
Request for Expressions of Interest WE Finance Code Launch: Global Public Relations Campaign

PROJECT BACKGROUND AND OBJECTIVE

Background:

There are 400 million women entrepreneurs around the world who have vast potential to grow, add value to the economy and create jobs. Yet they face significant obstacles, including an uneven playing field in accessing financing.

The [Women Entrepreneurs Finance Initiative \(We-Fi\)](#) is a multilateral partnership, housed in the World Bank, that aims to unlock financing for women-led/owned businesses in developing countries. We-Fi's partners include 14 donor governments, six multilateral development banks as implementing partners, and numerous other stakeholders in the public and private sector around the world. We-Fi has allocated \$359 million to programs that will benefit close to 200,000 women-led micro, small and medium enterprises (WMSMEs) and mobilize \$4 billion from the public and private sectors. We-Fi takes an ecosystem approach to removing barriers to women's economic empowerment, addressing constraints and opportunities related to finance, market access, capacity, and the enabling environment.

We-Fi, together with its Implementation Partners, plans to launch the [WE Finance Code](#), a simple, voluntary pledge for financial service providers ("FSPs") around the world to endorse and take action towards the goal of closing the finance gaps facing WSMEs. The Code is a multi-stakeholder effort to accelerate financing for women-led enterprises, by strengthening leadership, data and actions across the financial sector globally. It aims to engage regulators, financial service providers, financial infrastructure players, the development finance community and others across the financial sector ecosystem to address constraints systematically. The Code will be launched through 10-20 country pilots and with the support of global partners.

Objective:

The We-Fi Secretariat, in collaboration with the Financial Alliance for Women, is evaluating full-service communications agencies with demonstrable global reach (particularly in developing countries and with financial sector expertise) to execute a public information campaign with the goal of increasing the number of signatories for the successful adoption and implementation of the WE Finance Code in its pilot countries and the global financial ecosystem.

This ambitious, strategic campaign will target global and regional financial leaders and institutions of select pilot countries as well as We-Fi [donor countries](#). The proposed** pilot markets for the campaign include the following countries in South/South East and Central Asia, Sub-Saharan and Northern Africa, Eastern and Central Europe, and the Caribbean:

Albania	Kosovo	North Macedonia
Bosnia and Herzegovina	Kyrgyz Republic	Rwanda
Dominican Republic	Madagascar	Serbia
Egypt	Mongolia	Somalia
Fiji	Montenegro	South Sudan
Indonesia	Morocco	Sri Lanka
Kazakhstan	Mozambique	Tajikistan

**To be confirmed*

Specifically, the campaign should aim to accomplish the following objectives:

- Raise the brand awareness of the WE Finance Code among the financial services sector and national / international policy communities in pilot countries and globally.
- Help drive the adoption of the WE Finance Code among country governments, regulatory agencies, and financial institutions through National Codes.
- Raise the profile of WE Finance code champions – both individuals and government or private sector institutions.
- Engage the global financial ecosystem to encourage them to take action to become Code participants and support the Code's objectives.
- Empower pilot countries, implementing partners and signatories of the WE Finance Code with brand materials, campaign tools and other marketing assets.

EXPRESSIONS OF INTEREST (EOI)

Timeline and geographies

The We-Fi Secretariat envisions a 12-month campaign, starting 4Q 2023. The campaign should target both global and regional audiences and prioritize stakeholder engagement in the targeted 12-15 low- and middle-income countries selected as WE Finance Code pilots.

Submission

Eligible firms should provide a 3 - 5 page (maximum) submission outlining campaign capabilities, including but not limited to:

- Localized delivery channels within the financial sector, public sector, and regulatory agencies
- Content creation and production
- Marketing and branding
- Media strategy
- Influencer marketing
- Special events
- Executive public relations

Please also include:

- Brief history of the company (including years of operation)

- Description of the agency's current services and clients, including geographies
- Information on any awards, successes, and relevant impact statistics
- Explanation of gender-informed campaign approach
- A budget range based on the timeline and geographies as described above

INPUTS TO BE PROVIDED BY WE-FI AND FINANCIAL ALLIANCE FOR WOMEN:

Under the partnership, We-Fi and the Financial Alliance for Women will:

- Provide strategic guidance on pilot countries and targeted markets/stakeholders/etc.
- Provide financial support and thought leadership.

SUBMISSIONS

To submit an EOI and to request an informational interview, agencies should email recruiting@financialallianceforwomen.org before October 6, 2023.