

COMISSÃO DA CEDEAO

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Département Agriculture, Environnement et Ressources en
Eau

Department of Agriculture, Environment and Water
Resources

ARAA / RAAF

Agence Régionale pour l'Agriculture et l'Alimentation

Regional Agency for Agriculture and Food

REQUEST FOR PROPOSALS

DP N° : ARAA/PATAE/2019/PI/N°02

Selection of Consultant for Small Consulting Services

***"INDIVIDUAL CONSULTANT RECRUITING FOR A STUDY
ON THE COMMUNICATION AND VISIBILITY STRATEGY
OF THE AGROECOLOGY PROGRAM IN WEST AFRICA"***

Customer: ECOWAS Commission/ Regional Agency for Agriculture and Food

Country: West Africa

Project: The Agroecology Program in West Africa

Accord n°: CZZ1848

Sent out: August 28th, 2019

Close off October 7th, 2019

Proposal Submission Form

[Location, Date]

To: [Name and address of Client]

Dear Sir/ Madam,

I, the undersigned, offer to provide the consulting Services for [Insert title of the Services] as an Individual Consultant in accordance with your Request for Proposal dated [Insert Date] and my attached Technical Proposal.

My Financial Proposal is for the amount of [Insert amount(s) in words and figures, in Euro and for each currency] in **Exclusive of all taxes**, and [Insert amount(s) in words and figures, in Euro and for each currency] in **Inclusive of all taxes**.

I understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Name of the Consultant: _____

Signature of the Consultant: _____

Address: _____

1. Technical Proposal

The recommended outline of your Technical Proposal (**3 pages maximum**, inclusive of charts and diagrams, **except the CV**) is as follows:

1.1 Understanding of the study and its issues

1.2 Methodology to accomplish the services requested

Specify your understanding of the objectives of the Services, your methodology for carrying out the activities and meeting the expected outputs that shall be detailed. Issues to be addressed and their consequences shall be highlighted, and the methodology to tackle them shall be provided. The operational action plan of the proposed strategy of communication should be realistic and budgeted with SMART monitoring and evaluation indicators

1.3 Proposed Work Plan to accomplish the request services

Specify the nature and duration of each activity of the Services, phasing and interrelations, milestones (including interim approvals by the Client), and delivery dates of the reports. The proposed work plan should evidence clear understanding of the TORs and ability to translate them into a realistic working plan. A list of the final documents, including reports to be delivered as final output, should be included here.

1.4 Expert's Curriculum Vitae (CV)

Detailed and up-to-date CV(s) shall be provided.

2. Financial Proposal

The Contract is at a global price and lump sum, all taxes included. The consultant takes care of all his tax obligations.

	<i>Unit price:</i>	<i>Quantity</i>	<i>Total (All tax included)</i>
<i>Remuneration</i>	<i>(fee per day all taxes included)</i>	<i>(to be specified by the Client)</i>	
<i>Other expenses:</i> <i>Per diem</i> <i>Flight tickets</i> <i>(specify list of items)</i>	<i>Lump sum</i>	<i>(to be specified by the Client)</i>	

Consultant's signature: _____

Address: _____

3. Terms of Reference

STUDY ON THE COMMUNICATION AND VISIBILITY STRATEGY OF THE AGROECOLOGY PROGRAM IN WEST AFRICA

1. Context

In response to climate change and variability in agro-sylvo-pastoral and fisheries systems, research and development and training for large-scale sustainable agricultural intensification have become major challenges for the adaptation, resilience and productivity of West African agriculture. The promotion of sustainable food systems on a large scale is becoming a vital necessity. It involves the adoption of alternative practices and approaches to the production, processing and distribution of appropriate food products, which take into account the limitations observed in the current situation but also the problems inherent in climate change and the food needs of present and future generations.

To address these challenges, ECOWAS proposes, as part of its extensive Agroecology Programme, to: (i) support national, regional and international actors in the implementation of innovative projects for the agro-ecological transition in West Africa; (ii) contribute to agricultural training and capacity building for sustainable agricultural intensification and the promotion of agro-ecology; (iii) contribute to the advisory support and extension of technological innovations for sustainable agricultural intensification adapted to the production patterns of small producers; (iv) facilitate trade, capitalization and public policy development in support of agro-ecology. This regional program benefits from :

1. AFD financing since 2018 to promote research-action initiatives for sustainable agricultural intensification and agro-ecological transition through the Agro-ecological Transition Support Project (PATAE), which covers 5 countries; and
2. Additional resources mobilized from the European Union since 2019 to finance the Support Project for the dissemination and implementation of good practices in sustainable agricultural intensification.

Axe 4 and Programme Coordination are jointly funded by the two donors (see table below).

