

## REQUEST FOR PROPOSAL (RFP): PR & MEDIA PARTNER

---

### BACKGROUND

In alignment with the organization's strategic vision to empower young Nigerians with dignified work opportunities, Ethnocentrique is launching the "Fashion MSME Skills and Cluster Development Programme." This pilot intervention aims to provide standardized skills to 5,000 young individuals in Abia State, Nigeria, focusing on garment, footwear, and leatherwork through a cluster apprenticeship system. The program also includes training, understudy, and internship opportunities with 1,000 Mastercraft persons (MCPs). Additionally, support will be extended to existing youth-led MSMEs in the identified cluster areas, offering business development support, tools, and networks to access new markets and finance for growth.

### Program Components:

- a) **Youth Apprenticeship:** 5,000 young individuals provided technical skills in garment, footwear, and leatherwork through apprenticeship-styled training. The program will also provide non-technical support to the participants, such as,
  - I. Business Soft Skills
  - II. Digital market tools and platforms to access new market opportunities
  - III. IP and other relevant legal and trade laws to inform and protect against copyright infringements, trademarks, etc.
- b) **Mastercraft Persons (MCPs):** The program will also provide training, access to market, finance, and other relevant market opportunities for growth for 1,000 MCPs in the selected trade areas.
- c) **MSME Support:** Business development assistance, access to finance, access to new markets, and other support services for 3000 existing youth-led MSMEs in the cluster areas.

### Program Objectives:

The goals and objectives of this pilot program include the following:

- a) Introduce and equip 5,000 young women and men with the skills and knowledge required to build a successful career in the fashion subsector of garment, footwear, and leatherwork.
- b) Using the National Skills Qualification Framework (NSQF), assess and upskill 1,000 Mastercraft professionals with standardized and market-relevant skills to ensure the apprentices are being trained on current market-relevant skill sets.
- c) Working with certified BDS providers to expand access to market linkages for the MCPs, their apprentices, and 3000 existing entrepreneurs / MSMEs operating within the clusters across Abia state.
- d) Support the MSMEs and Apprentices to utilize online distribution channels i.e. Agogo Africa, etc.
- e) Provide access to finance linkages via FCMB for the 3000 supported entrepreneurs.

- f) In close collaboration with partner legal firms and relevant industry stakeholders, initiate conversations with the Nigeria Copyright Commission, on policy enforcement and increased awareness for intellectual property rights in the fashion industry.
- g) Support the MSME Business Member Organizations to design and deploy public awareness advocacy campaigns to educate individuals and businesses about the dangers of intellectual property infringement in the fashion industry.
- h) Empower youth with skills in garment, footwear, and leatherwork.
- i) Facilitate partnerships between youth apprentices and experienced MCPs.
- j) Support MSMEs for business growth and market access.
- k) Contribute to sectorial and policy-based advocacy initiatives.

## Reason for State Selection (Abia):

- a. **Aba Fashion Cluster:** Home to over 100,000 flourishing SMEs in garment, footwear, and leatherwork.
- b. **Skilled MCPs:** Abundant skilled Mastercraft persons in identified areas.
- c. **Government Support:** Strong government support for shared facilities and infrastructure.
- d. **Informal Sector Opportunities:** Thriving local economy with a large youth population seeking opportunities in the informal fashion sector.

## Target Trade Areas:

- a) Garment
- b) Footwear
- c) Leatherwork

## **PR & MEDIA PARTNER REQUIREMENTS**

---

We seek the expertise of a competent Public Relations (PR) and Media organization that will play a pivotal role in enhancing the visibility, narrative, and overall impact of Ethnocentrique's Fashion MSME Skills and Cluster Development Programme. This strategic partnership requires a firm with a proven track record in crafting and executing compelling PR and media campaigns, particularly in navigating the complexities of youth apprenticeship programs, Mastercraft persons (MCPs) training, and support initiatives for existing MSMEs. The selected organization will be instrumental in ensuring that our communication strategies align with program objectives, cultivating a positive public image, and delivering impactful narratives that contribute to the success of this pilot program in Aba, Abia State, Nigeria.

## Target Audience:

The primary audience includes:

- Aspiring youth in Abia State seeking opportunities in the fashion industry.
- MCPs, MSMEs, and other trade unions in Aba
- Key stakeholders, including trade associations, development agencies, policymakers, industry leaders, and potential investors.
- Local and national media outlets, influencers, and social media users.

