

Terms of Reference

Services of a Creative Partner in East Africa

We Can Work program

1. Introduction

The We Can Work program improves access to dignified and fulfilling work for young women and men with disabilities in Ethiopia, Kenya, Uganda, Rwanda, Ghana, Nigeria and Senegal working in partnership with the national umbrella organization of persons with disabilities in each country. In each country, teams of Disability Inclusion Advisors and Facilitators support the development of Mastercard Foundation internal and partner capacity to mainstream disability in all Young Africa Works programs.

The program further deploys targeted skills building and entrepreneurship support interventions for young women and men with disabilities to successfully transition to work. We Can Work is instrumental in realizing the ambitions of Mastercard Foundation in relation to Disability Inclusion.

The program is based on three pillars that equip young persons with disabilities with leadership skills, support new and existing Young Africa Works programs on becoming more disability inclusive, and directly provide skills training to the most marginal of this youth population:

- Pillar 1: Targeted interventions to support young women and men with disabilities into work.
- Pillar 2: Embedding and institutionalizing disability inclusion into Young Africa Works strategies and programs.
- Pillar 3: Youth led advocacy toward more inclusive policies and environment. Young women and men with disabilities enact agency by contributing to national and regional advocacy processes to implement youth and disability inclusive policies.

2. Background Information and Context

The We Can Work program has a priority focus on learning – ensuring continuous programmatic adaptation for maximum efficiency and impact, using the latest knowledge, and capitalizing on the experience and expertise of program stakeholders including implementing partners, Disability Inclusion Facilitators and Advisors, program participants and staff. A key component of the Knowledge Management Cycle of the program is the development of a range of knowledge products including tools and resources in relation to disability inclusion advisory work, key programmatic documents, and a range of publications aimed to disseminate lessons learned with both internal and external audiences.

The development of these products to a high level and quality expected, to maximize uptake and drive high engagement of different stakeholders, while meeting key requirements for accessibility and inclusion, requires continuous services of a range of creative service providers including (but not limited to): videographers, photographers, animators, illustrators and graphic designers,

product and game development experts, web development specialists, and prototype development support (including high quality printing).

3. Purpose and the Objective of the Consultancy

The program seeks a retainer, initial one-year partnership with a creative partner – an agency with extensive experience in coordinating and working with a range of creative service providers as listed above to deliver on specified assignments. The ideal partner has;

- an established base of consultants in the creative fields listed above ideally in one or more of the We Can Work countries in East Africa: Uganda, Kenya, Ethiopia and Rwanda
- the ability and capacity to sub-contract and engage with these consultants on a need-basis
- has a proven track record of coordinating cross-country creative production assignments.

4. Expected Results

Illustration and Graphic Design: Support in the design and lay-out of a range of knowledge products including learning briefs, tools and resources, photo narratives and program learning documents for both internal and external audiences.

Photography, Video Production and Editing: Audiovisual formats for the production of knowledge products will be used routinely for both accessibility considerations, and to drive high engagement. The creative partner will be expected to support scripting, production and editing of these products, as well as engage providers in the countries mentioned (on a case-by-case basis) to deliver cross-country products.

Toolkit, Game and Product Development: A key aspect of this consultancy is the development of innovative products to drive learning on disability inclusion. This includes a range of tools and resources and the application of human centered design methodologies to develop new products to support the work of our Disability Inclusion Advisory teams.

Prototype Development: In relation to the Toolkit, Game and Product Development mentioned above, is the development of prototypes; often digital or print versions of products to be tested and improved before roll-out. A key deliverable in this assignment will be support to the development of accessible, high-quality prototypes. This will include working with printing service providers including disability-related service providers such as Braille and Tactile printing providers as needed, depending on specific products and audiences envisioned.

Website Design and Web Platform Management: A resource platform developed to support the program's objectives will need routine management, updates, optimization, and the addition of new innovative features. A key deliverable in this assignment will be a well-functioning platform with a steady growing audience and user engagement.

