

1 CFYE Overview:

The Challenge Fund for Youth Employment (CFYE) is a 7-year and €134 million programme funded by the Netherlands Ministry of Foreign Affairs, that aims to create a prosperous future for 230,000 young women and men in the Middle East, North Africa, Sahel & West Africa and Horn of Africa regions. The Fund will be supporting initiatives in 12 focus countries that will offer youth, in particular young women, opportunities for work that is demand-driven and productive, offering a stable income and safe working conditions, and that is contributing to their personal development and social protection.

The portfolio of projects is selected from business cases that were submitted by private sector, civil society, and knowledge institutions. Each business case has outlined scalable solutions for creating, matching, and improving jobs and income generating opportunities for youth. Solutions in particular focus on an integrated approach that addresses the shortcomings on the demand side (jobs) and supply side (skills) by bridging the gap between them in the labour market.

2 Assignment Overview

- Co-creating the plan for CFYE's final videos
- Producing CFYE's final videos
- Highlighting CFYE's success and impact
- Promoting the work of CFYE's businesses and the value impact investing in marginalised communities

This is intended to be a mainstream or at least development media worthy piece that reaches a new audience to raise awareness on the value of CFYE's model. The target audience would include investors/private sector stakeholders, the general public, other accelerators and entrepreneurs.

3 Expression of Interest

We would like to start the co-creating process as soon as possible. Currently we're looking for expressions of interest. Please send them to whitney.vanschyndel@thepalladiumgroup.com and include daily fees for pre-production (planning and prep), production (Director of Photography and gear), (Director and Producer), post-production (two editing rounds, grade, hard drives), contingency.