Axis/Components	Total €	%	AFD	UE	Beneficiaries
1. Promotion of research-action initiatives for sustainable agricultural intensification and agro-ecological transition	5 760 000	34%	4 800 000	-	960 000
2. Agricultural training and capacity building for sustainable agricultural intensification and the promotion of agro-ecology	2 256 030	13%	-	2 256 030	-
3. Support, advice and dissemination of technological innovations for sustainable agricultural intensification adapted to the production methods of small producers	2 062 656	12%	-	2 062 656	-
4. Exchanges, capitalization and contribution to the development and implementation of public policies	2 865 165	17%	1 200 000	1 665 165	-
5. Programme Coordination and Management	2 866 149	17%	1 100 000	1 766 149	-
Audits/Evaluations/Communication and visibility	1 350 000	8%	900 000	450 000	-
TOTAL OF THE ACTION	17 160 000	100%	8 000 000	8 200 000	960 000

ECOWAS is the Contracting Authority of the entire Programme, through its Regional Agency for Agriculture and Food (ARAA). It is coordinated on behalf of ARAA by a Project Coordination Unit (PCU)

housed at the Agency located in Lomé, and supported by a Group of operators constituted by Agronomes et Vétérinaires Sans Frontières – AVSF, IRAM and INADES Formation International.

The overall objective of the AFD-funded PATAE project, which covers Senegal, Mali, Burkina Faso, Côte d'Ivoire and Togo, is to improve the performance of family farms for food security, income enhancement and greater resilience to climate change while promoting processes to preserve and restore the state of cultivated and natural ecosystems.

More specifically, it aims to support the agro-ecological transition in West Africa, to promote the emergence, adoption and diffusion of ecologically intensive agricultural practices on family farms, and to promote management and organizational methods that encourage such adoption.

AFD financing supports 3 components of the overall programme :

- Support for the agro-ecological transition for local actors (through field projects selected through a Call for Proposals). It aims to support farmers' groups and rural communities towards agro-ecological intensification.
- Exchanges, capitalization and contribution to the development of public policies for agro-ecological intensification. It aims to disseminate the achievements and recommendations of the projects supported under component 1 and to debate knowledge..
- Coordination and management aims to support the contracting authority, ensure the monitoring of activities and coordinate the project..

Under the first component, fifteen (15) field projects were selected on the basis of a call for proposals. They benefit from the ECOWAS grant for the implementation of innovative actions in support of the agro-ecological transition. These projects are based on tripartite partnerships among the following types of actors: (i) farmers' organizations - local or international non-governmental organizations - research institutions - local/territorial authorities - private sector working on a contractual basis with family farms.

Within the capitalization and public policy component, this includes: (i) establish and lead mechanisms to promote exchanges between field projects and with other agro-ecological networks in West Africa; (ii) capitalize on the results obtained by field projects and similar projects in the countries concerned by the PATAE; (iii) establish and lead national and regional consultation frameworks on themes that can change public policies in the field of agro-ecological transition (AET).

With additional EU funding acquired in 2019, the Programme extends to the 15 ECOWAS countries, and two new axes are added to the initial project: (i) agricultural training and capacity building for sustainable agricultural intensification and the promotion of agroecology; (ii) advisory support and extension of technological innovations for sustainable agricultural intensification adapted to the production methods of small producers in the strategic priority rice, maize, manioc and mil/sorghum sectors..

The major results expected from this project, which complements the PATAE, are as follows :

- Knowledge on techniques and good practices for sustainable agricultural intensification and ecologically intensive agriculture are promoted in the training schemes for actors in agricultural sectors.
- Technological innovations for sustainable agricultural intensification adapted to the production methods of small producers are disseminated to stakeholders in strategic priority sectors, particularly rice, maize, cassava and millet/sorghum.
- Experiences on sustainable agricultural intensification and ecologically intensive agriculture are being capitalized, integrated and promoted in agricultural policies in West Africa, including PRIASAN - Regional Programme for Agricultural Investment and Food and Nutrition Security and PNIASAN - National Agricultural Investment and Food and Nutrition Security Plans..

The Programme as a whole is planned for a period of 5 years until 2023.

To ensure the effectiveness and efficiency of the actions, the Programme Coordination Unit (PCU) will be supported in the 15 countries by National Correspondents. To this end, a Memorandum of Understanding (MoU) has been signed between ECOWAS and the Ministry of Agriculture in the five countries covered by the PATAE. The remaining ten (10) MoUs will also be signed in the coming months with the relevant ministries of the other 10 ECOWAS countries.

2. Objectives of the mission

The overall objective of the study is to develop a comprehensive communication and visibility strategy for the programme that will facilitate and strengthen exchanges between intra- and inter-country field projects, inform and raise awareness of the tangible achievements of the projects and the knowledge generated in the field of agroecology and agro-ecological transition in West Africa, and change attitudes and adopt new practices.

