

## Expression of Interest ( Eoi)

Support for Study and Bootcamp on “Developing the Rwandan Audio-Visual Sector into a Hub for Digital Learning Productions”

(National Consultancy Assignment)

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### Introduction

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a federally owned international cooperation enterprise for sustainable development with worldwide operations. GIZ has worked in Rwanda for over 30 years. The primary objectives between the Government of Rwanda and the Federal Republic of Germany are poverty reduction and promotion of sustainable development. To achieve these objectives, GIZ Rwanda is active in the sectors of Decentralization and Good Governance, Economic Development and Employment Promotion, Energy and ICT (Information and Communications Technology).

### A. General Context of Eco-Emploi 2020 – 2022

The bilateral Economy and Employment Promotion programme (Eco-Emploi) as part of the priority area “Sustainable Economic Development” of the Rwandan-German Development Cooperation is supporting these efforts. Eco-Emploi, implemented by GIZ, incorporates an integrated approach of technical and vocational education and training, labour market interventions and private sector development and will be implemented between January 2020 and December 2022. The programme aims at employment-intensive growth in selected economic sectors, namely wood industry, tourism & hospitality industry and film industry, with a special focus on digitalisation. The economic empowerment of women, youth and persons with disabilities are a crosscutting effort in all activities of the programme. Eco-Emploi works towards achieving SDG 1 "No poverty", SDG 4 "High-quality education", SDG 5 "Gender equality" and SDG 8 "Decent work and economic growth".

### B. Rationale of the Assignment

The COVID-19 pandemic is a catalyst for the promotion of digital learning products. There is a global rise in the demand of digital learning products. Currently the market is dominated by

products produced in western countries. The trend however, shows the clear demand of more diversified products, for instance in African countries. With the growing digital infrastructure in Africa and a high proportion of youth per education institution, the market for digital learning products will increase far beyond the current COVID-19 pandemic. This is a business opportunity for many companies of the young audio-visual sector.

In Rwanda, the government promotes both, digital learning as well as the audio-visual sector. With most Rwandans being fluent in Kinyarwanda, English, French and Swahili (amongst others) and a vibrant digital sector, the country shows clear potential and a strategic interest to become an international production hub for digital learning products.

### **C. General Objective and Tasks of Assignment**

The objective of the assignment is to enable the audio-visual sector in Rwanda to become internationally more competitive in the production of digital learning content. A first step is conducting a market study as well as developing practice-oriented model business plans, which support the local business community in turning Rwanda into a production hub for digital learning products. The findings will be distributed and validated through a virtual bootcamp.

Important note: The assignment will be implemented in form of a cooperation between an international consultancy team and a Rwandan consultant. This chapter will give an overview of the overall assignment and at the same time specifies the responsibilities of the Rwanda consultant. The international consultant will be assigned separately.

The assignment will be implemented with Rwandan entrepreneurs in mind as well as the education sector. Language should be pragmatic and implementation by entrepreneurs oriented. The policy dimension is less important than the business administration and work skills requirements. The target group of the study includes selected government institutions such as the Rwanda Film Office, the Innovation Centre, relevant education institutions and especially existing companies and start-ups of the audio-visual sector. The study findings will be distributed and utilized through an entrepreneurship bootcamp with up to 12 local companies and start-up.

The Rwandan consultant shall provide the following service:

## **I. Market Study: “Developing the Rwandan Audio-Visual Sector for Digital Learning Productions”**

Support in conducting a market study with the following content:

- |   |   |       |
|---|---|-------|
| ■ | Definition of Digital Learning and Media Production Business Sector | Defin |
| ■ | International market trends of digital learning products            | Inter |
| ○ | Needs   | Form  |
| ○ | Trends  | Clie  |
| ○ | Distribution practices  | Acqu  |
| ○ | Forms for project acquisition                                       | Platf |
| ■ | SWOT (or similar) Analysis of market potential for Rwanda           | SW    |
| ○ | Status quo: Audio-visual sector Rwanda                              | Statu |
| ○ | Competitive advantages (regional, global)                           | Com   |
| ○ | Areas for short-term improvements                                   | Key   |
| ○ | Target markets & market potential                                   | Targ  |

The study will be conducted through desk study and (remote) interviews. First an outline of the study will be presented to GIZ; then a draft version presented in a virtual stakeholder meeting; and in the end submission of the final study with a volume of around 25 – 35 pages, in English language (\*.docx MS Word file, Arial 11pt, 1.15 spacing; excluding graphics, illustrations and footnotes).

