

Request for Proposal

Technical Service Provider for Building Financial Health Dialogue globally with policymakers and industry

Background

In partnership with United Nations Capital Development Fund (UNCDF) with funding support from MetLife Foundation, ACCESS Development Services and LEAD at Krea University jointly manage the secretariat for the financial health community of practice (COP i3-Access). The focus of the COP is to drive thought leadership on financial health through research and data, mainstreaming conversations on deepening financial resilience, and working with other institutions to create on-ground impact.

The partners are already working on setting up the following key components of the COP which include:

1. Digital Hub that would also host a scorecard and data dashboard, bringing data at the country level together to inform action for shaping the COP.
2. Brief research agenda that is based on a clear set of questions informing industry on ways to address different challenges facing low and moderate-income segments.

To further add value and drive the advocacy efforts of this COP, this term of reference is drawn to invite technical service providers who could support the secretariat on the following areas drawn in the scope.

Terms of Reference

Objective

1. Create convenings around financial health that brings together policymakers, industry, investor, and development institutions to discuss and learn from each other on the ongoing efforts to shift financial inclusion efforts to be more impact and outcome focus.
2. Using convening, set-up an ongoing mechanism to engage, inspire and intrigue stakeholders to have a conversation on financial health. This could include various tools/channels that will allow for content to be created and channelised through messages for stakeholders in a targeted manner. The TSP should also propose how the engagement for various stakeholders could be developed for action and what the measure of success will look like.

Proposed Scope and Deliverables

The convening on financial health should help advocate and create consensus on the following elements:

- Defining the broader vision and direction to expand from financial inclusion to financial health;
- Defining how financial health contributes to reduced poverty, increased resilience, and improved economic empowerment specially aimed towards achieving SDGs;
- Discover with government and private sector common agreed standards for measurement end-customer outcomes leading to impact and SDGs;
- Proposing approaches for driving a transition that focuses on inclusion to financial health;

The convening set-up would be branded under COP and would become an exclusive property of the COP i3-Access. The convening can be created on the lines of the Raisina Dialogues or other similar global initiatives.

While there is no specific geography for hosting the convenings and a min of 3 convenings are proposed, the tentatively proposed geographies include Mexico/ India/ UAE/ Kenya/ Tanzania/ Ethiopia/ Senegal/ Singapore/ Others. The convenings need to be exclusive and can be planned alongside some of the other major events. All efforts would be made to support the TSP in identifying the geography and engaging with planned events. The TSP would be responsible for:

- Planning the agenda of the convening.
- Bring together key policy and industry-level stakeholders.
- Work with the COP secretariat team on planning the communication and publicity.
- Draw in other partners to support the convening with resources.
- Convening report with feedback.

The minimum number of participants in all convenings must be 25. We want to explore at least one convening outside of India in the above-indicated geographies. Of the three, one convening must be in person, and the others can be either be conducted as a hybrid or virtual convening.

Ongoing mechanisms that may target industry or policymakers can include gamification tools for policy advocacy or a podcast series. OR target individuals/households e.g., financial health game that can involve individuals to test their financial resilience score, etc. The service provider can choose the most suitable approach as they would like to take forward.

Eligibility

The service provider must be at least five years old registered entity with proven experience in media, integrated communication, and policy-level engagement.

The service provider has at least three years of operations in the space of building narratives and global dialogues.

Experience of engagement in one of the markets outlined above across Asia, Africa, Latin America would be an advantage.

Application Process

Interested firms must submit the following documents as proposals in order to demonstrate their qualifications.

All applications must contain the following information:

- Technical Proposal with the outline of the proposed approach as per the required scope of the TOR
- Summary of previous similar work that establishes the experience
- Resume or summary bios of the proposed team
- Financial Proposal that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, including professional expenses (such as insurance, taxes, etc.), logistics that may include travel, workshop, etc. This budget also includes all event related costs pertaining to the organisation of the convenings.

Proposals must be submitted to i3access@accessdev.org by March 15, 2023 11.59 PM India Time.

Evaluation Method

The firms will be evaluated based on the following methodology:

- Technical Evaluation Weight - 70%
- Financial Evaluation Weight - 30%

The technical evaluation would be carried out based on the eligibility criteria laid above and an additional matrix that ensures the service provider's capability to deliver on the scope. An expert team would conduct the technical evaluation.