Specifically, the study will define the type(s) of communication to be put in place and how local, national, regional mechanisms, platforms, national, regional and inter-project networks involved in agro-ecology, sustainable agriculture, as well as communication and visibility tools should support the agro-ecological transition both by public policies, research institutions, local authorities, local communities, farmers' organization and agro-industries, technical and financial partners for a more intelligent agriculture in the West African region. It will therefore show how to:

- ensure communication and visibility of the programme, ARAA, ECOWAS and donors ;
- communicate in a relevant and effective way with a diversity of actors (producers, development actors, political decision-makers, donors,...) on the production and dissemination of references, capitalizations from field projects and transversal capitalizations ;
- support and strengthen agro-ecology platforms and networks in the ECOWAS region, in particular to promote the exchange of experience and knowledge in agro-ecology ;
- provide specific advice on the different tools of NICTs (New Information and Communication Technologies) and different media supports to ensure these different levels of communication, knowledge and information sharing

For the selected consultant, this will be to:

- Develop a coherent and comprehensive communication and visibility strategy that will meet the stated objectives of the Programme and that would possibly address specific communication needs that may arise along the way. This strategy should be integrated into the ECOWAS communication strategy. It must also be consistent with that of AFD and the European Union. To do this, the consultant should refer to the communication and visibility guide for external actions financed by the European Union of February 2018, which he/she can download from the following link:

https://ec.europa.eu/europeaid/sites/devco/files/visibility-requirements_fr.pdf

- Propose a detailed and budgeted communication plan that will indicate for each identified objective and each selected action the technical and financial means to be implemented, the forms of communication (direct, indirect, etc.), the recommended media, the schedule for implementation, the intended targets, etc. The budgeted communication plan should specify for each selected action, the key messages of the action, and the post-action key messages.
- Define the procedures for supporting the implementation of the Action Plan.
- Design an approach to ensure rigorous monitoring and relevant evaluation of the implementation of the communication strategy and define relevant performance indicators for each action in the plan.

Within the framework of the entire Programme and field projects, the consultant will produce advice and recommendations on the approach and means (tools/materials, messages, targets, etc.) to :

- inform to engage stakeholders,
- promote understanding, by providing information adapted to the different target groups,
- make people adhere, to obtain the support of the target groups,
- make people become actor, by relying on the target groups to make the project's actions evolve,
- convince to let the target groups have a share of responsibility that allows them to engage, participate and take initiatives,
- collect feedback to adapt the Programme and actions if necessary, assess how the Programme (including field projects) is perceived by stakeholders.

In the framework of field projects, the proposed approach and tools should enable to:

- have communication tools adapted to the specific themes,
- generate support from various stakeholders,
- give visibility to projects and thus contribute to their sustainability,
- accompany positive changes for the adoption of good practices in agro-ecological intensification and sustainable agriculture by creating the right conditions for these changes,
- reduce resistance to these changes.

3. Content of the services required and methodology to refine

3.1 Content of the services required

On the one hand, it is a question of proposing tools and mechanisms that allow to: (i) ensure the communication and visibility of the Programme, (ii) facilitate and disseminate the exchange of experiences and knowledge between PATAE projects, but also between these projects and other similar actions or initiatives related to Agroecology (AE) in the countries. On the other hand, to (i) propose communicative tools for capitalizing on the achievements, references and knowledge generated within the framework of these projects in the form of technical sheets, summary notes, brochures and videos to be distributed on platforms and networks, ARAA websites. AFD and EU websites will serve as relays; (ii) propose mechanisms for networking and reference sharing of national and regional platforms for agroecology, agro-ecological intensification and sustainable agriculture; (iii) propose appropriate communication and visibility tools that enable the PATAE National Correspondents to effectively communicate the results obtained by field projects to the ministerial departments in charge of agro-ecology, agro-ecological transition and environment issues; (iv) propose national and regional mechanisms for dynamic and open platforms for the exchange of experience and knowledge in agroecology and sustainable agriculture; (v) define the various key communication messages on AE themes (such as, among others, organic soil fertilization, organic pesticides, organic products and certification, agroecological intensification, carbon sequestration, sustainable agriculture, food security, etc.) appropriate projects for the various targets of the PATAE, in particular farmers' organizations and their networks, public authorities, local authorities, bilateral and multilateral development partners; (vi) the tools, channels or media to be used according to the target.

The consultant will also have to define a communication plan by planning and prioritizing actions. This includes appraising the communication of the PATAE by ARAA department in charge, and focusing on short-term measures and actions to ensure a rapid improvement in the visibility and communication of the Programme. Some of the most basic aspects (service provider for improving the web page of ARAA website, information to be made available on the website) can be implemented directly during the service, constituting a first example of the product expected from the service.