### **Tasks (6 expert days):**

- Research on Rwanda filmmaker/media professionals
- Research Rwanda clients
- Support development of online questionnaire in collaboration with international consulting team
- Follow up to fill in questionnaire/phone interviews if response rate is too low.

## **II. Production Planning and Business Models**

- |   |   |        |
|---|---|--------|
| ■ | General production planning:  | Gen    |
| ○ | Requirements: requirements & development  | Briefi |
| ○ | Pitch presentation & concept development incl. team structure, exemplary timing | Pitch  |

- estimates, budget & profit margin projections Cost
- ting and developing a business portfolio, company presentation, positioning, Website, marketing & social media Crea
- to approach new business How
- m selection, skill-sets & freelancer network (HR planning) Tea
- ple business plans for production companies and freelancers: Sam
  - uct portfolio & positioning Prod
  - set requirements & HR planning Skills
  - eting & Distribution plan Mark
  - / income calculation (feasibility calculations – based on a single “realistic scenario”; explanation of variables with qualitative risk assessment/explanation) Cost

Calculations with Excel-File. Presentation and narrative report in Word (\*.docx, Arial 11 pt, 1.15 spacing) for production planning as well as of ca.10 pages per business plan including graphics, tables and footnotes. Adjustment to these requirements can be made in written form after the kick-off briefing between the commissioning party and the consultant.

#### Tasks (3expert days):

- Fill in exemplary cost estimate with local rates
- Input & feedback with regards to market expertise & localisation
- Input & feedback with regards to market expertise & sector knowledge

### **III.Virtual Entrepreneurship Bootcamp For Digital Learning**

- A two days virtual entrepreneurship bootcamp should be organised with up to ten companies and start-ups interested. At least one international establish market player will be identified and provide practical input into the bootcamp.

#### Tasks (8 expert days):

- Full project management of Rwanda Digital Learning Entrepreneurship Bootcamp
- Manage the online platform & Internet connection
- Coordinate with speakers, presenters, moderators invitations & liaison
- Bootcamp Corporate Identity development (invitation & platform design)
- Invitation, registration and tracking of attendees
- Technical management & rehearsals
- Management of additional content (e.g. online screening, music or similar)
- Location for moderation with good Internet bandwidth & sound consideration
- Online moderators who manage the Q&A from participants before relaying selected questions to the speaker

- Time management & reporting
- Feedback form

#### **D. Location and Timeframe of the Assignment**

The assignment will take place in Kigali. It will be implemented from 01 October 2020 until November 15<sup>th</sup> 2020 and will cover **up to 17expert days**.

#### **D. Key Characteristics of the Consultants**

- Expert(s) with master's degree in media related fields;
- More than 5 years' working experience in the Rwandan audio-visual sector; Media Professional with film production background and strong network;
- More than 3 years' experience in (online) event management;
- Excellent writing and communication skills in English;
- Experience working with stakeholders in the educational sector would be an additional and relevant asset.

#### **E. Application EoI & evaluation criteria**

EoI will be evaluated based on the following criteria:

- Individual profile,
- Relevant experience,
- Strategies to assure agility, flexibility and responsiveness,
- Personnel and,
- Financial offer.

#### **Submission of EoI**

The EoI should contain the following:

##### **For Technical Proposal:**

- A Cover letter expressing interest in this assignment;
- Technical Proposal with a brief description of why you would be considered as the most suitable for the assignment, relevant expertise, and a detailed clear methodology, on how will be your approach and complete the assignment;
- The CVs shall not exceed 4 pages.
- Company registration certificate (RDB) if available
- VAT registration certificate if available
- Proof of successful completion of related assignments.

- Latest tax clearance certificate

**For the Financial Proposal:**

The Financial Proposal indicates the all-inclusive total contract price, supported by a breakdown of all costs. The cost must be in RWF and VAT excluded.

Please submit your EoI documents in two separate envelopes (1 for technical offer and 1 for financial offer) **until latest Tuesday 22September 2020 at 4:00 pm**, at the front desk of:

**GIZ Office Kigali/Rwanda**

**KN 41 Street / Nr.17 – Kiyovu**

**B.P 59 Kigali – Rwanda**

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