

# RE-Call for Communication Organizations to Capture Success Stories in Written and Video Formats

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## 0. Request for Proposals (RFP) Overview

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| <b>RFP No:</b>                       | <b>T-CI-ET-2024-027</b>                                        |
| <b>RFP Title:</b>                    | U-GIRLS 2 Project 2024 Capturing Success Stories               |
| <b>RFP Issued By:</b>                | Cuso International - Ethiopia Office                           |
| <b>Issuance Date:</b>                | January 01, 2025                                               |
| <b>Proposal Submission Due Date:</b> | January 10, 2025                                               |
| <b>Language of proposal:</b>         | Technical and Financial Proposals must be submitted in English |

**Instructions for Submission of Proposals:** All proposals should be submitted in hardcopy to the Cuso International Country Program Office (Cuso CPO) in Ethiopia via the following address:

**Cuso International Ethiopia Country Program Office**  
**H & M Building, 7th Floor (Around 22 Mazoria, In Front of Blue Bird Hotel)**  
**Yeka S.C, Woreda. 08, H# New map No.D.03/2580/01/3585**  
**Addis Ababa | Tel # 011 6 590698/0963142005**

**Awards:** One award is anticipated. The issuance of this RFP does not constitute an award commitment on the part of Cuso International, nor does it commit Cuso International to pay for costs incurred in preparing and submitting a proposal.

## 1. Introduction

Cuso International is a global leader in international cooperation and development, committed to fostering economic and social opportunities for marginalized communities worldwide. Guided by the principles of collaboration and inclusivity, we work hand-in-hand with partners to advance gender equality, promote social inclusion, enhance economic resilience, and drive impactful climate action. Central to our mission is the belief that sharing skills and expertise creates pathways to brighter, more sustainable futures.

Since its founding in 1961, Cuso International has operated across Africa, Latin America and the Caribbean (LAC), and Canada. Our vision is an equitable, inclusive, and sustainable world where every individual is treated with dignity and empowered to contribute meaningfully to society.

In Ethiopia, Cuso International has been a steadfast development partner since 2015. It delivers targeted programs focusing on improving health and education outcomes, particularly for women and youth. By collaborating with local community-based organizations (CBOs), government stakeholders, and international development professionals, Cuso ensures its initiatives are both culturally responsive and impactful.

A significant part of our work in Ethiopia includes a partnership with the Institute of International Education (IIE) to implement a project in the Benishangul-Gumuz Region (BGR), funded by the Government of Canada through Global Affairs Canada (GAC). This project exemplifies our commitment to empowering marginalized groups, advancing gender equity, and driving sustainable development through collaboration and expertise.

## 2. Background of the U-GIRLS2 Project

In partnership, Cuso International Country Program Office (CPO) and the Institute of International Education (IIE) have been implementing a transformative project, “Promoting Greater Access to University for GIRLS (U-GIRLS 2),” in Ethiopia’s Benishangul-Gumuz Region (BGR) since May 2020. This groundbreaking initiative seeks to empower high school girls aged 15 to 25 by addressing systemic barriers to their education and development with the unwavering support of their families, communities, and the government.

Through its holistic design, U-GIRLS 2 provides targeted girls with access to intensive academic tutorials, English language training, leadership and life skills development, and a robust mentorship program—all aimed at fostering their self-confidence and academic success. Material support such as school supplies ensures these girls have the necessary resources to thrive. To further enhance their capacities, the project equips them with entrepreneurial and financial literacy training, coupled with gender sensitization workshops that promote awareness and inclusion.

Recognizing the critical role of families and communities in a girl's journey to success, U-GIRLS 2 also empowers parents and guardians through agricultural innovation training, business development support, and life skills coaching. Families engaged in business and farming activities receive essential inputs to ensure their participation in income-generating endeavors. The program paves the way for a more supportive environment where girls’ education can flourish by addressing economic vulnerabilities alongside educational challenges.

To extend its impact, U-GIRLS 2 organizes community training sessions and informational campaigns to raise awareness about the importance of girls’ education and encourage active community advocacy. The program also prioritizes strengthening the governance and delivery of gender-equitable education. Through capacity-building workshops for administrators, schoolteachers, and officials at the regional, zonal, and woreda levels, the project ensures that the education system itself becomes a champion for gender equality.

