

REQUEST FOR PROPOSALS

SUBJECT:

**DOCUMENTING OF AGF IMPACT STORIES
(Production of Audio-Visual and Narrative Impact Stories Across AGF Operations
and Programmes)**

REF: AGF/COMMS-MEL/RFP/2026-08

Launching Date: 25 August 2026

Closing Date: 4 September 2026

2359 Hrs EAT

TERMS OF REFERENCE

DOCUMENTING OF AGF IMPACT STORIES

(Production of Audio-Visual and Narrative Impact Stories Across AGF Operations and Programmes)

RFP Particular	Details
Procuring Organisation	African Guarantee Fund (AGF)
Assignment	Documenting of AGF Impact Stories
Assignment Reference	AGF/COMMS-MEL/RFP/2026-08
Procurement Method	Request for Proposals (RFP)
Contract Type	Framework / Call-off arrangement, subject to AGF requirements
Geographical Coverage	Across Africa, in accordance with Selected AGF programme countries, as agreed with AGF
Submission Address	procurement@africanguaranteefund.com procurement@agf.africa
Submission Deadline	Friday 4 September 2026 , unless amended by AGF through an official clarification

Introduction

African Guarantee Fund (AGF) is a pan-African non-bank financial institution dedicated to promoting access to finance for small and medium-sized enterprises (SMEs) across Africa. Through its guarantee products and capacity building support to more than 250 partner financial institutions, AGF has unlocked over USD 7 billion in financing for SMEs, with a focus on job creation, inclusive growth, women-led businesses, green finance, and sustainable economic development across 44 African countries.

AGF is supported by shareholders and development partners including the German Development Bank (KfW), Impact Fund Denmark (formerly Investment Fund for Developing Countries – IFU), the Government of Denmark through the Danish International Development Agency (DANIDA), the Government of Spain through the Spanish Agency for International Cooperation (AECID), the African Development Bank (AfDB), French Development Agency (AFD), Nordic Development Fund (NDF), French Agency for Private Sector (PROPARCO), West African Development Bank (BOAD), Global Affairs Canada (GAC), TechnoServe, Norad, Mastercard Foundation, African Intellectual Property Organization (OAPI) and Visa Foundation.

AGF is rated AA- by Fitch Ratings.

Background and Rationale

AGF intends to engage qualified and experienced multimedia/filmmaking/documentary production consultants or firms to help develop, document and produce compelling baseline profiles, case studies and impact stories demonstrating the socio-economic, environmental and climate-related; among others; outcomes of AGF mandate and its supported programmes.

The assignment is intended to move beyond conventional organisational and programme publicity by documenting credible, evidence-informed stories that demonstrate the pathway from AGF intervention to Partner Financial Institution (PFI), beneficiary-level outcomes and, where demonstrable, wider market or development impact.

The resulting materials will support AGF's internal and external communications, donor and shareholder reporting, fundraising, investor relations, programme advocacy, knowledge sharing and digital engagement. Stories should be human-centred, professionally produced and sufficiently evidence-based to demonstrate AGF's contribution and additionality.

Programme Portfolio

a) Green Guarantee Facility (GGF)

The Green Guarantee Facility (GGF), launched in 2016 by AGF with support from sponsors including the Nordic Development Fund, was established to de-risk financing for African green SMEs and contribute to climate and sustainable-development priorities. GGF provides guarantees to PFIs, catalysing loans for SMEs operating in areas including renewable energy, energy efficiency, climate-smart agriculture and resilient infrastructure.

The programme responds to the financing gap affecting African green SMEs and seeks to demonstrate how guarantee support can enable PFIs to expand financing to climate-smart and environmentally sustainable businesses.

b) NORAD Programme

The NORAD programme, supported by the Norwegian Agency for Development Cooperation, combines guarantees to PFIs with targeted capacity development support to PFIs and MSMEs in Ghana, Kenya, Malawi, Mozambique and Tanzania. Priority areas include food security, blue economy, marine litter, renewable energy, clean cooking solutions and aquaculture.