In addition, all the communication media to be considered could be a combination of media and other selected media, a communication medium likely to have a large audience. The communication plan should be the operational and structured translation of the communication actions relating to the Programme as a whole and to field projects. It will be the reference framework for all communications from the Program.

As part of the dissemination of experience and knowledge in agroecology, the planned communication is addressed to individual farmers, agropastoralists, agroforesters, pastoralists, etc., farmers' and pastoralists' groups and networks, village communities, local authorities, public decision-makers, development partners and more generally to all West African populations. It must therefore be properly designed to achieve the sensitivity of each of these targets and to provoke their positive decision making in favour of the agro-ecological transition, particularly on the strong themes developed, namely agro-ecological intensification, good sustainable agricultural practices, etc.

A **budget proposal** taking into account all the costs inherent in the communication actions envisaged must be made to serve as a framework for the said actions.

- The consultant will define the modalities for implementing the communication strategy. He/she will propose possible options that ensure better communication of the Programme and field actions. He/she will indicate the resources to be mobilized, distinguishing between the advantages and disadvantages of each proposed option. In the communication planning, he/she will define:
 - When will the communication actions be carried out?
 - What groups of people will be reached by these actions?
 - What will be the content of the communication action?
 - What communication channels should be used to convey the message, e-mail, newsletter, information session, leaflet, poster, web page, social networks such as WhatsApp, Facebook, etc., documentary film,... ?
 - What material resources will be required for the proper implementation of communication actions: brochure, information document, ... ?
 - What will be the precise modalities and indicators for monitoring and evaluating the actions of the plan?
 - Who will convey the message ?
 - How many times will this particular action be repeated ?
 - Who will be responsible for the practical implementation of the action? In relation to this question, a choice could be made between a targeted assistance in communication and another formula considered more effective and efficient based on the maturity of field actions. A solid argument will be developed in favour of the most appropriate and efficient formula.
 - What will be its cost??
 - Etc.

The end of the Programme, especially of field projects, is not the end of communication. The consultant should therefore propose how **post-project communication** could promote the multiplier effects of the actions implemented by the projects.

In a simplified way, the consultant's intervention can be described according to the following phases:

a) For the development of the communication strategy, the following actions are suggested

- Analyse the state of the communication function within the Programme and the ECOWAS Regional Agency for Agriculture and Food (ARAA), which is its delegated contracting authority, assess the quality of the actions undertaken, establish an assessment of the strengths and weaknesses in communication and review the communication strategies and plans and visibility of the projects and programs implemented by ECOWAS ;
- Review the communication strategy of donors (AFD and EU), identify areas of convergence with the communication strategy of ARAA and ECOWAS ;
- Propose specific actions to address issues of donor strategy aspects that do not integrate the overall strategy of ARAA and ECOWAS ;
- Detect a communication mapping of the Program (strengths, weaknesses, challenges and opportunities) ;
- Identify the specific communication needs within the framework of the Programme and explore potential communication axes that can be developed as the Program progresses ;

- Determine the objectives of the communication: information, image, presence, notoriety, etc.,
- Identify and better define target audiences, based on qualitative and quantitative criteria, prioritize them (main target, secondary target, core target...) and study their motivations, expectations, aspirations, etc.

b) For the development of the operational action plan :

The aim will be to design an action plan that will make allow to implement the overall strategy by distinguishing between communication and visibility of the Programme and the strengthening of agro-ecology platforms and networks in West Africa. Specify for each of the actions the message, the target, the adapted communication vehicle (press, extension tools, guides, TV spots, posters, brochures, leaflets, films, Internet, networks, conferences, focus group...), the cost (financing scheme), the schedule, the responsibility of the actors involved, and this in accordance with the following approach:

- define and design the messages to be conveyed: for each message, it is necessary to define the theme, focus, tone and idea likely to motivate the target,
- plan the axes of the strategy by designing a planning of actions and establishing their respective implementation deadlines,
- the planning of actions will include, in addition to identifying the different actions to be carried out, establishing a schedule for each of them, retro planning of the different stages, identifying the links between the actions, development of the overall planning,
- identify the most appropriate means to reach target audiences and achieve the objectives set. The media and medium must be chosen according to their informative quality, their audience, the target audience and the available budget,
- specify the necessary human and budgetary resources that must be allocated. The budget must be presented in the form of a summary table with an estimate of the cost of each communication medium considered. This cost must be justified by objective elements such as: format, unit cost, number of issues, manufacturing cost, etc.,
- evaluate and measure the impact of communication actions. At this level, the aim is to ensure that the actions undertaken meet the objectives set. The aim is to compare the cost/effectiveness impact of the various means implemented, to monitor the results and, if necessary, to readjust the objectives, means or medium,
- the contractor must propose a monitoring/evaluation plan with the identification of performance indicators. These Indicators must be relevant, useful, practical and comparable to assess progress towards the achievement of the objectives set,
- leave some room for the unforeseen in order to exploit any interesting opportunities that may arise. The existence of a good communication reflex and the ability to exploit unexpected opportunities for the benefit of the action will often have as much impact as more formal efforts, in addition to being generally free. Such opportunities should therefore be exploited.