## 2.1. A Holistic Solution to Poverty

Poverty is a multifaceted challenge requiring integrated and sustainable interventions. U-GIRLS 2 directly contributes to poverty reduction by addressing two critical areas:

1. Educating and empowering girls to pursue higher education, enabling them to enhance their well-being and that of their families. Studies consistently show that educated girls are more likely to lift themselves and their communities out of poverty, making education a vital investment.
2. Building economic resilience within the families of targeted girls by providing capacity-building opportunities and access to resources that promote sustainable livelihoods. This dual approach ensures that both immediate and long-term needs are addressed effectively.

## 2.2. Project Objectives

The U-GIRLS 2 project is designed to achieve the following objectives:

- Increase community and familial support for girls' enrollment and retention in formal education for girls aged 15 to 25.
- Improve targeted girls' academic performance, leadership abilities, and autonomy, preparing them to take on more significant societal roles.
- Enhance gender-equitable governance, administration, and education delivery at regional, zonal, and woreda levels, creating an environment that sustains and champions girls' education.

## 2.3. A Comprehensive Vision

The multidimensional design of U-GIRLS 2 positions it as a catalyst for meaningful change, not only for the girls it serves but for their families, schools, and communities. The expected outcomes, detailed in the Project Logic Model and Performance Measurement Framework (PMF), illustrate a clear pathway to achieving long-term systemic transformation.

By investing in girls' education and family empowerment, U-GIRLS 2 transforms individual lives and contributes to a more equitable and prosperous future for all. This innovation fosters resilience, drives inclusion, and ultimately breaks the cycle of poverty.

## 3. Purpose of the Assignment

This assignment aims to engage a professional communication organization to document, package, and disseminate the success stories and impact of the U-GIRLS 2 project through compelling written and visual content. The primary objective is to capture transformative experiences, key achievements, and positive changes resulting from the project in a manner that resonates with diverse stakeholders and drives engagement.

The selected organization will produce:

1. **High-Quality Written Narratives:** Develop detailed, inspirational stories that showcase individual and community-level successes achieved through the project interventions.
2. **Engaging Video Content:** Create visually appealing, professionally edited videos featuring beneficiaries, project staff, and community members to illustrate the project's impact.
3. **Social Media Content:** Develop tailored, concise, and visually attractive content for platforms like Facebook, Instagram, Twitter, LinkedIn, and YouTube, designed to maximize online engagement and expand the project's visibility.

The outputs will be used for advocacy, awareness creation, and stakeholder communication. They will be disseminated through:

- **Project and Partner Websites:** Hosting full-length stories and videos.
- **Social Media Platforms:** Sharing short videos, infographics, and key messages for broader outreach and engagement.
- **Reports and Publications:** Including written narratives and visual highlights in project reports, newsletters, and other publications.
- **Stakeholder Meetings and Events:** Videos and written stories will be used as presentation materials to demonstrate the project's impact.

By capturing and amplifying these success stories, the assignment aims to inspire action among policymakers, donors, and the public while fostering continued support for initiatives that promote gender equality and girls' education.

## 4. Scope of the Assignment

The selected communication organization will be responsible for documenting, developing, and disseminating success stories and impact narratives from the U-GIRLS 2 project. The work will involve field visits, interviews, content creation, and leveraging multiple media formats to ensure the project's achievements are communicated effectively to diverse audiences. The specific tasks include:

### 4.1. Planning and Coordination

- Conduct an inception meeting with the project team to understand the project's objectives, key interventions, and expected outcomes.
- Develop a detailed work plan outlining timelines, methodologies, and resource requirements for content collection and production.
- Coordinate with project staff, beneficiaries, and stakeholders to schedule field visits and interviews.

### 4.2. Content Collection and Documentation

- Visit project sites to capture real-life stories of beneficiaries, focusing on individuals and communities impacted by the project.
- Conduct interviews with key stakeholders, including project staff, beneficiaries (students, parents, mentors, teachers, and community leaders), and relevant partners.
- Gather supporting visuals such as photographs and video footage of activities, environments, and interactions that reflect the project's success.

#### 4.3. **Development of Written Narratives**

- Draft 10–15 compelling written success stories highlighting the transformative impact of the U-GIRLS 2 project.
- Ensure stories are written in an engaging, human-centered manner that appeals to diverse audiences, including donors, policymakers, and the general public.
- Incorporate direct quotes, statistical data, and contextual details to make the narratives authentic and impactful.

#### 4.4. **Production of Video Content**

- Develop 5–8 high-quality short videos (2–5 minutes each) featuring success stories, beneficiary testimonials, and project outcomes **by featuring project participants who have joined universities / colleges / started their own business.**
- Produce one comprehensive documentary-style video (7–10 minutes) showcasing the broader impact of the U-GIRLS 2 project.
- **Submit the short videos' story-out line to the project team and get approval before shooting**
- Ensure all video content includes professional editing, subtitles, and branding in line with project guidelines.

