



Podcast Series - ToR

The Sawiris Foundation for Social Development plans to launch a podcast series to discuss the most pressing challenges in various fields of development and what research has to say to address these issues, with the firm belief in the importance of using evidence to address global development trends and discussions in Egypt.

About Sawiris Foundation:

The Sawiris Foundation for Social Development (SFSD), since its inception in 2001, is one of the first family foundations in Egypt that is establishing a new paradigm for development in the country. Its core mission is to contribute to Egypt's socio-economic development through a focus on 4 main sectors; **economic empowerment, social empowerment, education and scholarships** as well as the **annual cultural awards**. You can know more about SFSD via their website: <https://sawirisfoundation.org>

About the podcast series:

Millions of Egyptian pounds are spent every year on development interventions that are designed to tackle the most pressing development challenges that will reduce poverty and improve the wellbeing of Egyptians. And yet, poverty and unemployment, among other wellbeing indicators have been on the rise since 2019 and have been further exacerbated by the Covid-19 pandemic. As Yale economist Dean Karlan explains in his 2011 book, development work is “more than good intentions”, SFSD has been shifting its development practices to avoid the common pitfalls and biases that end up not serving the beneficiaries of our programs as we have intended them to. SFSD is looking to follow evidence, lessons learned from other contexts and experiences from the field to improve the delivery and sustainability of our programs and to maximize our impact. In this light, we are launching a podcast series to open an honest dialogue with Egypt's development community, policymakers and practitioners on lessons learnt in the field and the organization's journey towards effective altruism.

Plan:

The podcast first series is expected to release an episode every month, whereby the duration of each episode may be up to 30 minutes. Each episode is intended to be scripted. The Learning & Strategy Department at SFSD will be responsible for creating the initial content with support from the PR & Comms Department, and it will be mostly in Arabic.



The targeted topics may vary. Below are suggested topics that are planned to be discussed over the timeframe of four months.

	Year	Month	Topic
1	2021	August	Introducing SFSD and the organization's journey towards effective altruism
2		September	The Microcredit Debate: Lessons learned from Upper Egypt
3		October	Targeting Extreme Poverty: Lessons learned from Upper Egypt
4		November	Improving Education Quality: Teaching at the Right Level

Accordingly, Sawiris Foundation is searching for an agency that can offer technical support in producing the podcast series.

Deliverables:

Under the direct supervision of the Sawiris Foundation PR & Comms team, the production agency is requested to do the following:

- Provide market research that details the pros and cons of publishing the series on different available podcast platforms.
- Develop a publishing plan for the series, including an advertising plan.
- Monthly develop the initial scripted content provided by SFSD for each episode, to be creatively presented.
- Record each episode after approving the creative script with SFSD. This includes narrating the episodes.
- Edit, produce & publish the episodes.
- Design the poster of the series and the thumbnails of each episode.

References that could help you:

[يودكاست متاهة – تفاصيل الصورة الكاملة](#)
[صوت ميدان – حُجَى التريندات](#)
[على الأصول - العيد × الكوفيد](#)



How to apply?

Interested agencies can apply by submitting the following requirements:

- A detailed **technical proposal** in which agencies should clarify references to the **themes** and **styles** they recommend to use.
- Two detailed **financial quotations**:
 1. For the case of producing the **first episode** of the series;
 2. For the case of producing the **entire series**.
- The quotations must be **signed & stamped** next to the price. It must also include the agency's **commercial register number** and the **date** of sending the offer.
- Agency's **portfolio** should include previous examples of producing similar work.
- Having experience in producing media in the **development field** is recommended.

Applications deadline:

Deadline is Wednesday, 28th of July, 2021

Please send your applications to (media@sawirisfoundation.org). Email subject should be: (Podcast Series – Agency's Name).