



iDICE

Investment in Digital and Creative
Enterprises Programme

Terms of Reference (TOR)

for

Design and Implementation of Creative Economy Hackathons and Innovation Competitions under the Creative Enterprise Support Organization Program (CESOP)

for the

Investment in Digital and Creative Enterprises (iDICE) Programme

Sector: Technology and Creative

Financing Agreement reference: 2000200005160

Project ID No.: P-NG-K00-009

19th of May 2025



1. Background

The Federal Government of Nigeria (FGN) has received financing from the African Development Bank (AfDB), Agence Française de Développement (AFD) and the Islamic Development Bank (IsDB) towards the implementation of the Investment in Digital and Creative Enterprises (iDICE) Programme¹. The objective of the iDICE Programme is to promote entrepreneurship, boost innovation, create jobs, enhance social development, and achieve economic transformation by fostering growth in the digital technology and creative ecosystem, building on brownfield investments and synergies with ongoing initiatives in Nigeria.

As part of implementation arrangements, the iDICE Programme Coordination Unit (PCU) within the Bank of Industry (BOI) – the Executing Agency for the Programme appointed by the FGN – is seeking to engage the services of a **Consultant to Design and Implement Creative Economy Hackathons and Innovation Competitions under the Creative Enterprise Support Organization Program (CESOP)** in collaboration with the Federal Ministry of Arts, Culture and the Creative Economy.

The CESOP consists of 4 key programs:

- I. Hackathon and Creative Competitions
- II. Startup Voucher Program
- III. Startup Incubation Program
- IV. Enterprise Support Organization Training Program.

The program will be conducted across all 6 Geo-Political Zones, with multiple vendors participating in the execution of the Hackathons and Creative Competitions Program, each covering a maximum of 2 zones.

2. Objectives

The main objective of this assignment is to design, organize, and implement a series of hackathons and creative competitions under CESOP, with the following goals:

- Foster innovation and creativity in addressing challenges and opportunities within Nigeria's creative economy.
- Identify and support talented individuals and teams with high-potential solutions towards realizing their vision.
- Create a platform for collaboration between creatives, startups, and key stakeholders.

¹ More details about the iDICE Programme as documented in the Program Appraisal Report (PAR) can be accessed at <https://www.afdb.org/en/documents/nigeria-investment-digital-and-creative-enterprises-i-dice-program-project-appraisal-report>

- Garner visibility and build attention regarding innovation and high- potential solutions in the creative sector.

3. Scope of work

The scope of work for this assignment includes, but is not limited to:

A. Program Design

1. Develop the framework for hackathons and competitions, including: (i) Focus areas and themes aligned with the creative economy's needs (ii) Competition formats and participation criteria. (iii) Evaluation criteria and judging processes.
2. Outline strategies to engage key stakeholders, including industry leaders, ESOs, and relevant government agencies.
3. Establish guidelines for awards and post-event support for winning teams.

B. Event Planning and Coordination

1. Plan and organize a series of hackathons and creative competitions in the 6 Nigerian geo-political zones. These may involve either a general theme, or a specific problem to address as the event's central focus.
2. Recruit participants through targeted outreach campaigns leveraging ESOs, educational institutions, creative hubs, and other information and media pipelines.
3. Secure partnerships with mentors, industry experts, and sponsors.
4. Establish monitoring and evaluation (M&E) frameworks to track ESO progress and program impact.
5. Setup and prepare logistical arrangements concerning venue selection, technology requirements, event materials, transportation, media and publicity, judging and review pipeline and infrastructure.

C. Implementation and Facilitation

1. Execute hackathons and competitions according to the designed framework.
2. Provide facilitation support, including mentor pairing, team formation, and problem-solving workshops.
3. Coordinate judging panels and ensure transparent evaluation processes.

D. Post-Event Reflection and Analysis

1. Further engage with winners and high-performing participants providing a list of promising startups to the CESOP Strategy Committee for further follow up in other CESOP Programs (notably Startup Incubation).

2. Compile and disseminate lessons learned and success stories. Leveraging media pipelines to increase visibility in the creative economy, giving further reach to future competitions and events.
3. Create an End-of-Program report highlighting the logistical implementation of the hackathons. The report must showcase quantitative data points collected throughout the course of the events such as attendance number, media reach, social media impressions, as well as a qualitative review of the impact the events have created and further recommendations for future events.

4. Minimum Qualification and Experience

The consultant/team should have the following qualifications:

- a) Proven experience in organizing hackathons, competitions, or innovation challenges.
- b) Strong event planning and coordination skills, including outreach and logistics.
- c) Familiarity with Nigeria's creative and cultural industries.
- d) Expertise in stakeholder engagement, including industry and government partnerships.
- e) Demonstrated ability to track and evaluate program impact.

5. Reporting and Deliverables

The consultant/team will report to the CESOP Strategy Committee and work closely with representatives from the Federal Ministry of Arts, Culture, Tourism, and the Creative Economy. Regular progress updates will be required to ensure alignment with program goals.

The consultancy is expected to take approximately 9 months, divided into distinct phases. Each phase will focus on specific deliverables to ensure the successful design, implementation, and evaluation of the hackathons and creative competitions. The following table outlines the deliverables, their descriptions, and the corresponding timelines:

S/N	Deliverable	Description	Timeline
1.	Detailed Framework	Deliver a detailed framework for hackathons and creative competitions, including themes, formats, and evaluation criteria.	Month 1

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2.	Outreach and Marketing Materials	Create outreach and marketing materials to attract participants and partners.	Month 2
3.	Event Plans	Develop event plans for each hackathon/competition, including schedules, logistics, and team responsibilities.	Month 2
4.	Event Execution	Organize and facilitate hackathons and competitions in selected locations. Conduct mentorship services, problem-solving and team-building sessions, and judging. Document event outcomes and feedback.	Month 3-8
5.	Reports on Events Outcome	Document the outcomes of each event, including winning ideas, participant feedback, and evaluation results.	Month 9
6.	Post-Event List of Winners	Provide a post-event list of winners and high-performing participants.	Month 9
7.	Comprehensive End-of-Program Report	Compile and submit a comprehensive End-of-Program Report summarizing achievements, challenges, and recommendations for future initiatives.	Month 9

8. Duration

The estimated duration of the consultancy service shall be approximately **9 months**. Any need for extension should be communicated to the PCU in writing and with justifications stated.

9. Confidentiality

All data and information obtained during the project must be treated as confidential and used solely for the purpose of this project.

10. Conflict of Interest

Consultant(s) will be required to highlight any areas where there is a potential conflict of interest and should propose mechanisms to resolve or manage these conflicts. This will not be regarded as a negative feature of an application, in as much as the BOI iDICE PCU is satisfied that any conflicts will be handled in a manner consistent with the interests of the project. Wherever possible, prospective Consultant(s) should follow technical, operational and commercial best practices in managing potential conflicts.

Prospective Consultant(s) should note that failure to disclose any material conflict of interest that is subsequently identified in the assessment process will be regarded as a significant negative feature. For joint ventures, the lead partner must have the power of attorney.