

## **Request for Proposal: Advocacy Training June 7, 2021.**

### **OVERVIEW AND BACKGROUND**

RFC Foundation (Reach for Change)'s work in Africa began in 2012 as part of the global Reach for Change group headquartered in Sweden, operating in 18 countries around the world. Since 2012, we have been supporting social entrepreneurs in Francophone and Anglophone Africa to turn innovative solutions into sustainable, scalable ventures that alter and transform the communities in which they live. We do this by developing content for and running innovation competitions, innovation labs, incubators, rapid scale programs, entrepreneurship training and awards and other enterprise development activities across Africa. We also support advocacy to drive policy change, enhance existing policies and advocate for a much stronger ecosystem

Reach for Change Ghana is partnering with Social Enterprise Ghana to empower young people and women to access services, information and skills that will support them to access their fundamental human right to an adequate standard of living and create sustainable livelihoods. The goal of the project is to enable young people and women living in poverty to advocate for and gain access to services that should be made available to them to become sustainably self-employed or start a small business.

As part of the project Reach for Change will build the capacity of Social Enterprise Ghana through a training of trainers (ToT). Subsequent to this, SE Ghana will also build the capacity of their members to deliver training to, and increase the capacity of youth especially women to advocate for and access services and incentives from the government to achieve their economic rights.

This will include support to obtain information from duty bearers such as the NBSSI, NEIP, REP and other state institutions tasked with supporting these young people. Regional Leads will be equipped with methods to track the progress of the young people in developing their business. An external evaluation will assess whether youth served by SE Ghana members are better able to access and give feedback to state duty bearers responsible for delivering services and other benefits to enable their economic well being.



## PROJECT SUMMARY & SCOPE

We are looking to partner with a **firm or individual consultant** to design, develop and deliver an advocacy training program, support to develop advocacy plans, and coaching and feedback during the execution of advocacy actions. The advocacy is aimed at enabling young people and women living in poverty to advocate for and gain access to services that should be made available to them to become sustainably self-employed, start or grow a small business.

This will take a training of trainers approach by building the capacity of a selected number of trainers who are Regional leads or members of SE Ghana. **To ensure that SE Ghana regional leads and members are effective advocates, they need training on how to effectively advocate and support to develop and execute regional advocacy plans.** Having clear advocacy plans in place will enable the Regional Leads to execute a clear plan of engagement to drive change. To deal with the problem of inadequate engagement with duty bearers on a regional level, SE Ghana Regional Leads will engage duty bearers across the country and establish a periodic dialogue with them on a regional level. The advocacy trainers will also provide coaching support to the SE Ghana secretariat and regional leads throughout the advocacy action.

### Deliverables:

1. Use the needs assessment previously carried out by RFC Foundation to determine the training needs of the trainers and final beneficiaries in order to achieve the project objective
2. Develop content to be used for a training of trainers for regional leads of SE Ghana and members who work with young and female entrepreneurs. The goal of the training will be to equip the trainers (who will also be leading the advocacy) with all the tools and knowledge to mobilise their members and execute effective advocacy at a regional level towards various state institutions.
3. Develop Training & Instruction manuals to be used for onward advocacy training by RFC Foundation, SE Ghana Secretariat and SE Ghana regional leads
4. Lead and execute a 3 day training of trainers and support participants to draw up advocacy plans for their regions.
5. Support SE Ghana Secretariat with quarterly coaching and advice to execute advocacy plans between August 2021 and September 2022.
6. Prepare a final report outlining the impact of the advocacy training and other activities.

**PROPOSAL GUIDELINES** - Please include the following in your proposal:

1. Applicants are to submit a **technical and financial** proposal detailing the approach it will adopt for this project and accomplish the goals listed in the project summary and scope.
2. All questions and clarifications related to the project should be sent in via email to [ghana@reachforchange.org](mailto:ghana@reachforchange.org) before COB Monday 15th June, 2021.
3. The deadline for submission of technical and financial proposals is **Monday 21st June 2021 at 23:59GMT**
4. All technical and financial proposals should be submitted via email to [ghana@reachforchange.org](mailto:ghana@reachforchange.org)