5. Roles and Responsibilities

The creative partner will:

- Contract and engage creative service providers as needed, per specified assignment.

- Actively participate in all stages of production on the key areas as listed in Section 4. above, right from the creative conceptualization stage.
- Work collaboratively with the We Can Work Technical Team on each assignment, to deliver to the quality expected.
- Follow accessibility guidelines in the delivery of each assignment.
- Adhere to the branding guidelines of the We Can Work program and Mastercard Foundation in the delivery of each assignment.
- Observe the flexibility needed in the delivery of these assignments, while maintaining the highest quality of delivery.

Light for the World will:

- Develop an initial one-year contract with agreed-upon deliverables and timelines
- Provide technical support, guidance and feedback needed at all stages, through the Technical Advisory Services department, in the delivery of each assignment including final approval.
- Plan regular co-design and update sessions to ensure progress and timely completion of each assignment.

6. Qualifications/Special Skills

- **For lead consultants:** BA in relevant fields i.e. Industrial Arts and Design, Communications, Illustration, Animation
- Demonstrated experience and evidence in carrying out each of the specified bodies of work: Illustration and Graphic Design, Photography, Video Production and Editing, Toolkit, Game and Product Development, Prototype Development and Website Design and Web Platform Management
- Experience in social innovation/human-centered design methodologies is required
- Experience in designing accessible products, inclusive of the needs of persons with disabilities is required.
- A high level of understanding of the disability space and experience working with persons with disabilities is required.
- Demonstrated commitment to high professional ethical standards; and strong safeguarding ethical standards.
- Excellent communication skills (written and oral),
- Strong command of the English language while French and knowledge of any local East African languages will be an added advantage
- Should be readily available and have the capacity to deliver on specified assignments in the timeframes set, with the flexibility required for any adjustments and revisions.

7. Organization and Management

The We Can Work Technical Team is primarily located in Kampala, Uganda. The creative partner will work closely with the Learning and Innovation Expert, and Content Development and Documentation Specialist, based in Kampala.

8. Duration and Timeframe (Consultancy Period)*

#	Key Tasks	# of days	Time frame	Location
1	Illustration and Graphic Design: <ul style="list-style-type: none"> • Learning Briefs [2] and Case Studies [3] • How-to Guides [3] • Resource Books [12] • Photonarratives [2] • Publication [1] 	40	July – Dec 2025	Remotely
2	Photography, Video Production and Editing: <ul style="list-style-type: none"> • Cross-country compilation [3] 	40	July – Dec 2025	Work done by in-country service providers, editing done remotely
3	Toolkit, Game and Product Development: <ul style="list-style-type: none"> • Game and Cue Cards 	30	July – Dec 2025	Remotely
4	Prototype Development: Including printing and accessibility considerations	10	July – Dec 2025	Work done by in-country service providers
5	Website Design and Web Platform Management: Includes support to development of e-courses	80	July – Dec 2025	Remotely
Total		200		

* these are estimates provided for the purposes of a framework bid after which tasks will be allotted on the basis of days (per 8 hours) expected per product. The budget ceiling for this consultancy is 35,000 USD inclusive of any tax obligations.

9. Duration and Timeframe (Consultancy Period)

Interested and qualified parties are invited to submit an Expression of Interest not exceeding 10 pages, by 6 July 2025 to wecanwork@light-for-the-world.org indicating the following:

1. Legal structure of your company.
2. A brief description of your capacity and experience that meet the requirements listed above
3. Technical Proposal: A high-level approach to implementing each of the proposed interventions for the indicative work in the table above.
Financial Proposal: A high-level budget /or cost estimation for the indicative work in the table above
4. A detailed insight into your approach to co-designing and implementing similar assignments
5. Short examples of relevant assignments undertaken by you/ your firm (3-5 examples – use links for more details).
6. Bios of staff/ service providers who you anticipate would lead/participate in the assignments. And links to their profiles/ portfolios (for service providers).
7. Note that proposals will be judged against technical quality (60%) and price (40%)

All materials sent to Light for the World will be kept confidential.