Between December 2024 and December 2025, the programme transitioned from pipeline development to full-scale implementation, recording an increase in total guarantees from NOK 70 million to NOK 103.4 million and expanding the delivery network to 19 PFIs. The programme mobilised approximately nine times its value in SME financing.

c) EU AgriBIZ Programme

The EU AgriBIZ Programme addresses financing constraints affecting Kenyan agricultural and agribusiness enterprises, particularly women- and youth-led businesses. The programme is anchored in the Kenya Women and Youth Risk Sharing Facility, which de-risks lending by PFIs through partial credit guarantees.

The intervention combines financial de-risking with capacity development for financial institutions and agribusiness enterprises, linking improved access to finance and enterprise readiness to stronger agricultural value chains and more inclusive growth.

d) Affirmative Finance Action for Women in Africa (AFAWA)

AFAWA is a flagship initiative of the African Development Bank (AfDB), supported by the G7 countries, including the Netherlands and Sweden. The initiative aims to reduce the estimated USD 42 billion financing gap faced by women-owned and women-led small and medium-sized enterprises (WSMEs) across Africa.

AGF, through the AFAWA Guarantee for Growth (G4G) programme, aims to address this financing gap by combining risk-sharing with targeted technical assistance to enabled PFIs to expand lending to women entrepreneurs whilst strengthening their institutional capacity to serve the women's market.

e) AFINVENT (Innovation and Invention Financing Facility)

AFINVENT is a joint initiative by AGF and the African Intellectual Property Organization (OAPI) aimed at unlocking financing for innovative and intellectual property-driven enterprises across the 17 OAPI Member States. The initiative seeks to address the financing gap faced by innovators, inventors and businesses whose intellectual property assets have significant commercial potential but may not have sufficient traditional collateral to access finance.

Through collaboration with financial institutions and innovation ecosystem stakeholders, AFINVENT supports the development of financing mechanisms that leverage intellectual property to facilitate access to capital and promote the commercialization and growth of African innovations.

f) FinRISE (Financial Resilience through Institutional Strengthening and Expansion)

FinRISE is a three-year catalytic initiative implemented by AGF in partnership with the Mastercard Foundation to address financing barriers facing agrifood micro and small enterprises (MSEs) in Africa. This is done through an integrated approach that combines funded guarantees, concessional liquidity and capacity development. By strengthening Fintechs, Microfinance Institutions and SACCOs (FMSs) and expanding financing opportunities for underserved enterprises, FinRISE aims to unlock sustainable access to finance for women and young entrepreneurs across Kenya, Zambia and Côte d'Ivoire.

g) Other Programmes

The assignment may also cover any future programmes as developed and implemented by AGF during the contract period. Programme-specific briefs and background information will be provided by AGF as applicable.

Objective of the Assignment

The main objective is to document, through high-quality audio-visual and narrative storytelling, AGF's footprint and the impact and results of its programmes. The assignment will capture compelling impact stories demonstrating how AGF's guarantee instruments, catalytic capital, capacity development and related interventions contribute to increased access to finance for SMEs and generate tangible economic, social, environmental and climate-related outcomes across AGF's target markets.

Specific Objectives

- Demonstrate AGF's catalytic role in de-risking lending by PFIs and enabling financing to underserved SMEs and priority sectors.

- Document beneficiary-level impact, including business growth, employment, income and livelihood improvements, productivity, market expansion, innovation and resilience.
- Showcase programme-specific impact across GGF, NORAD, EU AgriBIZ, AFINVENT, AFAWA, FINRISE and other relevant programmes.
- Capture thematic impact across green and climate finance, women and youth entrepreneurship, agriculture and food security, blue economy, renewable energy, energy efficiency, clean cooking, aquaculture, sustainable resource management and financial inclusion.
- Demonstrate environmental and climate outcomes, including adaptation, resilience, green technologies, renewable energy, energy efficiency and climate-smart practices.
- Highlight the contribution of capacity development and technical assistance to PFIs, SMEs and other stakeholders.
- Demonstrate AGF's additionality and contribution/attribution by establishing how AGF interventions contributed to the outcomes documented.
- Capture perspectives from funders/shareholders, PFIs, SME beneficiaries, AGF representatives, regulators, business associations and other ecosystem partners.
- Reflect AGF's geographic, sectoral and beneficiary diversity.
- Generate high-quality content for communications, donor engagement, fundraising, reporting, investor relations and digital platforms.