## Scope of Work:

### 1. Audience Segmentation and Analysis:

- Provide a comprehensive breakdown of the target audience segments, including detailed demographics, preferences, and communication behaviors.
- Tailor PR and media campaigns to effectively resonate with each audience segment rather than adopting a one-size-fits-all approach.

### 2. Recruitment of Participants and MCPs:

- Actively contribute to participant and MCP recruitment efforts, developing and implementing strategies. Recruitment of these program partners is critical to the success of the program; therefore, the selected firm is expected to actively participate in recruitment strategies for program participants, youth apprentices, Mastercraft persons (MCPs), and other industry stakeholders.

### 3. Campaign Development and Implementation:

- Develop and execute creative and impactful PR campaigns aligned with program objectives.
- Develop a detailed communication strategy and outline how the proposed communication strategies will directly support and advance the achievement of the program's overarching goals and objectives.
- Utilize various media channels to maximize visibility and engagement.
- Secure impactful media coverage through press releases, interviews, and feature stories.
- Tailor campaigns to resonate with the target audience, emphasizing the cultural and economic importance of the initiative.

### 4. Media Relations:

- Build and maintain strong relationships with relevant media outlets.
- Generate press releases, articles, and features to secure coverage across traditional and digital media platforms.

- Proactively pitch story ideas and secure interviews with program stakeholders.

## 5. Digital Presence and Social Media Management:

- Present specific tactics for leveraging digital platforms to effectively reach and engage the identified target audience segments.
- Detail strategies for utilizing social media, online advertising, content marketing, and other digital channels to maximize impact and enhance digital presence.
- Develop and implement a content calendar for consistent online engagement.
- Create engaging multimedia content, including videos, infographics, and social media assets.
- Monitor online conversations and respond promptly to inquiries and comments

## 6. Event Management:

- Organize and manage events, workshops, and press conferences to spotlight program achievements and other program-related activities.
- Manage media attendance, coverage, and post-event follow-ups.

## 7. Measurement and Tracking Framework:

- Offer a clear framework for tracking media coverage, audience engagement, and other relevant metrics to assess the effectiveness of communication efforts.
- Provide insights into how success will be measured and evaluated, including key performance indicators (KPIs) and reporting mechanisms.
- Provide regular reports on media coverage, audience engagement, and the overall effectiveness of communication strategies.

## 8. Budget and Timeline:

- Present a detailed budget covering all aspects of PR and media services.
- Outline a timeline for the development and execution of PR and media activities.

### Qualifications and Evaluation Criteria:

Proposals will be assessed based on:

- Demonstrated expertise in designing and successfully executing PR and media campaigns, preferably in the youth empowerment or skill development sectors.
- Demonstrated ability to tailor communication strategies for diverse audiences.
- Expertise in managing media relations and securing impactful coverage.
- Proficiency in leveraging digital platforms for effective communication.
- Strong understanding of the Nigerian fashion industry, with emphasis on garment, footwear, and leatherwork sectors.

- Creativity in storytelling and content creation.
- Transparent and detailed budgeting.
- Proven ability to deliver results within specified timelines and budget.
- Track record of successful recruitment and outreach initiatives.

## Submission and Deadline:

This Request for Proposal (RFP) is issued to evaluate service providers that will be able to meet the required services as detailed in the scope of work. The deadline for submission is the 10<sup>th</sup> of June 2024. Kindly ensure that all requested document (detailed proposal, work plan, company profile, budget breakdown, and team profile) are provided.

## Evaluation Criteria

Evaluation Criteria	Description	Weighted Points
Organizational Experience and Capacity	Relevant experience and expertise in capacity enhancement and project management for MSMEs.	20
Team Experience	Expertise of the team in executing all aspects of the project scope (key personnel resumes).	15
Program Understanding	Demonstrated understanding of the Fashion MSME Skills and Cluster Development Program goals.	20
Methodology and Work Plan	Clear methodology and approach, detailed work plan with schedule and milestones.	20
Budget and Cost	Cost-effective budget with a detailed financial proposal.	20
Conflict of Interest	Confirmation of no conflict of interest.	5
Total		100

Please note, proposals should also be a maximum of 35 pages excluding the detailed budget proposal and breakdown.

## Contact Information:

For further inquiries and submissions, kindly contact  
Jeremiah Ubunama ([jeremiah.ubunama@ethnocentrique.com](mailto:jeremiah.ubunama@ethnocentrique.com))  
+2347080133633