Thus, the plan will allow the following objectives to be achieved :

- Inform the population and institutions concerned of the measures undertaken under the programme
- Inform and mobilize the various target audiences on the objectives and activities of the programme.
- Raise public awareness of the program's themes (e.g. carbon sequestration, organic fertilizers and pesticides, agroforestry, quality and certification of agro-ecological products, etc.)
- Ensure that the beneficiary population is aware of the program's issues ;
- Sensitize the populations for a good appropriation of the project by the users, in order to ensure the sustainability of the achievements ;
- Involve the regions, municipalities, villages and communities concerned (or others: NGOs, researchers, donors...) ;
- Facilitate coordination between actors in the field.
- Promote good coordination with NGOs working in sustainable agro-ecology and agricultural intensification and with other donors in the countries ;

- Enable authorities to show their citizens the good use of public money, with concrete impacts on people's lives ;
- Ensure the visibility of the European Union and the partnership between the EU and AFD on this program. Thus all appropriate measures will be proposed to inform that the Action has received funds from the European Union and AFD ;
- Inform the populations concerned about the roles of AFD and the EU in the program ;
- Raise awareness on cooperation between the EU and AFD to support initiatives in favour of agriculture in the context of climate change and sustainable agricultural intensification ;
- Ensure good coordination with projects funded by other donors in the West African region ;
- Communicate on the impacts of the program, field projects and their results.

3.2 Methodology to refine

The methodology to refine for this study consists of several steps. Depending on the objectives and the nature of each target, it will be necessary to develop appropriate messages that will promote the adoption of agro-ecological practices by a large number of populations in West Africa. The messages should also highlight the added value of the field projects and the Program. To do this, the methodology must define for each target group and type of message, the appropriate communication medium. For the commercials and documentary films envisaged, the duration of the message and the content must be specified. They must be short, fairly precise and likely to have a strong impact on the audience of the targets.

The study covers the fifteen ECOWAS countries. The mission will mainly take place at the headquarters of the consultant and ARAA. It will start at the ARAA headquarters in Lomé with a scoping meeting between the consultant, the Project Coordination Unit (PCU), the Head of the ARAA Communication Department, the Technical Unit and the Executive Directorate of ARAA as well as the managers and experts of the other programs located at ARAA.

The consultant will be on a mission to Abuja, Nigeria. He/she will meet with AFD project managers and, at the ECOWAS Commission headquarters with the Director of Agriculture and Rural Development and his staff, the Commissioner in charge of Agriculture, Environment and Water Resources (CAERE). He/she will exchange with the people in charge of EU funding at the European Union Delegation in Burkina Faso by Skype or visit Ouagadougou at the said EU Delegation if necessary, and at the headquarters of regional platforms and existing networks for the promotion of agroecology (3AO at ROPPA level, agroecology knowledge platform promoted by the GIZ, etc.).

During his/her missions in Lomé, Togo, he/she will exchange with the project leaders in these countries (3 in total) and will see first-hand the achievements and actions in progress. These visits will allow him/her to collect information on the first achievements of the projects. He/she will also exchange with the project leaders on their communication projects.

He/she may also interact with National Correspondents to take into account some specific elements in the countries. Interaction could be by mail, Skype or e-mail.

Skype exchanges will also be organised and carried out with the members of the AVSF-IRAM-INADES International group.

The various tools and the communication plan as well as the modalities of implementation of the said tools and plan and the corresponding performance indicators will be analysed by a restricted technical committee and pre-validated by this committee. The committee will also review the interim report. Its comments should be taken into account in the said report before final validation by the same committee on 10 December 2019.

External expertise may be sought as part of communication activities. In this case, it will be financed from the action's budget. Thus, as part of the operationalization of the action plan, consideration could be given, for example, to the possibility of recruiting low-cost expertise on a case-by-case basis to carry out certain communication activities for field projects.