Scope of Work

The consultant/firm will collect, research, develop, capture, produce, validate and finalize impact stories from identified AGF beneficiary categories, countries, sectors and thematic areas. The specific portfolio of stories will be agreed with AGF on a periodic basis.

a) Core activities

- Review relevant programme documents, results frameworks, monitoring information and background materials supplied by AGF.
- Develop and agree with AGF an impact-story selection and documentation methodology, including selection criteria and an evidence checklist.
- Identify and assess potential beneficiaries and stories in collaboration with AGF, PFIs and Business Development Service Providers (BDSs).
Undertake research, interviews and field visits as required.
- Capture the results pathway from AGF intervention through PFI financing and beneficiary outcomes to wider impact where evidence permits.
- Conduct interviews with SMEs, entrepreneurs, PFIs, AGF personnel, funders/shareholders and relevant ecosystem stakeholders.
- Capture professional photography, video, interviews, B-roll and other relevant audio-visual material.
- Prepare story concepts, interview guides, scripts and storyboards where applicable.
Produce written narratives, principal videos and short-form adaptations according to the agreed story plan.
- Fact-check and validate material, quotations, programme figures and impact claims before submission to AGF.

- ix. Obtain appropriate beneficiary permissions, releases and consent for photography, filming, interviews and publication.
- x. Incorporate AGF comments and complete final editing and quality assurance.
- xi. Provide final approved files and agreed production assets, including selected raw footage and photographs.

b) Impact perspectives to be covered

- **Programme and intervention perspective.-** Capture the purpose, objectives and intervention model of selected AGF programmes, demonstrating how AGF's guarantee, financing and capacity development instruments address financing and market constraints faced by SMEs.
- **SME beneficiary perspective:** Document compelling beneficiary stories that demonstrate how AGF-enabled financing and support have translated into tangible and fulfilling outcomes, including business growth, employment, income and livelihood improvements, increased productivity, market expansion, innovation, inclusion, resilience etc.
- **PFI perspective:** Showcase how AGF's guarantees and related interventions have influenced PFIs' appetite and capacity to finance SMEs, including the extent to which AGF has enabled financing that may otherwise have been constrained by perceived risk, limited collateral or other barriers.
- **Climate, environmental and green impact:** Where relevant, capture outcomes associated with renewable energy, energy efficiency, climate-smart agriculture, sustainable natural resource management, climate adaptation, climate resilience, clean cooking, blue economy activities and other environmentally sustainable solutions.
- **Gender, youth and inclusion:** Where applicable, document how AGF programmes are improving access to finance and economic opportunities for women-led and women-owned enterprises, youth-led enterprises and other underserved SME segments.
- **Capacity development and technical assistance:** Capture the contribution of AGF's technical assistance through business development/capacity development providers, hubs, incubators etc.
- **Ecosystem and market-level impact:** Where applicable, Capture perspectives from funders, shareholders, regulators, business associations, development partners and other relevant stakeholders on the contribution of AGF programmes to strengthening SME finance markets, supporting policy priorities and promoting inclusive and sustainable economic development.
- **Geographic and Sectoral Diversity:** The engagement of beneficiaries to be featured in the impact stories will be undertaken by the relevant Partner Financial Institutions (PFIs) and Business Development Service Providers (BDSs), in consultation and coordination with AGF, based on agreed selection criteria and the objectives of the respective programmes.

The Consultant will be expected to demonstrate the capacity and flexibility to undertake assignments across the relevant countries and locations where the selected beneficiaries are based. The impact stories should, where feasible, capture the diversity of AGF's programme portfolio, including geographical locations, sectors, beneficiary profiles, gender and youth dimensions, and thematic areas, in accordance with the beneficiaries identified.

c) **Story Selection and Evidence Requirements**

Stories will be selected/identified by AGF in consultation with relevant PFIs and BDSs, using agreed criteria. The consultant shall provide an objective assessment of proposed stories and identify the evidence required to substantiate impact claims.

