

REQUEST FOR EXPRESSIONS OF INTEREST

AFRICAN DEVELOPMENT BANK

Immeuble du Centre de commerce International d'Abidjan CCIA

Avenue Jean-Paul II

01 BP 1387

Abidjan 01, Côte d'Ivoire

Gender, Women and Civil Society Department

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Telephone: +225 20265836/20264246

1. The African Development Bank hereby invites Consulting Firms to indicate their interest in the following Assignment: *Provide Technical and Content Management Support in the Development and Delivery of a Food digital marketplace, mobile application and skills development activities under the AfDB's African Food and Cuisine Initiative – Phase II.*
2. The services to be provided under the Assignment include:
The platform's purpose is to enhance the viability of African entrepreneurs operating along the food and beverage value chain, focusing on women's economics empowerment. The aim is to support those entrepreneurs seeking to start and grow a food and beverage-related business, through: (i) networking services (B2B and B2C); (ii) knowledge sharing; (iii) access to business support systems; (iv) skills development; (v) access to finance (linking the platform to crowdfunding schemes targeting food businesses, impact investment funds, etc.); (v) trade facilitation and access to markets (by linking with existing e-commerce platforms); and (vi) blogging. A platform prototype has been developed during Phase I (<http://www.afdbfoodcuisine.com/>).
 - Website Maintenance and Hosting Management: The firm is responsible to host, manage, maintain, define and implement continuous improvements and develop further all the back-end activities of the various and new functionalities, building on the existing online platform (<http://www.afdbfoodcuisine.com/>). As the Bank is always interested in delivering products of the highest quality, the firm is requested to present any suggestions or comments on how to improve the platform design as well as the presentation of content through dynamic tools, interactive concept maps, functionality and/or aesthetic touches.
 - Develop a Mobile Application: The firm will be responsible to design, develop and deliver a functional mobile application for both Android and IOS operating systems. This will enhance user social and business interactions among themselves and within the platform.
 - Content Development and Marketing Services: The firm will develop further the content and marketing strategy of the platform. As mentioned above, an online platform prototype has already been designed and developed, including the brand strategy. The firm is requested to build on the existing content developed through the platform and social medias accounts (including the branding and visual design) and expand the scope of the platform by adding more functional applications and related content, such as those that will be fostering trade facilitation, market linkages, stakeholder engagement activities (webinars, workshops, etc), business support systems, capacity building activities, etc. The content profiled and disseminated through the platform and social medias, should focus on the promotion of gender

equality and economic empowerment of African women (operating in the informal and formal sector) and through the envisaged support extension initiatives (capacity building activities, access to finance and markets through crowdfunding and e-commerce opportunities, etc.) for the platform's members. The firm will be responsible for content syndication, curation, translation and original content development. The marketing services and content strategy will focus (but not limited to) on the 3 pilot countries.

- Capacity Building Activities: Design, develop and deliver one training module (focusing on financial and business acumen) that could be rolled out online as well as offline. The capacity building training module will be first piloted in (i) Nigeria, (ii) South Africa and (iii) Egypt. Technical and Content Management Support in the Development, Delivery and Hosting of a Food digital marketplace, mobile application and skills development activities.
3. The Gender, Women and Civil Society Department (AHGC) invites Consulting Firms to indicate their interest in providing the above-described services. Interested eligible Consulting Firms or associations of Consulting Firms shall provide information on their qualifications and experience demonstrating their ability to provide the services (documentation, references for similar services, experience in comparable Assignments, availability of qualified staff, etc.).
 4. The eligibility criteria, the establishment of a short list and the selection procedure shall be in conformity with the **Rules and Procedure for the Selection of Corporate Consultants**. Please, note that interest expressed by a Consulting Firm does not imply any obligation on the part of the Bank to include it in the shortlist.
 5. The estimated duration of services is 12 months with possibility of renewal and the estimated starting date is **1st of April 2018**.
 6. Interested Consulting Firms may obtain further information at the address below during the Bank's working hours: (9h00. – 17h00 GMT).
 7. Expressions of interest must be received at the address below no later than **Monday 19 March 2018 at 17h30 GMT** local time and specifically mentioning *African Food Cuisine Digital Marketplace*.

For the attention of: Mr. Basil Jones/Ms. Dana Elhassan/ Ms. Rosine Ijimbere
African Development Bank Group
Gender, Women and Civil Society Department
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