4. Expected results

At the end of his/her intervention, the selected consultant must submit to the PCU the documents listed below :

a) A concept note

This note will highlight the identification of all current and planned communication activities of the Program and the identification of strengths, weaknesses, challenges and opportunities (SWOT analysis). On the basis of this analysis, the report will describe the basis of the communication strategy to be proposed. He/she will also describe the proposed approach for conducting the work with the work methodology and schedule envisaged. This note will be validated at the scoping meeting.

b) Draft final communication strategy

The consultant will submit to the Project Coordination Unit and the ARAA team a draft communication strategy at the end of the study. The project will be submitted for observation by the stakeholders consulted during the study (PCU, ARAA, ECOWAS, AVSF). The final communication strategy document will incorporate any other comments resulting from the presentation of the project to a technical validation committee. This document outlines the communication strategy of the Overall Agroecology Program, taking into account the main lines of action outlined in the budget table above, the targets and the objectives to be achieved..

c) A budgeted operational action plan

The plan will describe the specific activities to be carried out throughout the Programme period, including the monitoring and evaluation system, and the mechanism for adjusting the strategy as it is implemented.) It will provide guidelines for longer-term interventions, as well as the mechanisms needed to implement the communication strategy. In addition, the plan will contain an implementation schedule through which activities will be carried out, including a proposed schedule and budget including documentary film costs, responsible entities, etc. Finally, the overall budget required to operationalize the plan should be estimated as a percentage of the total cost of the program.

d) A monitoring and evaluation system for communication and visibility

This system will describe the mechanism for the continuous monitoring and final evaluation of the communication activities to be carried out. The objective of the communication and visibility M&E system will be to measure the progress made and the results achieved from the suggested activities; it should also identify a group of SMART communication and visibility indicators to be monitored and propose a baseline survey for the implementation of the communication strategy and action plan.

5. Place, date, duration of the mission and schedule for the submission of deliverables

The mission is scheduled between October and December for a maximum duration of 30 man-days. It will take place mainly in Togo, and Abuja in Nigeria. The expected deliverables are indicated in the table below.

Schedule of activities and deliverables

Expected Deliverables	Submission dates
Start of the study	21/10/2019
Submission of the Concept Note to ARAA	25/10/2019
Skype meeting with the technical committee	29/10/2019
Submission : to ARAA of the interim report including : <ul style="list-style-type: none"> • Communication Strategy • Budgeted operational action plan • Monitoring and evaluation system 	19/11/2019
Skype meeting with technical committee	03/12/2019
Submission of the revised interim report for second review by the Technical Committee and validation	13/12/2019
Submission of the final report of the study	20/12/2020

6. Required Profil of the consultant

The 5 years higher education graduate consultant in economics, sociology, agronomy, agricultural economics, language sciences, or technics of information and communication...) must be specialized in communication and network support/animation with at least ten (10) years of experience in communication or communication strategy. He/she must have a good mastery of information and communication technologies and various medium for the dissemination of references and knowledge. His/her experience in designing communication strategies and leading development projects, cooperating in multi-targeted communication programs and mechanisms, as well as in development projects communication should be proven. He/she must also have proven experience in projects financed by AFD and/or the EU communication. Also, his/her skills in the design and/or strategic communication planning and the development of the communication of key high-impact messages to be addressed to various targets in the rural sector currently facing climate change will be an asset.

7. Submission, reception, evaluation of tenders and attribution of the contract

a) Submission and reception of tenders

Technical and physical financial tenders addressed to **the Executive Director of the Regional Agency for Agriculture and Food (ARAA), 83, rue des Pâtures, Super Taco, 01 BP 4817, Lomé, Togo** will be received **no later than 07 October 2019 at 5: 00 min GMT**. In addition to the physical tenders, PDF format tenders will be received at the same date and time at the following e-mail address: procurement@araa.org, with the mention: **To the attention of the ARAA Executive Director, Submission "Study on the PATAE communication strategy"**.

b) Evaluation of technical tenders

An ad hoc committee of experts will be responsible for evaluating the tenders. The evaluation criteria and the weight of each criterion noted on 100 points are indicated in the table below..

N°	Criteria	Weight
1	General experience of the consultant in communication	10
2	Conformity of the proposed Work Plan and methodology with the terms of	35

N°	Criteria	Weight
	reference	
2.1	<i>Technical approach and methodology</i>	25
2.2	<i>Work Plan</i>	10
3	Qualifications and competences of the consultant	50
3.1	<i>General qualifications 5 years higher education minimum (sociology, economics, agronomy, agro-economics, language sciences, information and communication technology))</i>	15
3.2	<i>Expertise relevant to the mission (in communication strategy-visibility of projects, particularly in agriculture in the context of climate change, projects financed by AFD and/or the EU, operational action plans, monitoring and evaluation of communication actions and post-project communication)</i>	35
4	Experience in ECOWAS countries	5
TOTAL		100

All technical tenders with a score of less than 80 points out of 100 will be systematically rejected.

c) Evaluation of financial proposals

The Financial Proposal with the lowest evaluated price (Pm) will be attributed the maximum price score (Np) of 100.

The price score for the other Proposals will be calculated by the following formula:

$Np = 100 \times Pm/P$, in which "Np" is the price note, "Pm" is the lowest price, and "P" the price of the evaluated Proposal.

