



ECOWAS COMMISSION
COMMISSION DE LA CEDEAO
COMISSÃO DA CEDEAO

TERMS OF REFERENCE

Workshop for Communication Officers in All ECOWAS Institutions and Agencies

Background

The Directorate of Communication is statutorily charged with the responsibility of publicizing the organization and raising constant, innovative and substantial awareness about the Institution, through a host of activities aimed at generating public awareness and increased knowledge of ECOWAS and its activities.

Within the context of Articles 65 and 66 of the ECOWAS Revised Treaty, the department is tasked to work in synergy with Member States to ensure the visibility of ECOWAS and its programs as well as the mobilization of citizens behind the integration agenda.

As ECOWAS strives towards realizing its vision and propels towards a new 2050 vision, the Directorate of Communication is poised to ensure that the Institution remains visible throughout the region and beyond. The directorate continues to leverage on various platforms to ensure wide dissemination of information pertinent to ECOWAS and its activities.

In order to stamp out the unauthorised reproductions of the ECOWAS Commission's Corporate Identity and put an end to the apparent inconsistencies in the use of colours, fonts and logos whose forms and colours vary according to the different targeted/destined media, the Directorate with the support of GIZ developed a Corporate Design Guidelines for the ECOWAS Commission.



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After 45 years of existence, it has become most urgent and imperative for ECOWAS to develop a standardized Corporate Visual Identity which will be used in future by both internal and external stakeholders for the reproduction of communication and visibility materials and guide the usage of the ECOWAS visual elements.

As of today, the designed ECOWAS Corporate Design Manual have been adopted by the Management of the ECOWAS Commission and has come into force since March 1, 2021.

A directive on the “Implementation of the ECOWAS Corporate Design guidelines for official documents” was given by the President of the ECOWAS Commission.

Following the circular from the President, the Communication Directorate of the ECOWAS Commission has commenced the implementation of the Manual. There is a need for a train-the-trainer training for all ECOWAS Agencies and Institutions on the ECOWAS Corporate Design Manual having been initially introduced to it last year during the final development stage.

The Communication Officers will as a result become ambassadors and focal persons in their respective Agencies and Institutions.

In view of the above, the Directorate is organising a five-day training on the Corporate Design and review of the ECOWAS Information and Communication Policy of 2000 for all Communication Officers from ECOWAS Institutions and Agencies.

This training is proposed to hold from **April 25, to May 1, 2021** at the training centre of ECOWAS Regional Agency for Agriculture and Food (RAAF) in Lomé, Togo, to allow for all necessary technical and logistical commodities for the training and ease of access for the participants.



Objective

The workshop aims to train all Communication Officers from ECOWAS Institutions and Agencies on the ECOWAS Corporate Design Manual and hold discussions on the Review of the ECOWAS Information and Communication Policy of 2000.

More specifically, the objectives are to:

- To standardize the ECOWAS Corporate Identity so as to position ECOWAS as a world-class institution, giving communications a consistent, strong and modern look;
- Train the Communication Officers on the Guidelines so that they can also train Staff of their Institutions and Agencies in Return;
- Improve on the harmonization of Communications within ECOWAS Institutions and Agencies so that ECOWAS can communicate “as one” with “one voice”
- Discuss on the revamping and redesign of the ECOWAS website,
- Discuss the review of the ECOWAS Information and Communication Policy of 2000.

Expected Results

Results expected from the workshop are as follows:

- Standardized Corporate Identity for ECOWAS, giving communications a consistent, strong and modern look;
- Communication Officers trained on the Guidelines. In return all Staff of ECOWAS Institutions and Agencies will be trained;
- Harmonized Communications within ECOWAS Institutions and Agencies; as a result ECOWAS will communicate “as one” with “one voice”.
- Outcome of the discussion on the redesign and revamping of the website will improve contents and design.



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- Outcome of the discussion review of the ECOWAS Information and Communication Policy will aid during the review process.