- Clear link to an AGF-supported programme or intervention.
- Credible evidence of financing and/or capacity development support.
- Demonstrable change or outcome, preferably supported by quantitative evidence.
- A compelling human story and identifiable beneficiary voice.
- Potential to demonstrate AGF additionality or contribution.
- Relevance to programme and donor priorities.
- Diversity across countries, sectors, gender, age and enterprise profiles.
- Consent and practical feasibility for documentation and publication.

Expected Outcomes

AGF anticipates commissioning approximately 10–15 impact stories per quarter, subject to programme priorities, budget and availability of suitable stories. The portfolio will comprise an agreed mix of video and written/narrative stories rather than requiring every story to be produced as a full video.

The exact number, format, location and production requirements for each quarterly tranche will be agreed through a quarterly work plan approved by AGF.

Key Deliverables

Deliverable	Minimum requirement / frequency
Inception methodology and work plan	At commencement and updated monthly
Story selection plan	Quarterly
Impact story concepts	For each proposed story
Written impact narratives	As agreed per quarterly tranche
Principal impact videos	As agreed per quarterly tranche; normally up to 2:30 minutes each
Short-form/social-media video cuts	As agreed for selected video stories
Professional photographs	For each documented story, high resolution
Scripts/storyboards	For all video productions
Interview/consent records	For each documented story
Digital e-booklet/compilation	Periodically, as agreed with AGF
Final approved production package	For every completed story
Selected raw footage, photographs and production assets	For all relevant assignments

Technical and Production Standards

- Professional filming, editing and mastering suitable for AGF's intended digital and print platforms.

- Principal videos normally not exceeding two minutes and thirty seconds unless approved by AGF.
- Subtitles/captions where required.
- Scripts, storyboards and interview plans submitted for review where required.
- High-resolution, print- and web-ready photography.
- Professional audio-visual equipment supplied by the consultant.
- Appropriate translation, pronunciation and subtitles for local languages and English/French where required.
- Organized transfer of final source and production files to AGF.

Consultant/Firm Qualifications and Experience

- Legally registered entity or eligible individual consultant in country/region of operation, as applicable.
- Demonstrated experience producing impact documentaries, case studies or development-sector storytelling.
- At least three comparable assignments of similar scope and complexity, with client references.
- Experience with development finance institutions, donors, NGOs, DFIs, financial institutions, SME programmes or related development initiatives is desirable.
- Strong research, interviewing, narrative development and evidence-documentation capability.
- Professional video production, photography, editing and post-production capability.
- Geographical capacity to undertake assignments in relevant AGF programme countries.
- Appropriately qualified and experienced key personnel.
- Relevant film/production licences, permits and insurance where required.
- Portfolio/sample of comparable audio-visual and written impact work.
- The proposed key personnel expected to undertake the story development and productions may include:
 - Team Lead / Impact Storytelling Specialist
 - Senior Writer / Researcher
 - Director / Videographer
 - Photographer
 - Video Editor / Post-production Specialist
 - Local language, interview support, translation/interpretation personnel where required (CVs *should clearly indicate each proposed person's role, qualifications, experience and contribution to comparable assignments.*)

Methodology and Work Plan

Bidders shall submit a clear methodology explaining how they will identify, research, verify, produce and validate impact stories. The methodology should address beneficiary selection, evidence gathering, interview techniques, ethical storytelling, attribution/additionality, production quality, quality assurance and stakeholder review.

Bidders shall provide an indicative work plan showing key activities, dependencies, fieldwork, production stages, review points and final delivery.

Proposal Submission Requirements

- a) Cover letter and firm/consultant profile.
- b) Understanding of the assignment.
- c) Detailed technical approach and methodology.
- d) Indicative work plan and delivery schedule.
- e) Relevant organisational/consultant experience and references.
- f) Portfolio/sample links or files demonstrating comparable work.
- g) CVs of proposed key personnel.
- h) Geographical coverage and operational capacity.
- i) Details of equipment and production capability.
- j) Approach to consent, safeguarding, confidentiality and ethical storytelling.
- k) Approach to quality assurance and fact-checking.
- l) Detailed financial proposal using the pricing schedule requested by AGF.

Financial Proposal and Pricing

Bidders should provide transparent and itemised pricing. Unit rates should be provided where possible to allow AGF to issue quarterly call-offs based on approved story portfolios.

