



UNIDADE DE GESTÃO DE PROJECTOS ESPECIAIS

CABO VERDE TECHNOLOGY PARK – PHASE II

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TERMS OF REFERENCE

MARKETING & COMMUNICATION STRATEGY FOR TECHPARK CV

1. INTRODUCTION

The Government of the Republic of Cabo Verde has received financing from the African Development Bank (hereafter named “the Bank”), the Loan 2000200005602 for the amount of US\$ 14 million, towards the implementation of the Cabo Verde Technology Park Project – Phase II, aiming at transforming the Republic of Cabo Verde into a digital and innovation hub by operationalizing a technology park, equipped with modern infrastructure and workspaces with an innovative ambience that will house emerging start-ups to established multinational technology companies.

The Technology Park (TP) is an infrastructure for the country’s affirmation in the field of information technology and communication project (ICT) that includes three Data Centers, a Business Center, a Training and Certification Center, an Incubation Center, a Conference Center and sport areas. The data center 1 has been in production since 2014, the other two data centers are already built.

The vision for Cabo Verde Tech Park will become a reference digital hub in the Atlantic and west Africa regions, hosting and supporting different companies and entities of the digital sector in an innovative and internationally connected environment.

With the mission of being the key instrument for the implementation of the Cabo Verde digital strategy by making available excellent spaces, provide relevant support services

and promote partnerships at national and international levels, contributing to consolidate the country's digital ecosystem and create value for the local economy

The Project consists of the following components and sub-components:

Component A - Operationalization of the Climate Resilient Technology Park infrastructure

- Equip data centers with the required software and hardware;
- Implement a PPP structure to manage Data Center II;
- Deploy green, climate-friendly and smart infrastructure in the park.

Component B – Business development and capacity building

- Digital and soft skills training (coding for employment);
- Incubation / Entrepreneurship (Salto Cabo Verde).

Component C - Project Management and Institutional Strengthening.

- Strengthen the operational and technical capacities of the Cabo Verde Park Agency (TECHPARK);
- Support the operations of the Project implementation unit.

2. OBJECTIVE

2.1. GENERAL

To ensure the effective communication and widespread distribution of information about TECHPARK's initiatives, achievements, and events to relevant stakeholders and the general public, highlighting its role as a technology and digital hub in the Atlantic, a gateway to West Africa, and a destination for the diaspora and digital nomads, thereby enhancing visibility, engagement, and impact. Please note that the Techpark will be reaching a diverse target group with different spoken languages (French, Portuguese and English) all marketing and branding materials must consider this.

2.2. SPECIFIC

To develop and implement a comprehensive, impactful and effective marketing and communication strategy, to enhance the visibility, reputation, and engagement of the

Cabo Verde Technological Park (TEHPARK CV), fostering a strong connection with stakeholders and promoting its initiatives and offerings.

3. SCOPE OF WORK

The project scope of work includes the deliverables as specified below:

1. Identify Target Audience: discuss with the tech park team and read strategy documents to understand who the audiences of the tech park are and how to frame advertisements.
2. Conduct Competitor Analysis: Guide on how the Techpark can market wise be different from competitors in Africa in this space. Noting language difference amongst our target audience (English, Portuguese, French).
3. Marketing Channels – Advise the Tech Park team on the best channels to market to audiences which are in Diaspora, local and especially in West Africa and Lusophone Africa and Digital Nomads.
4. Create Content and Communication Plan for 18 months: the plan should consider daily content distributed between all platforms based on defined marketing goals.
5. Website Content: support in creating and populating websites with content and train team in uploading news content on the website.
6. Communication Manual: Produce Communication internal Manual with Implementation Guidelines for the team and Train Employees and Leadership to implement Marketing and Communication Strategy.
7. Quarterly Business Audit for 18 months: including a Quarterly Business Review report and Adjust/Pivot Content and Communication Plan as needed.
8. Provide communication support and marketing implementation for 2 major events during the course of the contract lifecycle.

4. TARGET AUDIENCE

Local Entrepreneurs and Startups: Individuals and small businesses within Cabo Verde looking for support in developing their ideas and scaling their operations.

Technology Companies and Innovators: Tech firms and innovators interested in collaborating, investing, or establishing a presence in a tech-friendly environment.

Government and Policy Makers: Local and national government officials and agencies involved in economic development, technology, and innovation policies.

Investors and Venture Capitalists: Domestic and international investors seeking opportunities in emerging tech hubs and innovative startups in Cabo Verde.

Academia and Research Institutions: Universities, colleges, and research organizations interested in partnerships, research collaborations, and talent development.

Diaspora Community: Cabo Verdean diaspora members who can contribute through investment, mentorship, or returning as skilled professionals.

Digital Nomads and Remote Workers: Individuals and groups looking for a conducive environment for remote work, leveraging Cabo Verde's strategic location and lifestyle.

West African Entrepreneurs and Businesses: Entrepreneurs and businesses from the West African region seeking a gateway to broader markets and collaboration opportunities.

Media and Influencers: Local, regional, and international media outlets and influencers who can amplify TECHPARK's message and achievements.

General Public: The broader community within Cabo Verde and the surrounding regions who can benefit from awareness of TECHPARK's initiatives and services.

5. SCHEDULE

The following tables show the expected delivery times for the products/services, as well as the payment schedule. Payments will be according to the percentages described in the tables.

The expected duration for the assignment is a total of 72 weeks, with intermediary deliverables and approvals as specified in the table below.