The weights assigned to the Technical Proposal respectively (T) and to the Financial Proposal (F) are :

T = 80%, and

F = 20%.

Proposals are ranked according to their combined technical (Nt) and price (Np) scores using the weights (T = the weight assigned to the Technical Proposal; F = the weight assigned to the Financial Proposal; T + F = 1) as follows: $N = Nt \times T + Np \times F$.

d) Attribution of the contract

The contract with a capped budget will be attributed following a Quality and Cost Based Selection (QCBS). The technically best qualified tender with an attractive quality-cost ratio, i.e. the score $N = Nt \times T + Np \times F$, will therefore be selected, provided that the financial proposal does not exceed the capped budget.

A contract will be signed between the consultant and ECOWAS. The date of signature of the contract by ARAA acting on behalf of ECOWAS marks the start date of the mission. The budget of the study is set at **fifteen thousand (15,000) Euros**. Any financial proposal exceeding this amount will be rejected.

Standard Contract

THIS CONTRACT ("Contract") is entered into this **October 21th, 2019** by and between "**Regional Agency for Agriculture and Food – RAAF**" ("the Client") acting on behalf of the ECOWAS Commission and having its principal place of business at **83, rue de la Pâture Super Taco, 01 BP 4817, Lomé Togo**, and *[insert Consultant's name]* ("the Consultant") having its principal office located at *[insert Consultant's address]*; Telephone: _____, Email: _____.

BACKGROUND

The Agence Française de Développement (the "AFD") and *[insert name of Client]* have signed a Financing Agreement for *[insert name of project]* (the "Project").

The Client requires the Consultant to perform the Services described in Annex A as part of the implementation of the Project.

WHEREAS, the Client wishes to have the Consultant performing the Services hereinafter referred to, and

WHEREAS, the Consultant is willing to perform these Services,

NOW THEREFORE THE PARTIES hereby agree as follows:

1. Services (i) The Consultant shall perform the Services and submit the reports specified in Annex A, "Terms of Reference and Scope of Services," which is made an integral part of this Contract ("the Services").

(ii) The Consultant shall mobilize the expertise and shall use the methodology specified in Annex B, "Technical Proposal of the Consultant".

2. Contract Period The Consultant shall perform the Services during the period commencing *[insert start date]* and ending on *[insert completion date]* or any other period as may be subsequently agreed by the parties in writing.

3. Payment A. Ceiling

For Services rendered pursuant to Annex A, the Client shall pay the Consultant an amount not to exceed a ceiling of**Euros**. This amount has been established based on the understanding that it includes all of the Consultant's costs and profits as well as any tax obligation that may be imposed on the Consultant.

B. Payment modalities

The payment schedule and conditions are specified in Annex C.

Payments shall be made no later than 30 days following submission of original invoices in duplicate to the Coordinator designated in article 4 on the following bank account:

Bank account number:

Bank account's name:

4. Contract Administration A. Coordinator

The Client designates Mr./Ms. *[insert name]* as Client's Coordinator; the Coordinator shall be responsible for the coordination of the Services

under the Contract, for receiving and approving invoices for payment, and for acceptance of the deliverables by the Client.

B. Reports

The reports listed in Annex A, "Terms of Reference and Scope of Services" shall be submitted as part of the Services, and will constitute the basis for payments to be made under article 3.

- 5. Performance Standard** The Consultant undertakes to perform the Services in compliance with the highest ethical and professional standards.
- 6. Confidentiality** The Consultants shall not, during the term of this Contract and within two years after its expiration, disclose any proprietary or confidential information relating to the Services, this Contract or the Client's business or operations without the prior written consent of the Client.
- 7. Ownership of Material** Any study, report or other output such as drawings, software or else, prepared by the Consultant for the Client under the Contract shall belong to and remain the property of the Client. The Consultant may retain a copy of such documents and software.
- 8. Consultant Not to be Engaged in Certain Activities** The Consultant agrees that, during the term of this Contract and after its termination, the Consultants and any entity affiliated with the Consultant shall be disqualified from providing goods, works or non-consulting services resulting from or closely related to the Services.
- 9. Insurance** The Consultant will be responsible for subscribing to an appropriate insurance coverage.
- 10. Assignment** The Consultant shall not assign this Contract or Subcontract any portion of it without the Client's prior written consent.
- 11. Law Governing Contract and Language** The Contract shall be governed by the laws of *[insert country of the Client]*, and the language of the Contract shall be the English language.
- 12. Termination** The contract may be terminated by the Client if the Consultant fails to perform the Services or fails to submit satisfactory reports as specified in Annex A. The termination shall be preceded by a 30 days' notice.
- 13. Dispute Resolution** Any dispute, controversy or claim arising out of or relating to this Contract or the breach, termination or invalidity thereof, shall be settled by arbitration in accordance with the UNCITRAL Arbitration Rules as at present in force.
- 14. Declaration of Integrity** The Consultant commits to comply with the requirements specified in the Declaration of Eligibility and Social and Environmental Responsibility, a signed copy of which is attached as Annex D.
- 15. Consultant's Status** If the Consultant has the status of an independent consultant, the Consultant shall not be deemed to be an employee of the Government of the Country of the Client or an employee of the Client by virtue of the Contract. The Consultant shall have no right to payments, allowances, compensation, pension or reimbursements of any kind, except as explicitly specified in the Contract.

