Terms of Reference (ToR)

Support in organisation and coordination of an international virtual green investment forum

1. Overview and background

The Boosting Green Employment and Enterprise Opportunities in Ghana (GrEEn) project is a four-year project implemented in the Ashanti and Western regions of Ghana.

With the overall objective of contributing to addressing the root causes of irregular migration by supporting sustainable and climate resilient local economies through the creation of green jobs and promoting green enterprise development in regions of departure, transit and return for migrants, GrEEn is targeted at women, youth, returnees and Micro, Small and Medium-sized Enterprises (MSMEs).

Primarily funded by the European Union through its Emergency Trust Fund (EUTF) for Africa, GrEEn is being implemented by SNV Netherlands Development Organisation and the United Nations Capital Development Fund (UNCDF).

GrEEn focuses on three specific objectives:
- To support the transition of local economies to green and climate resilient development.
- To improve the employability and entrepreneurship capabilities of selected people by matching them with market opportunities and mentoring into (self-)employment and enterprise development, with a focus on green and climate resilient local economies.
- To create and strengthen local ecosystems that support youth (self-)employment and the growth of Micro, Small and Medium-sized Enterprises (MSMEs).

Visit [https://snv.org/project/green-boosting-green-employment-and-enterprise-opportunities-ghana](https://snv.org/project/green-boosting-green-employment-and-enterprise-opportunities-ghana) for more information

**GrEEn investment forum**

As part of its project activities, GrEEn will organise bi-annual green investment fora, starting in late 2020. The first GrEEn Investment Forum will be held on 3rd to 5th November, 2020 (tentative dates). The event will be virtual and will target local and international investors particularly through diaspora mobilisation. The overall purpose of the international GrEEn Investment Forum is to stimulate discussions around investment opportunities in the green and circular economy and encourage dialogue between different stakeholders with the aim of having workable solutions to the challenges that limit investments in the green and circular economy.

The specific objectives of the investment forum are:
- To introduce the GrEEn project to local and international investors who could potentially invest in green MSMEs in Ghana.
- To encourage dialogue among investors, SMEs and development partners with the aim of improving the framework for investments in the green and circular economy in Ghana.
- To discover and highlight opportunities for investment in the green and circular economy, especially in the Ashanti and Western regions.
- To showcase and create awareness of successful green businesses in the Ashanti and Western regions.
To promote the exchange of ideas, opportunities and form potential partnerships between SMEs in the diaspora and in Ghana, especially in the Ashanti and Western regions.

To build a community of local and international investors with strong interest in the green and circular economy, that facilitates access to investments and matchmaking with green entrepreneurs.

The event will target a minimum of 120 participants in total, both local and international, and will include a variety of events, ranging from keynote address, breakout sessions, presentations, panel discussions, green SME highlights and networking opportunities.

2. Purpose of the assignment

The GrEEen project requires the services of an event manager or firm with a track record in organising virtual corporate events.

The event manager or firm will support in delivering a seamless, well-coordinated conference event, in preparation to and during the conference in close coordination with the GrEEen team.

3. Scope of work

The objectives of the assignment are:

- to organise and coordinate a 3-day virtual conference in close coordination with the GrEEen team
- to set up a suitable online platform/system and coordinate its use before, during and after the conference
- to manage communication of the conference for targeted audiences in close coordination with the GrEEen team.

The event manager or firm shall undertake the following tasks:

3.1 Pre-event management activities

3.1.1 Preparatory activities
a. Participate in kick-off meeting with GrEEen team
b. Review of GrEEen’s investment forum concept note
c. Make recommendations on the format of the first virtual GrEEen investment forum
d. Develop strategy and workplan with clear timelines

3.1.2 Communication and visibility
a. Develop visibility materials and branding for the virtual conference
b. Work with the relevant media outlets to promote visibility of the event
c. Publicise to a wide audience, both local and to international community and particularly diaspora networks with strong interest in Ghana

