-shop methodology, facilitation agenda, story guideline and templates, editorial workflow, quality criteria and practical guidance for authors and reviewers
- Facilitate online pre-meetings with participants to introduce the process, stimulate story ideas, clarify evidence needs, identify initial story pitches and assign preparation tasks before the in-person write-shop
- Advise SNV on venue requirements, materials, accessibility needs, and photo/consent arrangements, while SNV leads procurement, booking and logistical confirmation

Phase 2: Write-shop and Brand Alignment Facilitation

- Open with objectives, deliverables, agenda and a get-to-know-each-other session
- Explain the write-shop and brand alignment methodology, the characteristics of a compelling learning story, and the importance of evidence, clarity, audience focus, ethical storytelling and consistency of tone
- Facilitate author pitches in plenary, with structured peer and editor feedback
- Support storyline development in thematic groups and individually
- Guide authors through iterative drafting, including first drafts, peer review, editor feedback, evidence checks, second and third drafts, and final refinement of messages and story flow
- Run an end-of-day check-in reviewing the status of every story
- Close with authors reading final stories aloud in plenary

Phase 3: Finalisation

- Work with editors, resource people and authors after the write-shop and brand alignment to address comments, verify facts, improve structure, strengthen key messages, and ensure the accuracy of names, places, figures and consent requirements
- Authors provide additional information, photographs and consent forms as required
- Apply final editorial and brand-alignment treatment to the content, while SNV confirms institutional approval and any final design or publication decisions
- Support SNV with dissemination planning by preparing content-ready products and suggested key messages; SNV will lead official publication, external clearance and distribution through agreed channels
- Hand over the facilitation guide and final hand overing report

5. Brand Alignment

All products must comply with SNV and Mastercard Foundation brand and visual identity requirements, including approved logos and implementing partner lock-ups, colour palette, typography, image treatment, captioning conventions and correct project naming: "RAYEE II — Resilient and Empowered Young Women via Rural Agri-preneurship".

The tone of voice must be consistent across all stories: plain, evidence-based and respectful of the dignity of the people portrayed. The consultant must apply SNV safeguarding protocols, informed-consent requirements and ethical storytelling standards for all named individuals and photographs, and must deliver a consistent house style across the full set of products.

6. Deliverables

S.No	Deliverables	Indicative timeline
1	Inception Report	Methodology, themes, agenda, work plan, quality criteria and facilitation approach
2	Develop Write-shop and brand alignment guideline	Write-shop and brand alignment facilitation guideline development for internal reuse
3	Facilitate Write-shop and brand alignment	Facilitation of the write-shop and brand alignment sessions, including documented immediate outputs, draft stories and agreed follow-up actions with the focus of GESI, inclusion of Returnees and disability persons (RDP)
4	Bilingual learning products development	Development of 10–15 edited, brand-aligned learning stories or short knowledge products in English, with Amharic versions prepared through consultant-led translation or translation quality assurance, as agreed during inception
5	Capacity building and training	Capacity building and practical coaching for selected staff and partners on story development, documentation, peer review and editorial feedback
6	Final report	Final hand overing report summarising the process, outputs, capacity gains, challenges, recommendations and opportunities for replication

7. Duration and Payment

The assignment is estimated to require up to 20 working days over a period of two months, including preparation, online consultations, in-person facilitation, post-write-shop coaching, editing, finalisation of products and submission of the final report. The detailed workplan and level of effort will be confirmed during the inception phase in consultation with the MEAL Lead and relevant programme staff.

Payment: 30% upon acceptance of the inception report and 70% upon acceptance of all final deliverables. All deliverables are subject to written approval by the MEAL Lead.