Cost Component	Unit	Unit Rate (USD)	Quantity	Total (USD)
Impact story research and written narrative	Per story			
Principal impact video production	Per video			
Short-form/social-media video adaptation	Per clip/package			
Professional photography	Per story/day			
Field production / filming	Per day			
Editing/post-production	Per video			
Translation/subtitling/voice-over	Per assignment			
E-booklet/compilation design	Per publication			
Travel and accommodation	As applicable			
Other costs	As applicable			
TOTAL				

Bidders shall clearly state assumptions, taxes, exclusions and any costs AGF would be expected to reimburse separately.

Evaluation Criteria

Criterion	Weight
Understanding of the assignment	10%
Technical approach and methodology	25%

Relevant organisational/consultant experience	20%
Qualifications and experience of proposed team	15%
Quality and relevance of previous work/portfolio	15%
Geographical and operational capacity	5%
Work plan and quality assurance arrangements	10%
TOTAL TECHNICAL SCORE	100%

Only bidders meeting the minimum technical threshold specified in the RFP invitation shall proceed to financial evaluation. The final technical/financial weighting and financial evaluation methodology shall be stated in the RFP invitation or procurement instructions issued by AGF.

AGF Governance and Review Process

- i. AGF identifies or approves the quarterly story portfolio.
- ii. The consultant submits story concepts, interview plans and proposed production approach.
- iii. AGF reviews and approves the proposed story plan.
- iv. The consultant undertakes research, interviews and field production.
- v. Draft narratives/videos are submitted for technical and factual review.
- vi. AGF consolidates comments and provides feedback.
- vii. The consultant incorporates comments and submits final materials.
- viii. AGF provides final approval and receives the complete production package.

Intellectual Property and Usage Rights

Unless otherwise agreed in the contract, all final materials produced and paid for under this assignment, including written stories, photographs, video recordings, edited videos, scripts, graphics, raw footage and agreed production assets, shall be provided to AGF for use in its operational activities and other legitimate institutional purposes.

The consultant shall disclose any third-party materials, licences or restrictions affecting AGF's use of the outputs.

No third-party copyrighted material shall be incorporated without appropriate rights or licences.

Confidentiality, Consent and Ethical Storytelling

- The consultant shall maintain confidentiality of non-public programme, beneficiary and financial information.
- Informed consent shall be obtained from individuals whose image, voice, business information or personal story is recorded or published, in a form acceptable to AGF.
- Stories shall avoid misleading, exaggerated or unsupported claims.
- Beneficiary dignity, privacy and safety shall be respected throughout research, filming and publication.

- Sensitive personal, commercial or financial information shall not be disclosed without appropriate authorisation.
- Any safeguarding concern arising during fieldwork shall be promptly reported to AGF.

Contract Management and Performance

AGF will manage the assignment through an agreed work plan and quarterly call-off/production cycle. Performance will be assessed against agreed deliverables, quality standards, timelines, responsiveness, accuracy, stakeholder management and compliance with agreed budgets.

AGF may request reasonable revisions to draft materials where required to address factual accuracy, programme alignment, brand requirements or quality standards.

Indicative Timeline & Proposal Submission

Activity	Indicative timing
RFP publication	Tuesday 25 August 2026
Clarification period	1 week after publication
Proposal submission deadline	Friday 4 September 2026 , unless amended by AGF
Evaluation and award	As per AGF procurement schedule
Contract commencement/inception	Following contract signature
Quarterly story planning and production	Throughout contract period

Proposals shall be submitted electronically to procurement@africanguaranteefund.com or procurement@agf.africa by **Friday 4 September 2026, 1700hrs EAT**. Late submissions may be treated in accordance with AGF procurement procedures.

General Procurement Conditions

- AGF reserves the right to seek clarification from bidders during evaluation.
- AGF reserves the right to accept or reject any proposal in accordance with applicable procurement procedures.
- Issuance of this RFP does not constitute an obligation by AGF to award a contract.
- AGF may amend the RFP through formal clarification or addendum.
- All costs incurred in preparing and submitting proposals shall be borne by the bidder.
- Any conflict of interest must be disclosed in the proposal.
- The successful bidder shall comply with AGF's applicable contractual, ethical, safeguarding, data-protection and procurement requirements.