

EXPRESSION OF INTEREST

CONSULTANCY FOR THE IMPLEMENTATION OF A NORTHERN GHANA CREATIVES SUPPORT PROGRAM

CONSULTANCY FIRMS REQUIRED

The Private Sector and Innovation Support (PSInno) programme aims to strengthen Ghana's private sector competitiveness and innovation capacity by supporting the development and adoption of digital and technology-driven solutions across the digital and agri-business ecosystems. The programme contributes to inclusive economic transformation by enabling startups, SMEs, public institutions, and intermediary organisations to innovate, improve productivity, and create sustainable employment opportunities, with particular attention to young people, women, and actors in northern Ghana.

The project works across three interconnected areas: strengthening innovation ecosystems and institutional capacities; supporting agric SMEs and startups to develop and test technology-based products, services, and business models; and expanding digital competencies to improve employability and economic participation. Through targeted interventions, PSInno promotes science-to-business collaboration, technology transfer, and the introduction of innovation support mechanisms that connect research institutions, industry, and markets.

This consultancy will design and implement a programme that helps Northern Ghana-based audiovisual creatives build sustainable income-generating businesses through enhanced technical production capabilities and business development skills. The programme addresses the specific implementation gap facing regional creatives by providing hands-on support, practical business tools, and market-ready skills that generate measurable economic outcomes.

Success will be measured by verifiable business outcomes: increased income from production gigs, new client acquisitions, improved contract terms, business formalization, equipment investments, and sustained revenue growth beyond the programme period

The programme will:

- Strengthen technical and business capacity of 50 audiovisual creatives in Northern Ghana to generate sustainable income through professional production services
- Build participants' ability to price services accurately, manage project finances, negotiate contracts, protect intellectual property, and operate sustainable creative businesses
- Enable participants to access diverse income opportunities through portfolio development, marketing skills, and connections to clients across NGO, corporate, events, and music industry sectors
- Integrate AI-powered tools and emerging technologies to enhance creative workflows, reduce production costs, and improve content quality for competitive advantage
- Establish a sustainable network of Northern Ghana creatives for collaboration, equipment sharing, knowledge exchange, and transition from informal to formal creative economy

The contractor is responsible for providing the following services:

- Conduct comprehensive regional creative economy assessment mapping existing support programmes in Northern Ghana, consultant's operational infrastructure and partnerships, identified gaps, and strategic positioning recommendations
- Design practical 12-week programme including curriculum, training materials, impact measurement framework, week-by-week implementation plan, in-person delivery logistics, and support mechanisms appropriate for Northern Ghana context
- Recruit and select 50 audiovisual creatives from across Northern Ghana ensuring geographic diversity, gender balance, regional representation, and distribution across creative areas
- Implement 12-week programme delivering in-person workshops, hands-on technical training, business development coaching, and peer learning sessions while maintaining quality standards and tracking progress rigorously
- Develop and execute monitoring and evaluation strategy including baseline and endline assessments, continuous progress tracking, skills verification, income measurement, and comprehensive final evaluation report with recommendations and scaling proposal

Experience and Qualifications of the Consultancy firm:

- Business registration, VAT Registration, SSNIT Registration.
- Proven track record managing capacity building or business support programmes in the creative sector with documented income generation results, verifiable business outcomes, and evidence of sustainable impact on beneficiaries
- Strong organizational capacity including experienced project management team, established monitoring and evaluation systems, financial management capabilities, and demonstrated ability to coordinate multiple stakeholders across government, private sector, and development partners

- Substantial operational presence and experience in Ghana with deep understanding of Northern Ghana's creative economy context, infrastructure challenges, market characteristics, and established networks with local partners, innovation hubs, training institutions, and creative industry stakeholders

Interested consultancy firms with proven experience in this area of work are kindly requested to express their interest for the above-mentioned project.

How to apply

Please submit an expression of interest with the following **3 sets** of documents

a. Official letter expressing interest, including the following.

- ❖ Company profile
- ❖ Valid Tax Clearance Certificate
- ❖ Valid SSNIT Clearance Certificate
- ❖ Business Registration Certificate
- ❖ Declaration of Business Ownership by General Manager (3) (Inclusion of Form A for Sole Proprietorship or Form 3 for Limited Liability)
- ❖ VAT Registration Certificate
- ❖ other relevant supporting documents

b. Technical Proposal & CV/portfolio of the consultants (indicating the relevant experience and qualifications) – Two (2) Copies

c. Financial Proposal – Two (2) Copies

NOTE:

ALL PROSPECTIVE BIDDERS ARE REQUIRED TO PERFORM THEIR TAX OBLIGATIONS IN GHANA.

THE CURRENCY OF YOUR OFFER SHOULD BE IN GHANA CEDIS

Kindly visit the link for Terms of Reference and other documents to be used in preparing your Technical and Financial Proposals

Link- <https://www.giz.de/en/regions/africa/ghana/tenders>

The (a. Expression of Interest including required documents), (b. technical proposals + CV) (c. Financial Proposals) mentioned above should be sealed in Three (3) Separate Envelopes and enclosed in one Bigger envelop, marked as "7000011170/ G-018082-001/ Consultancy for the Implementation of a Northern Ghana Creatives Support Program"

Submit to the following address:

The Procurement Unit,
GIZ Ghana Country Office
No. 7 Volta Street, Airport Residential Area, Accra
P.O. Box KA 9698,
Accra

To All Bidders:

- ❖ Bids must be submitted at the GIZ Ghana Country Office Reception.
- ❖ The deadline for submission is **15th June 2026** until **11:59 PM**.
- ❖ Documents should be submitted as early as possible before the deadline.
- ❖ Should the reception be closed, documents might exceptionally be dropped off at the guard's booth.
- ❖ The guards need to be told by the person submitting the documents that they are submitting tender documents.
- ❖ Always send a receipt with your documents stating the **Tender Number**.

This receipt will be signed by the receptionist or a guard (in case of exceptional drop-off at the guard's booth) to provide the bidder with proof of submission.

Please note that participating in a GIZ tendering process is free of charge for bidders.

At no phase of the process is the bidder required to make any payment to GIZ or to one of its employees.

Kindly Note by sending in your offer, you are agreeing to the **GIZ General Terms** and giving us consent to process your company data.

ONLY SHORTLISTED FIRMS WILL BE CONTACTED