8. Consultant Profile

- Proven experience designing and facilitating write-shops, brand alignment and providing editorial coaching
- Strong track record in development communications and narrative storytelling
- Familiarity with gender, inclusion of returnees, and displaced persons (RDP) youth economic empowerment and agri-enterprise programming
- Excellent English writing and editing skills; Amharic is an added advantage
- Portfolio of published learning products; at least three samples required

9. Application and Evaluation

Applicants should submit a technical proposal outlining the proposed approach, methodology, workplan and team composition; a financial proposal in ETB; CVs of key personnel; and three writing samples. Mandatory legal and registration requirements will be reviewed on a comply/not-comply basis before technical evaluation. Only applicants that meet the mandatory requirements will proceed to technical and financial evaluation. Proposals will then be evaluated based on 70% technical quality and 30% financial offer. The minimum passing technical score is **50 out of 70.**

Criteria	Description	Score
Mandatory legal requirements	Company profile, that demonstrates capacity and experience of the supplier. Renewed Business License for 2018. E.C. Business Registration Certificate VAT Certificate TIN certificate	Comply/Not comply — mandatory eligibility requirement, not scored
Understanding of the Assignment	Clarity of understanding objectives and expected outcomes	10
Methodology, Facilitation and Brand Alignment Approach	Quality, practicality and participatory nature of the proposed writeshop methodology, including how brand alignment and ethical storytelling will be integrated	20
Experience in Write-Shop Facilitation and brand-alignment	Relevant experience in facilitating writeshops, learning and reflection processes, editorial coaching or participatory documentation exercises	15
Learning Product Development Capacity	Quality of previous work in documentation, translation or translation quality assurance, editing, storytelling and knowledge product development	15
Team Capacity and Qualifications	Qualifications and expertise of proposed consultants	10

Technical Weight	70%
Financial weight	30%
Total	100%

10. Budget Note

This consultancy falls under PC5: Evidence and knowledge are shared. The proposed budget code is SP2362-V.5.3.2. The financial proposal shall present a clear and itemised budget covering preparation, facilitation, coaching, facilitation guide development, editing, learning product development, brand alignment, translation or translation quality assurance, and related follow-up support.

The budget should include reasonable accommodation for the resource persons, sign language interpretation where needed, bilingual translation support required for inclusive write-shop preparation and story generation.

Budgeting for inclusion should be treated as an essential cost of quality and ethical implementation rather than an optional add-on, ensuring that rural young women, youth with disabilities, and other disadvantaged participants can safely and meaningfully engage in evidence generation and learning product development processes.

11. Submission Requirements

Interested consultants/firms shall submit:

1. Technical proposal,
2. Financial proposal,
3. Company profile,
4. CVs of key experts,
5. Relevant experience references,
6. Legal registration and tax documents.

12. Submission Process

Bidders must submit technical and financial proposals separately before the deadline stated in the advertisement. Submissions that are not properly separated, not clearly labelled, or received after the deadline will be disqualified.

Note: The contract will be awarded to the bidder with the highest combined technical and financial score, provided that all mandatory requirements are met. **SNV reserves the right to:**

- Conduct interviews or presentations
- Verify references
- Request clarifications
- Reject any or all bids without obligation

13. Submission Guideline and Application Submission Date

Interested and qualified applicants who meet the requirements stated above should submit their proposals as indicated. The assignment title, **“Consultancy Service for RAYEE II Learning Write-shops, Brand Alignment and Development of Learning Products”**, should be clearly indicated on the envelope or in the email subject line. SNV will not be responsible for proposals submitted without the correct assignment title.

Both the **technical** and **financial** proposals should be submitted separately by email to ettenders@snv.org, (we expect two separate emails - one for Technical and one for Financial Offer) or in separate sealed envelopes for applicants submitting in person. Failure to comply with this requirement will result in automatic rejection of the bid.

Proposals must be received by SNV Addis Ababa office no later than **September 14, 2026, 17:00 (5:00 PM)** close of business. Submissions may be sent by email to ettenders@snv.org or submitted in person to SNV Ethiopia, Mexico Sar Bet Road, next to African Union, P.O. Box 40675, Addis Ababa, Ethiopia.

For further information/clarification, please contact: bchane@snv.org

SNV-Ethiopia Reserves the Right to Cancel the Bid Partially or Fully.