DELIVERABLES	QUANTITY	FORMAT	DEADLINE	APPROVAL AND PAYMENT
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Inception Report with a detailed timetable for each product		Digital format	1 weeks after contract approval	5%
Identify Target Audience			3 weeks after contract approval	10%
- Demographics		Digital Format		
- Behaviors		Digital Format		
- Interests		Digital Format		
- Pain Points		Digital Format		
Conduct competitor analysis			3 weeks after contract approval	10%
- Local Competitors		Digital Format		
- Regional Competitors		Digital Format		
-International competitors		Digital Format		
Marketing Channels			5 weeks after contract approval	5%
-Define Strategic Channels		Digital Format		
- Establish KPIs for each Channel		Digital Format		
Create Content and Communication Plan for 18 months			10 weeks after contract approval	20%
- Content should be in english, portuguese and french		Digital and Editable Format		
Website Content			10 weeks after contract approval	15%
- Produce Website written content in Portuguese, English and French		Digital and Editable Format		

Communication Manual			15 weeks after contract approval	15%
-Produce Communication internal Manual with Implementation Guidelines for the team		Digital and editable Format		
-Train Employees and Leadership to implement Marketing and Communication Strategy		Hybrid Format (In person and Virtual)		
Quarterly Business Audit for 18 months			72 weeks (each quarter one Review has to be issued)	10%
- Quarterly Business Review Report		Digital Format		
- Adjust/Pivot Content and Communication Plan as needed		Digital and Editable format		
Provide communication support and marketing implementation for major events			During the course of the contract lifecycle	5%
Approval and Final Report			72 weeks after contract approval	5%

7. ROLE

Key responsibilities and functions include design a comprehensive marketing strategy to promote TECHPARK's initiatives, services, and events, conduct market research and analysis to identify target audiences, competitors, and key messaging opportunities, develop a strategic communication plan to effectively reach through various channels, create compelling content aligned with TECHPARK's objectives and messaging, optimize TECHPARK's website and social media profiles for maximum visibility, engagement, and conversion, provide guidelines to execute digital marketing campaigns across paid and organic channels to drive traffic, leads, and conversions, promote TECHPARK's events through targeted marketing campaigns, press releases, and media outreach, provide live coverage of events on social media platforms and guidelines to

produce post-event content to extend reach and impact, cultivate and maintain relationships with key stakeholders, including government agencies, investors, partners, and the media, facilitate communication and collaboration between TECHPARK and its stakeholders to foster mutual understanding and support, track and analyze the performance of branding, marketing, and communication activities using relevant metrics and KPIs, prepare regular reports and presentations to update TECHPARK management on progress, challenges, and opportunities.

8. CONSULTANT PROFILE

8.1 FIRM

The firm should possess the following qualifications and expertise:

- Demonstrated minimum 5 years of experience in marketing, and communication, preferably in the technology or innovation sector.
- Expertise in developing and executing strategic marketing plans, including market research, audience segmentation, and campaign management.
- Strong creative skills with the ability to produce high-quality content for various channels and formats.
- Proficiency in digital marketing tools and platforms, including website CMS, social media management, email marketing, and analytics.
- Proven track record of successful event promotion and coverage, media relations, and stakeholder engagement.
- Is mandatory to have a portfolio of completed works, at least 5 recent examples of similar practical work (links or copies) of the scope of work of this ToR.
- To have technicians with experience in translation and verbal and written communication skills in Portuguese and verbal and written communication skills in English and French.

8.2 TEAM

The consultant firm should assemble a multidisciplinary team with the following roles and expertise:

- Project Manager
- Marketing Strategist
- Content Creator and Copywriter

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- Digital Marketing Specialist
 - Translator English and French

Requirements

Project Manager:

Bachelor or Master Degree in project management, marketing, management or a related field.

Minimum of 5 years of experience in project management, preferably in the Marketing Projects for technology or innovation sector.

Familiarity with the Cabo Verdean market and West African region is desirable.

Marketing Strategist:

Bachelor or Master Degree in marketing, communication, or a related field.

Minimum of 5 years of experience in developing and implementing marketing strategies.

Familiarity with the Cabo Verdean market and West African region is desirable.

Content Creator and Copywriter:

Bachelor or Master Degree in communication, journalism, advertising, or a related field.

3 years of Experience in creating persuasive content for various channels and formats.

Digital Marketing Specialist:

Bachelor or Master Degree in digital marketing, online advertising, or a related field.

3 years Proven experience in digital marketing campaigns, SEO, SEM, email marketing, among others.

Translator English and French:

Fluency in English, French, and Portuguese.

Bachelor or Master Degree in translation, applied linguistics, or a related field.

1 Experience in written and verbal translation in corporate and technical contexts

9. REPORTING

The consultant firm will report directly to the designated responsible individual or department at TECHPARK, who will provide guidance, feedback, and support throughout the duration of the project. Regular progress updates and milestone reviews will be scheduled to ensure alignment with TECHPARK's goals and objectives.

11. OWNERSHIP OF MATERIALS AND DISSEMINATION

Any and all material produced as a result of this consultancy, in any format, is the property of the Cabo Verde Technology Park, as is any right associated with the intellectual property developed as a result of these activities.

12. CONTRACT

A lump sum contract must be signed. Payments are dependent on approval of deliveries by TechPark CV and UGPE, and payment of approved reimbursable expenses is made on presentation of a receipt for expenses incurred at actual cost.