

Terms of Reference (ToR)

1. Background

As part of the RENEW Egypt project, EC4SDF aims to produce a high-quality podcast series focusing on Egypt's energy transition, renewable energy technologies, energy efficiency, and related policy frameworks. The podcast will serve as a platform for dialogue, public awareness, and outreach to policymakers, researchers, businesses, and the wider community.

2. Objective

To design, produce, and disseminate a 12-episode podcast series, accompanied by short reels and promotional content, that highlights key issues in Egypt's energy transition and amplifies the RENEW Egypt project's objectives.

3. Scope of Work

The selected company will be responsible for:

- Pre-production: content planning, guest coordination, visual identity alignment, teaser production.
- Production: recording 12 full-length podcast episodes (45–60 minutes each) with professional audiovisual quality.
- Post-production: editing, graphics, subtitles (Arabic/English), and production of 3–5 short reels per episode (total of 36–60 reels for the season).
- Promotion & Distribution: uploading episodes on YouTube, Facebook, LinkedIn; publishing reels on Instagram, TikTok, Snapchat; utilizing hashtags and mentions
- Monitoring & Evaluation: tracking key performance indicators (downloads, views, engagement, retention, regional reach) and reporting periodically.

4. Deliverables

- 12 full podcast episodes (video + audio).
- 36–60 short reels (30–60 seconds each).
- Promotional materials (teasers, graphics, social media posts).
- Highlight video at the end of the season.

- Reports on audience engagement and impact.

5. Duration

The assignment is expected to be completed within 3 months from the contract signature date.

6. Eligibility & Requirements

Only legally registered companies are eligible. Submissions must include:

- Commercial Registration.
- Tax Card.
- VAT Registration (if applicable).
- E-Invoice Registration Certificate.
- Company profile and portfolio of similar productions.

7. Proposal Submission

- Applicants must submit two separate files:
 - Technical Proposal (methodology, work plan, team, equipment, timeline).
 - Financial Proposal (detailed budget and total cost).
- **Deadline:** (5 PM, 5 October 2025).
- Proposals should be sent via email to: info@ec4sdf.org // adel.badr@ec4sdf.org