

EXPRESSION OF INTEREST

EXECUTION OF MARKETING AND COMMUNICATIONS CAMPAIGNS TO SUPPORT THE GHANA ENTREPRENEURSHIP POLICY CHATBOT (GEPBot)

CONSULTANCY FIRM REQUIRED

Background

The Private Sector and Innovation Promotion in Ghana (PSInno) project is part of the German Federal Ministry for Economic Cooperation and Development (BMZ) core theme, "Training and Sustainable Growth for Good Jobs in Ghana". The project is being implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in collaboration with the Ministry of Trade, Agribusiness and Industry (MoTAI). The objective of the project is to strengthen competitive and employment promoting economic development in selected sectors in Ghana, particularly in the north of the country.

PSInno supports growth-oriented SMEs in Ghana with a focus on agribusiness, the digital economy and innovation. In the agricultural and food sector, the programme targets producers, SMEs and innovative enterprises in northern Ghana, whilst in the digital economy it targets all companies, including startups and freelancers. PSInno works as a facilitator alongside business development service providers and financial institutions to improve market access, strengthen skills and promote innovative business models. At the macro level, PSInno works with national and regional stakeholders to develop or reform policy instruments, contributing to an improved business environment for SMEs, while working with intermediaries to introduce new or adapted institutionalised support services that strengthen the competitiveness of companies in selected sectors.

Context of Consultancy

The Ghana Entrepreneurship Policy Chatbot (GEPBot) is an artificial intelligence platform developed by mNotify Company Ltd, with funding support from the Digital Transformation for Inclusive Entrepreneurship in Ghana (DTEG) component of GIZ. The chatbot was created to close a persistent gap in Ghana's entrepreneurship ecosystem, namely the difficulty small and medium sized enterprises (SMEs) face in accessing clear, reliable and localised information on business policies, regulatory requirements and government support programmes.

GEPBot draws on a verified body of Ghanaian policy documents and institutional guidelines, covering agencies such as the Food and Drugs Authority, the Ghana Standards Authority, the Ghana Enterprises Agency and MoTAI. It provides round the clock access via web chat, translates dense legal and regulatory language into plain terms, maintains a directory of relevant institutions and provides information on grants and business opportunities. The platform, accessible at gepbot.com, has received Data Protection Impact Assessment approval from the Data Protection Commission, confirming that user data is anonymised and handled ethically.

Regardless of its potential, the platform's growth is currently held back by low awareness. Many entrepreneurs, particularly in regional and rural communities, simply do not know GEPBot exists. This gap means a sound product is not yet reaching the audience it was built to serve, and this is precisely where a structured communication and marketing campaign becomes necessary. PSInno has a direct interest in supporting GEPBot to gain wider traction, as this contributes to Component 1 of the programme, which focuses on improving the business environment for SMEs. GIZ, through PSInno, is therefore seeking to engage a qualified consultancy firm to design and execute this campaign, extending GEPBot's reach among individual entrepreneurs, business associations, sector intermediaries, government agencies and development partners.

Objective of the Consultancy

The main objective of this consultancy is to design and execute a comprehensive communication and marketing campaign that raises awareness of GEPBot among entrepreneurs, intermediary organisations and relevant institutions across Ghana, thereby increasing its user base and reinforcing its role as a trusted source of entrepreneurship policy information. Specifically, the consultancy shall:

- Develop and implement a multi-channel communication strategy that builds public recognition of GEPBot among SMEs, individual entrepreneurs and the general public.
- Produce promotional and campaign materials, including explainer videos, jingles, e flyers, banners and branded items, that clearly communicate the purpose and value of the platform.
- Drive sustained engagement through digital marketing, online media placements and radio appearances that reach target audiences in both urban and rural areas, including Northern Ghana.
- Extend the visibility of GEPBot among intermediary organisations, business associations and government agencies that can further disseminate the platform to their networks.

- Produce a podcast series, The Entrepreneur's Compass, in collaboration with mNotify, that complements the chatbot by sharing practical insights on entrepreneurship, regulatory compliance and business growth.
- Support the achievement of PSInno's Component 1 objective of improving the business environment for SMEs by strengthening awareness of policy instruments and institutionalised support services.

The consultant will be responsible for the following

- Develop a communication and marketing strategy, including audience segmentation, key messages, channel selection, a campaign timeline and an agreed set of targets for reach, engagement and user growth.
- Produce a consistent set of campaign materials, including explainer videos, jingles in at least three languages, e flyers, pull up banners, billboards, branded t shirts and stickers.
- Implement a digital marketing and media campaign comprising social media boosting, monthly press releases with established Ghanaian digital news outlets, and radio appearances and in studio interviews.
- Engage business associations, sector intermediaries, government agencies and development partners to secure institutional partnerships, prioritising organisations already working with PSInno or MoTAI and those with the greatest potential to reach more users, including in Northern Ghana.
- Produce The Entrepreneur's Compass, a ten-part podcast series featuring entrepreneurs, business leaders, policymakers and ecosystem enablers, covering themes such as business startup, access to finance, regulatory compliance and available support programmes.
- Monitor campaign performance against agreed targets and prepare periodic progress reports and a final campaign report presenting results, lessons learned and recommendations for sustaining momentum beyond the consultancy period.

Experience and Qualifications of the Consultancy Firm

- Valid business registration, tax clearance certificate and SSNIT certificate to operate and deliver consultancy services in Ghana.
- Demonstrable capacity, in finance and human resources, to execute a national communication and marketing campaign of this scale.
- Proven track record designing and delivering communication, marketing or public awareness campaigns in Ghana, with documented evidence of reach across both urban and rural audiences.
- Demonstrable experience in the technology space in Ghana, including familiarity with digital platforms, chatbots or similar digital public service tools.
- Experience producing creative and promotional content, including video, audio and print materials, and managing digital marketing, online media and radio placements.
- Experience producing podcast or broadcast content, including guest coordination, recording, editing and distribution.
- Established working relationships with Ghanaian digital news outlets, radio stations and relevant business associations or sector intermediaries, including in Northern Ghana.
- Experience working with and delivering services to international development organisations, with the financial management systems required to meet GIZ or equivalent donor reporting requirements.
- A proposed team including, at a minimum, a Team Lead, a Graphic Designer and a Media Engagement and Management Expert, each with relevant qualifications and experience for the role.

Duration

Period of assignment: from 15th September 2026 to 30th September 2027.

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

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NATIONAL COMPETITIVE TENDER



Implemented by:
giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

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CONSULTANCY FIRM REQUIRED

- ❖ 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: 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 "7000019165 / G-018082-001 / Execution of Marketing and Communication Campaigns to Support Ghana Entrepreneurship Policy Chatbot"

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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 **31st August 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