#### 4.5. **Social Media Content Development**

- Create engaging social media posts, including short video clips, quotes, infographics, and impactful visuals, optimized for platforms such as Facebook, Instagram, Twitter, LinkedIn, and YouTube.
- Design content to suit diverse audiences, focusing on generating online engagement and increasing the project's visibility.

#### 4.6. **Quality Assurance and Branding**

- Ensure all outputs align with the project's branding and communication guidelines.
- Maintain the highest standards of professionalism in content creation, ensuring cultural sensitivity, accuracy, and ethical storytelling practices.

#### 4.7. Reporting and Handover

- Submit a detailed final report summarizing activities undertaken, challenges faced, lessons learned, and recommendations for future documentation efforts.
- Deliver all raw materials (e.g., video footage, photographs, and interview transcripts) and finalized outputs in required formats.

## 5. Assignment Location and Subjects

The project is actively being implemented across three woredas and one city administration in the Benishangul-Gumuz Region (BGR): Assosa City Administration, Bambasi Woreda, Menge Woreda, and Abbramo Woreda. The target subjects are:

1. Girls aged 15–25 directly benefiting from the project
2. U-GIRLS2 project participants who are attending in university/college / established their own businesses
3. General secondary and primary schools, including Assosa, Bambasi, Menge, Ewket Fana, Gemharu, and Komeshiga Berhan
4. Parents and guardians of the targeted girls
5. Teachers and school administrators in the target schools
6. Regional and district-level administrators
7. Mentors actively supporting girls
8. Community members who play a role in fostering an enabling environment for girls' education

## 6. Deliverables

The communication organization is expected to provide the following deliverables in alignment with the Scope of Work:

### 1. Inception Report

- A detailed report outlining the proposed work plan, methodology, schedule of activities, and resource requirements.
- Summary of the inception meeting with the project team.

### 2. Written Success Stories

- 10–15 professionally written success stories, each 800–1,200 words in length, highlighting the transformative impact of the U-GIRLS 2 project.
- Stories should include quotes, visuals, and context to make them relatable and engaging.

### 3. Video Content

- **Short Videos:** 5–8 high-quality short videos (2–5 minutes each) featuring individual and community success stories, focusing on project outcomes.
- **Comprehensive Documentary:** One professionally produced documentary-style video (7–10 minutes) showcasing the overall impact of the U-GIRLS 2 project.
- All videos must include
  - Subtitles for accessibility.
  - Branding in line with project communication guidelines.
  - Professional editing and quality production.

#### 4. **Photographs and Visual Assets**

- At least 50 high-resolution, professionally captured photographs showcasing project activities, beneficiary engagement, and success stories.
- Captions for each photograph describing the context and relevance to the project.

#### 5. **Social Media Content**

- A minimum of 20 social media posts designed for platforms such as Facebook, Instagram, Twitter, LinkedIn, and YouTube.
- Posts to include short video clips, impactful quotes, infographics, and visual highlights optimized for online engagement.

#### 6. **Raw Materials**

- All raw materials, including unedited video footage, photographs, and interview transcripts, are organized and submitted in appropriate formats.

#### 7. **Draft and Final Outputs**

- Submission of draft versions of all deliverables for review and feedback by the project team.
- Revised final versions of all deliverables, incorporating project team feedback.

#### 8. **Final Report**

- A comprehensive report summarizing the documentation process, challenges encountered, lessons learned, and recommendations for future communication efforts.

- A detailed list of all deliverables, including links or files for easy access.

## 7. Required Qualifications

The selected organization should demonstrate:

1. Proven track record in producing high-quality written narratives, video content, and social media materials for development projects, especially in education, gender equality, or similar areas.
2. Minimum of 5 years of experience in content creation, storytelling, and multimedia production for advocacy and visibility purposes.
3. Demonstrated expertise through a robust portfolio of past work, including success stories, videos, and social media campaigns.
4. Previous experience working with international organizations, NGOs, or government-led initiatives is highly desirable.
5. Access to a multidisciplinary team of content creators, including writers, videographers, editors, graphic designers, and social media strategists.
6. Availability of necessary equipment and software for professional video production and editing, graphic design, and social media content creation.

### Team Qualifications:

- **Content Writer(s)**
  - Strong background in journalism, communications, or related fields.
  - Proven ability to craft compelling, human-centered narratives.
  - Excellent command of English and Amharic
- **Videographers and Editor(s)**
  - Qualified crew members in professional videography and editing
  - Demonstrated experience in producing high-quality videos for advocacy or promotional purposes.
- **Photographer(s)**
  - Expertise in professional photography with a strong ability to capture impactful images that align with project objectives.
  - Familiarity with editing software such as Adobe Photoshop or Lightroom.

