



Invitation for Expression of Interest (EOI)

PROCUREMENT FOR CONSULTING SERVICES TO FACILITATE A STRATEGIC PLAN REFRESH FOR FSD ETHIOPIA

1. Background and Context

Established in 2022, FSD Ethiopia is an international NGO dedicated to identifying the underlying factors that contribute to financial system failures, enabling market participants to address these constraints and build a functional and effective financial sector that supports economic development.

FSD Ethiopia provides technical assistance, grants, and research insights to policymakers, regulators, and market actors to drive large-scale change in financial markets and support sustainable economic growth. It works with public, private, and development partners in the financial sector to address critical system constraints and facilitate changes that enable the provision of effective, transparent, stable, and inclusive financial systems.

For more information, visit our website: <https://fsdethiopia.org>

2. About the Work

FSD Ethiopia is seeking expressions of interest from qualified consulting firms to lead the **Strategic Plan Refresh** process. The assignment aims to assess the organization's current positioning, consult stakeholders, identify sectoral trends, and co-develop an actionable, forward-looking strategic framework for the next 3–5 years.

The updated strategy should clearly define FSD Ethiopia's mission, vision, and focus areas while embedding principles of gender equality, social inclusion, and market systems development (MSD).



3. Scope of Work

The anticipated scope includes, but is not limited to:

- Review of strategic documents, program reports, and performance data
- Assessment of FSD Ethiopia's Theory of Change and implementation effectiveness
- SWOT analysis of the current strategy and positioning
- Stakeholder mapping and engagement (KIIIs, FGDs)
- Development of an updated strategic framework, including strategic pillars and results chains
- Proposal of implementation roadmap, including resource requirements and risk mitigation
- Presentation and finalization of the strategy with board and management input

A detailed Terms of Reference (ToR) will be shared with shortlisted firms during the RFP stage.

4. Selection Criteria

FSD Ethiopia will shortlist firms based on the following:

- Proven experience (10+ years) in financial sector development and financial inclusion in Africa
 - Strong expertise in Market Systems Development (MSD) approaches
 - Demonstrated understanding of Ethiopia's financial sector
 - Track record in developing or refreshing strategic plans for similar institutions
 - Commitment to gender equality and social inclusion, demonstrated through previous initiatives
 - References from at least three relevant assignments in Africa
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5. Submission Requirements

Interested firms must submit:

- A brief firm profile, including experience with similar assignments
- A two-page proposal explaining understanding of the assignment and why the consultancy firm is a good fit for the task
- Qualifications of the proposed consulting team (maximum 5 key staff, including at least two females)
- Summary of two similar assignments in strategy development or financial sector work
- Contact details for two professional references
- Confirmation of availability for the assignment period (June–September 2025)

Please email your submission (max total 5MB) to **bids@fsdethiopia.org** with the subject line: **“EOI – Strategic Plan Refresh for FSD Ethiopia”**

Deadline for submission: May 22, 2025

Interested bidders fitting the requirements may also send questions or inquiries via email to: bids@fsdethiopia.org on May 14, 2025 and response will be shared on May 15, 2025.

Only shortlisted firms will be contacted and invited to the RFP stage. FSD Ethiopia has the right to accept or reject any application without giving reasons.

Equal Opportunity: FSD Ethiopia is committed to promoting diversity and inclusion in all aspects of its work. We encourage applications from all qualified firms, particularly those that demonstrate a commitment to gender equality and social inclusion.