

# Request for Proposal

Deutsche Welle  
 DW Akademie  
 Africa | Eastern Africa | Kenya  
 Kurt-Schumacher-Straße 3, 53113 Bonn  
 Germany



05 August 2021

<b>Project Title</b>	Media Futures East Africa	
<b>Project Number</b>	AAF8-KW02-12	
<b>Period</b>	September 2021	
<b>Days of Project</b>	3	
<b>Location</b>	Digital / East Africa	
<b>Project Language</b>	English & Kiswahili	
<b>Service</b>	Trainer	
<b>Description</b>	<p>In the framework of the Media Futures EA project, DW Akademie - together with their partners at the AKU GSMC Media Innovation Centre, are looking for a pitching trainer to complete the following tasks:</p> <p>1) 4h digital pitching workshop for a maximum of 20 media innovators, providing the following outputs:                  * review and finalisation of existing training plan and concrete training materials/guide provided by lead coach                  * pitching techniques and best-practice examples                  * understanding key do's and don'ts of start-up pitching to a selection jury                  * how to effectively explain business/viability models, finances, growth strategies and unique value proposition for journalism products</p> <p>2) 1/2 day for review and feedback on pitch submissions</p> <p>3) Up to 1 day coaching &amp; follow-up support for applicants and/or existing innovators</p> <p>4) Communication support in the form of a) an article on pitching for the EAST site, a short video of best practice tips &amp; communication of training and call details via own (social media) networks (calculated at a total estimate of 1 day=8h)</p> <p>At the end each participant should have a concrete and reviewed pitch, according to the criteria outlined by the project team.</p>	
<b>Technical Equipment</b>	Equipment provided by DW.	For candidates based in Dar Es Salaam, Nairobi or Kampala - a working space with internet connection can be provided upon request. The Zoom licence and tech support will be provided.
<b>Postprocessing</b>	Post-processing of the project required.	Training report and support recommendations
<b>Travel Expenses</b>	DW does not cover travel costs.	
<b>Cancellation Fee</b>	DW does not pay a cancellation fee, if the project is cancelled due to unforeseen circumstances.	
<b>Miscellaneous</b>	<p>The following selection criteria apply:</p> <ul style="list-style-type: none"> <li>* Expert knowledge of pitching for start-ups, the East African journalism and innovation landscapes</li> <li>* Experience training in the fields of pitching, business development, finance, audience and competition analysis &amp;/or creative ideation in journalism; Experience in digital training an advantage</li> <li>* Commitment to supporting high-quality journalism</li> <li>* Working knowledge of English and Kiswahili</li> <li>* Availability for methodological training &amp; streamlining with the MFEA team, as well as training on September 21st</li> <li>* Interest in being an active member of the Innovation Center (IC) community and its events</li> </ul> <p>To apply please send your CV and cover letter outlining your suitability &amp; daily rate incl. VAT to dw-akademie.media-futures@dw.com by no later than August 11th 2021</p>	
<b>Granting of Rights</b>	The contractual partner shall grant DW the exclusive and factually, temporally and spatially unrestricted rights to use the work in unmodified, processed or redesigned form in respect of works and other products created for DW within the scope of its activities. DW shall be entitled to transfer the rights granted to it in whole or in part to third parties or to grant them rights of use.	

**Please note: We require a gross final amount stated on the offer which includes all services and cost items. The work as a lecturer or trainer in Germany and abroad for training and education in the profession of journalism is exempt from German VAT according to § 4 No. 21 a) bb) Value Added Tax Act. Corresponding certificates from the Cologne District Government dated 13 March, 10 May and 16 May 2006 are available to Deutsche Welle, DW Akademie and copies can be issued on request.**