



Selection #1280807

Selection Information

Assignment Title - Producing and disseminating videos in Maputo and Matola to encourage participation in a Business Plan Competition in Mozambique

Publication Date

May-03-2022

Expression of Interest Deadline

May-19-2022 at 11:59:59 PM (Eastern Time – New York, N.Y.)

Language of Notice

English

Assignment Country

MZ - Mozambique

Funding Sources

The World Bank Group intends to finance the assignment/services under:

BB - BANK BUDGET

TF0B7131 - JAC_Mozambique_Unlocking womens job-creation potential to build back better

Individual/Firm

The consultant will be **The Ethiopian World Federation, Incorporated**. 105 West 125th street #1095 New York, NY 10027-4444 www.theethiopianworldfederation.org

Assignment Description

The World Bank is seeking a firm/consortium to design and implement video interventions aimed at reducing potential gender gaps in participation and performance in a Business Plan Competition (BPC) in Mozambique.

The Ethiopian World Federation, Incorporated will be responsible for (i) designing and preparing videos for the campaign, (ii) deliver them 6,000 entrepreneurs according to specific criteria, and (iii) complete data collection exercises as part of an evaluation of the videos interventions.

Shortlisting will consider the following criteria:

- Experience in communication, marketing, video scripting and production.
- Experience in large-scale awareness campaigns
- Experience in implementing data collection
- Experience with private sector development programs and gender

Please submit the answers to the five questions below to ewf@theethiopianworldfederation.org

Qualification Criteria

1. Provide information showing that they are qualified in the field of the assignment.
2. Provide information on experience on gender and private sector development
3. Provide information on experience in video production and marketing campaigns
4. Provide information on experience in awareness campaigns in field
5. Provide information on experience on data collection of quantitative surveys