

# Terms of reference (ToRs) for the procurement of services below the EU threshold

**Long-Term Consultant to Support the Review and Implementation of AUABC Communication Strategy**

**Project number/  
cost centre:  
19.2046.1-001.00**

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## **0. List of abbreviations**

AGA	African Governance Architecture
AU	African Union
AUABC	African Union Advisory Board on Corruption
AUC	African Union Commission
AUCPCC	African Union Convention on Preventing and Combating Corruption
AVB	General Terms and Conditions of Contract (AVB) for supplying services and work 2018
IEC	Information Education and Communication (IEC)
RECs	Regional Economic Communities
ToRs	Terms of Reference

## 1. Context

The African Union Convention on Preventing and Combating Corruption (AUCPCC) or (The Convention) was adopted at the Second Ordinary Session of the Assembly of the Heads of State and Government that was held in Maputo/Mozambique, on 11th July 2003. The Convention entered into force on 5th August 2006, thirty (30) days after the deposit of the fifteenth (15th) instrument of ratification. To date forty-four (44) countries have ratified and are States Parties to the Convention. The Convention provides for the establishment of the African Union Advisory Board on Corruption (AUABC), to among other things promote and encourage the adoption of measures and actions by State Parties to prevent, detect, punish and eradicate corruption and related offences in Africa as well as to follow-up on the application of those measures and submit a report to the Executive Council on a regular basis on the progress made by each State Party in complying with the provisions of the Convention. The AUABC was created on 26 May 2009 under Article 22 (1) of the Convention and its Secretariat is based in Arusha, Tanzania.

In order to communicate effectively and promote its core mandate, AUABC developed a Communication Strategy in 2018 as part of its effort to raise awareness about the work of the Board. Furthermore, in 2018 the Board also adopted its strategic plan of which the third pillar is *Enhanced Outreach and Cooperation Activities*. Under this Pillar, the AUABC committed to undertake initiatives, including leveraging online platforms to enhance its outreach activities and improve meaningful citizens engagement in its works. It is therefore premised on this and within the context of the current cooperation between AUABC and the GIZ implemented Programme, *Strengthening Good Governance and Human Rights in Africa – African Governance Architecture (AGA)*, that services of a Communication Experts are sought. These services are sought to enhance the capacity of AUABC in leveraging all forms of communication, including digital media for enhanced citizens engagement in the work of the Board. The Expert shall be key in facilitating the review of the existing AUABC Communication Strategy in line with its Strategic Plan (2018-2022), as well as support the rebranding of the Board, while aligning its Communication Strategy to the African Union communications guidelines.

## 2. Tasks to be performed by the contractor

The Consultant is expected to deliver on the scope of work as highlighted below:

- Review the current AUABC Communication Strategy and suggest a new strategy, including suggestions on communication and media tools that can be leveraged for the Board's outreach activities and rebranding of the Board;
- Revamp and develop content for the AUABC social media platforms, including website to make them more interactive ensuring that the African Union Communication Guidelines are adhered to;
- Undertake an assessment of the feasibility, efficiency and quality of the existing AUABC Information Education and Communication (IEC) materials and suggest new formats;
- Conceptualize and develop key institutional messages for AUABC global reach and audiences for enhanced brand identity;
- Develop a Press Briefing Guide for AUABC, including a mapping of key media houses and networks at international, continental, regional and national levels for enhanced media coverages of the Board's work; and
- Facilitate media coverage, including digital media of AUABC Sessions and outreach events to popularise the work of the Board.

### 3. Timelines And Deliverables

The consultancy services shall be delivered within 70 working days spread over a period of 9 months as highlighted below:

Description of Task	Timelines (working days)	Expected Deliverables
Participation in the Inception meeting to discuss details of the assignment, including technical approach and methodology as well as work plan milestones	4	Workplan and milestones agreed upon
Review the current AUABC Communication Strategy and suggest a new strategy, including suggestions on communication and media tools	14	Draft new AUABC Communication Strategy, suggested communication and media tools
Revamp the AUABC social media platforms, including website to make them more interactive	8	Proposed new outlook of AUABC social media platforms and website
Undertake an assessment of the feasibility, efficiency and quality of the existing AUABC Information Education and Communication (IEC) materials and suggest new formats	12	New formats of AUABC IEC materials suggested
Conceptualize and develop key institutional messages for AUABC global reach and audiences for enhanced brand identity	12	Key institutional messages developed
Develop a Press Briefing Guide for AUABC, including a mapping of key media houses and networks at international, continental, regional and national levels for enhanced media coverages of the Board's work	12	AUABC Press Briefing Guide and Media Mailing List developed
Facilitate media coverage, including digital media of AUABC Sessions and outreach events to popularise the work of the Board.	8	Digital media messages developed and increased media coverage of the Board sessions and outreach events

Certain milestones, as laid out in the table below, are to be achieved by certain dates during the contract term, and at particular locations:

Milestone	Deadline/place/person responsible
Inception Report, including work plan and milestones	24 November 2021

Period of assignment: From 17 November 2021 until 17 August 2022

## 4. Concept

In the bid, the bidder is required to show how the objectives defined in Chapter 2 are to be achieved, if applicable under consideration of further specific method-related requirements (technical-methodological concept).

### Technical-methodological concept

**Strategy:** The bidder is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1).

The bidder is required to describe the key processes for the services for which it is responsible and create a schedule that describes how the services according to Chapter 2 are to be provided. In particular, the bidder is required to describe the necessary work steps and, if applicable, take account of the milestones and contributions of other actors in accordance with Chapter 2.

### Project management of the contractor

- The Consultant makes available equipment and supplies (consumables) and assumes the associated operating and administrative costs.
- The Consultant manages invoicing in line with the requirements of GIZ.
- The Consultant reports regularly to GIZ in accordance with the AVB of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH from 2018.
- The Consultant shall report regularly to the AUABC Secretariat based in Arusha, Tanzania on the execution of the deliverables and status of implementation of the contract.

### Personnel concept

The Consultant is required to provide a current CV (see Chapter 7), highlighting the range of tasks involved and the required qualifications. The below specified qualifications represent the requirements to reach the maximum number of points.

The Expert should have:

- Education/training (2.1.1.): Relevant qualifications in Mass Communication, Journalism, Multimedia, Marketing, or any related field;
- Language (2.1.2.): Excellent proficiency in English and/or any of the other AU working language is desired;
- General professional experience (2.1.3): At least 5 years' experience in relevant communication related work, including developing and/or managing digital media communications solutions;
- Specific professional experience (2.1.4.): Demonstrable experience in developing and/or implementing communication strategies
- Regional experience (2.1.6.): Experience working for international organizations and/or any AU organs/institution is required

## 5. Costing requirements

### Assignment of personnel

Number of workdays: 70

Flexible Workdays (the assignment is to be completed within 9 Months)

## **Travel**

Due to the ongoing COVID-19 situation, the consultant is expected to work largely remotely. However, for the effective and efficient delivery of the services, the Consultant is expected to travel to AUABC Secretariat in Arusha, Tanzania, at least 4 times during the consultancy period. Bidders are expected to quote for four economy class return tickets up to 650 EUR per ticket. Given the location of the assignment, other travel related costs such as the per diem and accommodation will be based on GIZ Arusha, Tanzania rates of 22 EUR and 101 EUR respectively for a maximum of 20 days.

### **6. Inputs of GIZ or other actors**

GIZ shall be responsible for the overseeing and managing the overall execution of the contract, while the AUABC Secretariat will be responsible for and will endeavour to support the Consultant by:

- Organizing the inception meeting;
- Providing all the necessary information and reports;
- Facilitating access and communication with key stakeholders and where necessary other regional and continental structures; and
- Facilitating his/her travels where application.

### **7. Requirements on the format of the bid**

Please calculate your price bid based exactly on the aforementioned costing requirements. In the contract the contractor has no claim to fully exhaust the days/travel/workshops/ budgets. The number of days/travel/workshops and the budget amount shall be agreed in the contract as 'up to' amounts. The specifications for pricing are defined in the price schedule.

### **8. How to apply**

Bid documents :

Please request for bid documents by sending email to

AU\_Bidderquestions@giz.de

Subject: **83391731 bid documents**