

REQUEST FOR PROPOSAL (RFP) – THE TONY ELUMELU FOUNDATION (Green Curriculum Case Study Development)

Briefing Form

Project Name: Development of Case studies on Green Entrepreneurship in Francophone Africa.

Project Coordinator: Ibukun Odurinde, Entrepreneurship Programme Manager

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Proposal Submission Deadline: July 31st, 2025

Organisation: The Tony Elumelu Foundation

Expected Completion Date: January 15th, 2026

Summary:

The Tony Elumelu Foundation is the leading philanthropy empowering a new generation of African entrepreneurs, driving poverty eradication, catalysing job creation across all 54 African countries, and increasing women's economic empowerment.

Since the launch of the TEF Entrepreneurship Programme in 2015, the Foundation has trained over 2.5 million young Africans on its digital hub, TEFConnect, and disbursed nearly USD \$100 million in direct funding to 21,000 African women and men, who have collectively created over 1.5 million direct and indirect jobs.

The Foundation's mission is rooted in Africapitalism, which positions the private sector, and most importantly entrepreneurs, as the catalyst for the social and economic development of the African continent. The Foundation's ability to fund, train, mentor, and network young African entrepreneurs, has created a unique platform for catalysing growth across the African continent.

The robust ability of the Foundation to reach entrepreneurs across geographies and sectors, has enabled it to conduct innovative partnerships with the European Union, United Nations Development Programme, the International Committee of the Red Cross, the United States Government via the United States African Development Foundation (USADF), The Organization of African, Caribbean and Pacific States (OACPS), The French Development Agency (AFD), The German Development Finance Institution (DEG), The German Agency for International Cooperation (GIZ), The African Development Bank (AfDB), and Google, with bespoke programmes including targeting female empowerment and growth in fragile states.

As part of the TEF-DEG partnership, we are working to enhance the skills, knowledge, and capacity of green entrepreneurs. To achieve this goal, we have developed a green curriculum designed to empower our entrepreneurs to thrive in the 21st century.

We are currently seeking proposals from **experienced learning and curriculum developers, to create engaging educational case studies on green entrepreneurs in Francophone African countries.** These case studies will be taught in a hybrid format of self-taught and instructor-led delivery, via our digital learning platform, [TEFConnect](#) and will require instructors who are fluent in French.

This project aims to improve the learning experience for our participants by utilising high-quality case studies to help entrepreneurs understand green entrepreneurship better and equip them with relatable examples that will simplify complex concepts while keeping them engaged. We provide exceptional educational content, and this initiative is a vital component of our strategy to deliver innovative and impactful training programmes.

Objectives of this Project

The goal of this project is to create key case studies on green entrepreneurship from select Francophone countries, including but not limited to - **DRC, Cameroun, Cote D'Ivoire, Burkina Faso, Mali, Chad, Senegal, and Benin Republic.**

These case studies should cover the success of pre-selected and successful Green businesses reflecting how they are creating innovative business solutions across Francophone Africa to enable budding green entrepreneurs learn and develop the prerequisite skills needed for entrepreneurial success.

In detail, the selected vendor will be responsible for creating multiple case studies with the following objectives:

1. Case Development: Create key case studies covering green entrepreneurship in Francophone African countries in English, Arabic, French, and Portuguese languages.
2. Engaging Storytelling: Use engaging storytelling techniques to explain complex business and Green entrepreneurial concepts simply and understandably.
3. Educational Content: Ensure that the case studies are educational, adhering to and complementing the provided curriculum while adhering to the guidelines.
4. High-Quality Case studies: Produce high-quality case studies that are appealing and maintain viewer interest and highlight green entrepreneurship concepts.
5. Ensure Diverse Geographic and Sector Representation: Capture case studies from multiple African regions and across different green sectors. Also Ensure representation across gender, scale (micro to growth-stage), and rural/urban contexts.
6. Promote Green Sector Visibility: Increase awareness of green entrepreneurship as a viable, scalable, and impactful business path. Also use storytelling to inspire policy makers, funders, and aspiring entrepreneurs.
7. Case Sessions: Facilitate engaging sessions with Green entrepreneurs on the case developed.

Target Audience:

Our programme content is designed to empower African entrepreneurs inclusively by enhancing their knowledge of the green sector and equipping them with the skillset needed to thrive in the ecosystem.

Scope of Work:

The selected vendor will be responsible for:

1. Concept Development:

- Work with our team to develop a clear understanding of the training objectives and key messages.
- Capture and produce real time examples of green entrepreneurs and green businesses in above listed countries.
- Include subtitles and ensure all videos meet accessibility standards.

2. Synthesizing Key topics:

- The Curriculum expert will be responsible for ensuring all key green entrepreneurship focus topics are covered in the case studies.
- Show expertise and understanding of how green entrepreneurship activities are conducted in Africa with a focus on Francophone countries.
- The curriculum expert should be able to show relevant local expertise in the selected project countries and expertise in teaching entrepreneurs.
- The curriculum expert should be able to teach these cases to prospective entrepreneurs through masterclasses and virtual sessions with the ability to speak French.

3. Review and Finalization:

- Submit drafts for review and make necessary revisions within agreed timelines.
- Deliver all source files and final versions in the required formats.

Timeframe

The case study development project is expected to run for an **8-week** timeframe.

Intellectual Property

All information about this project (documentary, audio, digital, cyber, project documents, case studies, etc.) belonging to The Tony Elumelu Foundation, which the consultancy firm may come into contact within the performance of his/her, duties under this consultancy shall remain the property of The Tony Elumelu Foundation who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever manner without written permission of The Tony Elumelu Foundation.

Recommended Presentation of Technical Proposal

Applicants' proposal documents must address all requirements detailed in the terms of reference and should follow the guidelines below:

- Company/consultant profile

- Technical proposal (approach, timeline, tools)
- Financial proposal (in USD or Naira)
- Portfolio of relevant past work
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The selection will be based on the vendor's ability to meet the project objectives, technical expertise, creativity, and cost-effectiveness. We are looking for a partner who can deliver high-quality case studies within the stipulated timeframe and budget. Applicants' proposal documents must address all requirements detailed in the RFP, and shortlisting will be via the scoring summary below:

S/N	Technical Proposal Evaluation (Summary)	Score Weight	Points Obtainable
1.	Expertise of the Firm in the required sector and of the project	20%	200
2.	Proposed Methodology, Approach, and Implementation Plan	40%	400
3.	Team Structure and Key Technical Personnel	20%	200
4.	Budget alignment and Resource Planning	20%	200
		100%	1000

All submissions must be sent via email to tender@tonyelumelufoundation.org by July 15th, 2025.