3.1.3 Participants’ management
a. Establish the list of target participants with the GrEEen team
b. Develop and manage the registration process for all participants
c. Send out invitations with the approved programme details to all confirmed participants, including event moderators/facilitators, speakers and panel members
d. Follow up on invitations with reminders and manage any enquiries
e. Ensure that all resource persons who will serve as the keynote speaker, panel members and facilitators/moderators have all the relevant information and are technically well equipped for their roles
3.1.4 Logistical arrangement
a. Test functionality of the virtual conference platform; ensure that all technology support systems are secured and adequately tested for the event
b. Ensure that all presentations are submitted on time and readily available for sharing
c. Ensure that the right technical set up is used to manage each activity during the virtual conference
d. Ensure the media coverage of the event. Selected media participants are to be supplied with info packs to provide them the necessary information to report on the event

3.2 Event coordination activities
a. Ensure that all speakers, presenters, panel members, moderators/facilitators are available with a reliable internet connection in an appropriate location, and are well briefed on how to use the platform or tools
b. Coordinate the logistics of the programme in close coordination with the GrEEn team
c. Support all virtual conference participants in case they have difficulties joining any of the sessions
d. Monitor actual participation during all sessions of the virtual conference
e. Ensure that all IT equipment functionality, audio-visuals/sound systems, internet connections and power backups are secured and tested each day
f. Ensure the media coverage during the event

3.3 Post-event activities
a. Send out thank you and appreciation messages to all participants
b. Administer feedback questionnaires and solicit for suggestions for improvements on future events
c. Document media coverage of the event
d. Compile brief post-event report detailing the number and type of participants, what worked well and what did not, a summary of the feedback received from participants, recommendations for future events
e. Hold project closeout meeting with GrEEn team

4. Timeline
The assignment will begin earliest on 19th October, 2020 and end by 25th November, 2020.

5. Deliverables
The following deliverables are expected from the service provider:
- Integrated IT solution for a 3-day virtual GrEEn investment forum, that can preferably work on both web-based and mobile platforms
- An agreed virtual conference outline or agenda
- List of confirmed participants – including speakers, moderators, entrepreneurs, investors, etc.
- A detailed media plan for increased visibility before, during and after the event
- Documentation of media coverage
- A post event report detailing the number and type of participants, what worked well and what did not, a summary of the feedback received from participants, recommendations for future events.
6. Required experience and qualifications

The corporate event manager or firm must have
- experience in organising and coordinating fully virtual events with an international audience
- proven experience in organising, coordinating and managing corporate seminars, summits and fora.

7. Application and selection process

Proposals must be submitted via email to greenghana@snv.org by 23:59 GMT on 15th of October 2020. Please include “GrEEn Investment Forum” in the subject line.

All enquiries regarding this ToR must be submitted to greenghana@snv.org before 14th of October 2020.

Applicants should submit separate technical and financial proposals, in Word, Excel or pdf.

The technical proposal must include:
1. An outline of a strategy/plan for how the assignment will be approached and how the listed deliverables will be accomplished
2. Any comments or suggestions on the Terms of Reference
3. Description of the firm’s/individual’s experience in organising virtual conferences and events. Links to videos or highlights of previous events should be included.
4. A tentative list of proposed vendors to be used for the assignment.
5. A CV/profile of the consultant(s) detailing previous relevant experience
6. A tentative workplan
7. Testimonials from references from previous similar assignments (at least 3)

The financial proposal must include the following:
1. Personnel costs/fees
2. Cost of the platform or tool to be used for the virtual conference
3. Logistics and communication costs

Applications will be assessed as follows

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<thead>
<tr>
<th>Assessment Criteria</th>
<th>Weight (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experience in conducting similar assignments and testimonials from references</td>
<td>40</td>
</tr>
<tr>
<td>Detailed methodology and approach to the assignment</td>
<td>30</td>
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<tr>
<td>Competitive financial proposal</td>
<td>30</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
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</tbody>
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8. Budget

Contract terms and conditions will be negotiated upon selection of the winning bidder for this TOR. The contract is subject to extension for next year depending on performance of the service provider.

The budget for this assignment ranges between GHS 15,000 to GHS 40,000.

9. Cancellation of this tender

GrEEn/SNV reserves the right to cancel this tender by email notification at any time. Further, GrEEn reserves the right not to issue a contract under this tender.