



SAWIRIS FOUNDATION
مؤسسة ساويرس

Sawiris Foundation Podcast Project

Podcast Season Two Production Terms of Reference (ToR)

Sawiris Foundation for Social Development
+202 2792 7660/1/2 +202 2792 7664
10 El-Diwan St., Garden City, Cairo, Egypt



مؤسسة ساويرس للتنمية الاجتماعية
(+202)2792 7664 (+202)2792 7660/1/2
١٠ ش الديوان، جاردن سيتي، القاهرة، مصر



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مؤسسة Sawiris

Introduction to Sawiris Foundation

The Sawiris Foundation for Social Development (SFSD) is one of the first donor foundations in Egypt. Established in 2001 by the Sawiris family, SFSD philanthropically promotes and supports innovative solutions that target comprehensive and sustainable development in Egypt.

Over the last 23 years, SFSD has addressed the most pressing issues facing marginalized Egyptians, such as poverty, unemployment, social exclusion, and limited access to quality education, by funding the delivery of programs aimed at achieving comprehensive and sustainable development in partnership with the governmental and private sectors as well as civil society. By creating thousands of job opportunities, providing quality education, and accessibility to basic services, SFSD has impacted the lives of nearly one million Egyptians in 24 Egyptian governorates, focusing on the most remote villages, with total investments of close to 2.5 billion EGP.

With increasing global and national challenges, Sawiris Foundation developed its strategic directions while finding the most cost-effective and impactful ways to support Egypt's marginalized families and those trying to further positive social change in Egypt. By following the philosophy of effective altruism and evidence-based practices, we have launched our 2023-2028 strategy to maximize our impact in reducing multidimensional poverty and empowering agents of change in Egypt.

Project Overview

Millions of Egyptian pounds are spent every year on development interventions designed to tackle the most pressing development challenges, reduce poverty, and improve the well-being of Egyptians. Yet poverty and unemployment, among other well-being indicators, have been on the rise since 2019 and have been further exacerbated by the Covid-19 pandemic and the Russian/Ukrainian conflict.

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, SFSD has published season one of its podcast series on [YouTube](#), [Spotify](#), [Anghami](#), [Apple Podcast](#), and [Google Podcast](#). It came to open an honest dialogue with Egypt's development community, policymakers, development practitioners, and social sciences researchers on lessons learned in the field and the organization's journey toward effective altruism, and we are looking forward to publishing season two!

Deliverables

The podcast's second season is expected to release one episode each month for six months, which may be 30 - 40 minutes long. The project's time frame begins in April. The Learning & Strategy Sector at SFSD will be responsible for creating the key messages for each episode as well as inviting and hosting the guests, with support from the PR & Comms Sector. The podcast will be presented in Arabic.

The theme of the second season is Philanthropy in Times of Crisis.

In comparison to the published season one, we aspire to enhance the quality of the podcast video to studio quality, whether by setting up at Sawiris Foundation Premises or recording the episodes at the agency's studio. Please refer [here](#) to a recently published video at Sawiris Foundation Premises to get an idea about the look and feel there.

Accordingly, we are searching for an agency that can offer technical support in producing the podcast season two, which should include the following:

- The technical aspects of recording the audio/video, editing, producing, and publishing the episodes.
- The market research for the best practices of targeting Egypt's development community, policymakers, development practitioners, and social sciences researchers.
- The advertising plan including the production of the marketing materials for disseminating the episodes.

It is noteworthy to take a look at Atheer Platform ([YouTube](#) – [Instagram](#)) as a reference for production marketing and quality.

How to Apply

- This call is open to media agencies, not individuals.
- Proposals should include the agency portfolio, relevant work experience, a detailed financial quotation per episode, and the total budget for producing the project.
- The financial quotation must be signed & stamped next to the price. It must also include the agency's commercial register number, the address, the agency's contacts, and the date of sending the offer.
- The application must be sent to (media@sawirisfoundation.org) with the subject line (SFSD Podcast Season Two - Agency Name) before the deadline.
- The deadline for application is April 21st, 2024.