- **Social Media Specialist(s)**
  - Experience designing content for platforms such as Facebook, Instagram, Twitter, LinkedIn, and YouTube.
  - Ability to create content that drives engagement, adheres to platform-specific requirements and reflects the project's branding guidelines.
- **Project Coordinator**
  - Designated team member to serve as the primary liaison with the U-GIRLS 2 project team, ensuring effective coordination and timely delivery of outputs.

**Additional Qualifications:**

1. Familiarity with gender-responsive approaches, ethical storytelling practices, and cultural sensitivity, ensuring respectful representation of project beneficiaries and communities.
2. Understanding challenges and opportunities in promoting education and gender equality in underserved communities.
3. Experience working in the geographical areas targeted by the U-GIRLS 2 project is advantageous.

## 8. Timeframe

The total time allotted to finish the assignment is 10 weeks

## 9. Selection Criteria

Submissions will be evaluated transparently and structured based on the criteria below. The evaluation framework assigns 70% weight to the technical proposal and 30% to the financial offer, ensuring a balanced assessment of the proposal's quality and cost-effectiveness.

The evaluation process follows a two-stage procedure to uphold fairness and focus on the merit of each submission:

1. Stage 1: Technical Proposal Evaluation (70%)
  - The technical proposal is assessed first, based on predefined criteria that measure the quality, relevance, and feasibility of the proposed approach.
  - Proposals must achieve a minimum score of 35% on the technical evaluation (out of the 70% allocated) to qualify for the next stage. This ensures that only submissions meeting the minimum technical competency are considered for financial evaluation.
2. Stage 2: Financial Proposal Evaluation (30%)
  - Only the financial proposals of submissions that pass the technical evaluation will be reviewed.

- This stage assesses the cost-effectiveness and alignment of the financial offer with the project's objectives, ensuring value for money without compromising quality.

## 10. Reporting and Oversight

The organization will report to the Monitoring and Evaluation Unit of the U-GIRLS 2 Project and work closely with designated project staff to ensure alignment with project objectives.

### Annexes to the ToR

A. The GAC storytelling standard will be shared upon request

B. Consultant information

Please provide the following information:

1. Name of the consultant / Consultancy Firm
2. Address
3. Phone and fax
4. Contact person with email

C. Financial proposals

- Prices must be expressed in ETB

D. Conditions of Tender

- Cuso International reserves the right to deal with any tender of its choice or any or all parts of the tender and to purchase items from various tenders.
- Cuso International is not bound to accept the lowest offer or any offer.
- This request for tender is not a contract or an offer into a contract but is a request for a quotation for the services indicated in this document. However, a contract will be signed with a selected freelance consultant / a consultancy firm.
- Respondents are bound by their offer for a period of one month as from the closing date of bids.
- Cuso International reserves the right to alter the dates of the tender timetable.
- Cuso International will inform each respondent to the tender of the decision on their offer through a letter of engagement if successful, or otherwise by email.
- Cuso International is not obliged to justify or explain selection to any respondent. Respondents are encouraged to contact Cuso International for any information required to submit a competitive bid.

E. Tenders submitted must be accompanied by:

- Company profile, present personal CV a credential

- Copy of a renewed license for the current FY
- Evidence of past performance records on similar works and other relevant credentials

Bids must be submitted in five (5) separated sealed envelopes. Each envelope should bear the bidder's official seal or signature and be marked as either **"TECHNICAL", "FINANCIAL," and "CPO"** indicating **"Original" and "Copy."** Additionally, the envelopes must include the bidder's name, contact address, the tender title, and the tender reference number.

**Cuso International would require a successful consultancy firm to present a list of experts whose CVs are attached to the application and meet them in person during an inception meeting. Failure to do so will result in the award being canceled.**

The bidders shall submit a **bid bond of ETB 100,000 in ETB in the form of CPO in the name of Cuso International.**

The Tender document can be submitted at Cuso International in person, Ethiopia Country Office, on **January 10, 2025, on or before 10:00 PM (Afternoon local time).** Tenders submitted **after this deadline will not be considered.**

**N.B.: There is no document you can buy or take a bid document from Cuso International; all the necessary bid document content are posted on this TOR, and it's free.**

**Cuso International Ethiopian CO Committee will open tender responses at its own discretion.**

**Cuso International reserves the right to accept or reject this bid in partial or entirety.**