

Call for Expression of Interest

Contact

Please submit the proposal via email to vchitale@accion.org and cc: nnanayakkara@accion.org and anjunavk@accion.org

Background

Accion is a global nonprofit on a mission to create a fair and inclusive economy where underserved people have quality financial choices and opportunities to improve their economic well-being. We are the leading early-stage investor in fintech for inclusion and experts in digital transformation with decades of experience harnessing the capital markets to deliver cheaper, more accessible, and customer-friendly solutions for the 1.8 billion people left out of, or poorly served by, the financial sector. For more than 60 years, Accion has helped tens of millions of people through our work with more than 200 partners in 63 countries. More at <https://www.accion.org>

Accion is seeking to procure professional services to produce digital learning content targeting audiences with low levels of education and low digital literacy skills but have access to a smartphone or other internet-enabled devices. The learning content will leverage visual and audio content, engaging methods, and interactive activities.

Scope of Information and Technical Architecture

Scope and nature of learning content

As stated, the learning content will leverage visual and audio content, engaging methods, and interactive activities. These will be delivered via:

- Regular or animated videos in English and/or other local languages as may be specified
- Persona/characters for animation and digital content
- Graphic designing of learning content in English and/or other local languages as may be specified
- Voiceover for videos
- Post-delivery iteration up to 30% of the designed content

Output

1. Regular or animated videos including voiceover in English and/or any other local language which are prepared to be disseminated through channels including but not limited to, YouTube, Website, WhatsApp, and other digital channels.
2. Persona/character for animation and digital content – up to 5 personas depending on the specific storyboard.
3. Graphic designing of learning content in English and/or any other local language - PPTs, worksheets, handouts, and session guides.

What we will provide you:

1. Learning content structure for both Desktop and Mobile
2. Briefs and outlines to create the content storyboard
3. Template for the storyboard
4. Briefs for videos. The developer will need to demonstrate the capacity to translate content into local languages
5. Brand guidelines

Requirements and Specific Evaluation Criteria

The information submitted should be divided into three parts:

1. Capability and Approach
2. Cost and proposed timeline
3. Qualifications

The following describes what needs to be included in each of the sections.

Capability and Approach

1. Response to Annexure 1 stating which functionalities you can fulfill fully, partially, or not at all.
2. A detailed description of the services to be provided including the planned methodology.

Cost and Proposed Timeline

1. Cost and price range as stated in Appendix 1 based on level of interactivity and required assets.
 - a. Total cost of pass-through expenses
 - b. (Optional) Please state whether there are items we should budget for that you did not see in our project summary.
2. Timeline - The amount of time each task/deliverable will take to complete.

Qualifications

1. About the company: General information and relevant experiences
2. Case studies: Detailed descriptions of two relevant projects.

Next Steps

In response to this request for information, please note the following important dates:

Event	Date
Interested parties to submit queries, if any, via email to vchitale@accion.org cc: nnanayakkara@accion.org and anjunavk@accion.org	18 th September 2023
Accion's response to the submitted queries via email	20 th September 2023
Interested parties to submit the Expression of Interest in the prescribed format	25 th September 2023

Annexure 1

Functionality	Response (Capability available fully/ partially/ not at all)
Producing regular videos in English or any other language	
Producing animation videos in English or any other language	
Graphic design in English or any other language	
Producing voiceover in English and other local languages as specified and integrating into videos	