FOR THE CLIENT

Signed by SALIFOU OUsséini

Title: _____

FOR THE CONSULTANT

Signed by _____

Title: _____

ANNEX A - Terms of Reference and Scope of the Services

Insert the terms of reference of the Request for Proposals reviewed after the conclusion of the contractual negotiations.

ANNEX B - Consultant's Technical Proposal

[Insert here the Consultant's methodology and CV(s).]

ANNEX C - Payment Schedule and Modalities

The Contract is at a global price and lump sum, all taxes included. The consultant takes care of all his tax obligations.

	<i>Unit price:</i>	<i>Quantity</i>	<i>Total (All tax included)</i>
<i>Remuneration</i>	<i>(fee per day all taxes included)</i>	<i>(to be specified by the Client)</i>	
<i>Other expenses:</i> <i>Per diem</i> <i>Flight tickets</i> <i>(specify list of items)</i>	<i>Lump sum</i>	<i>(to be specified by the Client)</i>	

Payment schedule:

- (a) 40 % of the Contract Price shall be paid upon signing of the Contract.
- (b) 40% of the Contract Price will be paid upon receipt of the satisfying reports listed in Annex A "Terms of Reference and Scope of Services"
- (c) 20 % of the Contract Price shall be paid upon approval of the final report.

ANNEX D - Statement of Integrity, Eligibility and Social and Environmental Responsibility

Reference name of the bid or proposal: "INDIVIDUAL CONSULTANT RECRUITING FOR A STUDY ON THE COMMUNICATION AND VISIBILITY STRATEGY OF THE AGROECOLOGY PROGRAM IN WEST AFRICA" (The "Contract")

To: _____ (The "Contracting Authority")

1. We recognise and accept that *Agence Française de Développement* ("AFD") only finances projects of the Contracting Authority subject to its own conditions which are set out in the Financing Agreement which benefits directly or indirectly to the Contracting Authority. As a matter of consequence, no legal relationship exists between AFD and our company, our joint venture or our suppliers, contractors, subcontractors, consultants or subconsultants. The Contracting Authority retains exclusive responsibility for the preparation and implementation of the procurement process and performance of the contract. The Contracting Authority means the Purchaser, the Employer, the Client, as the case may be, for the procurement of goods, works, plants, consulting services or non-consulting services.
2. We hereby certify that neither we nor any other member of our joint venture or any of our suppliers, contractors, subcontractors, consultants or subconsultants are in any of the following situations:
 - 2.1) Being bankrupt, wound up or ceasing our activities, having our activities administered by the courts, having entered into receivership, reorganisation or being in any analogous situation arising from any similar procedure;
 - 2.2) Having been:
 - a. convicted within the past five years by a court decision, which has the force of *res judicata* in the country where the Contract is implemented, of fraud, corruption or of any other offense committed during a procurement process or performance of a contract (in the event of such conviction, you may attach to this Statement of Integrity supporting information showing that this conviction is not relevant in the context of this Contract);
 - b. subject to an administrative sanction within the past five years by the European Union or by the competent authorities of the country where we are constituted, for fraud, corruption or for any other offense committed during a procurement process or performance of a contract (in the event of such sanction, you may attach to this Statement of Integrity supporting information showing that this sanction is not relevant in the context of this Contract);
 - c. convicted within the past five years by a court decision, which has the force of *res judicata*, of fraud, corruption or of any other offense committed during the procurement process or performance of an AFD-financed contract;
 - 2.3) Being listed for financial sanctions by the United Nations, the European Union and/or France for the purposes of fight-against-terrorist financing or threat to international peace and security;
 - 2.4) Having been subject within the past five years to a contract termination fully settled against us for significant or persistent failure to comply with our contractual obligations during contract performance, unless this termination was challenged and dispute resolution is still pending or has not confirmed a full settlement against us;
 - 2.5) Not having fulfilled our fiscal obligations regarding payments of taxes in accordance with the legal provisions of either the country where we are constituted or the Contracting Authority's country;

- 2.6) Being subject to an exclusion decision of the World Bank and being listed on the website <http://www.worldbank.org/debar> (in the event of such exclusion, you may attach to this Statement of Integrity supporting information showing that this exclusion is not relevant in the context of this Contract);
- 2.7) Having created false documents or committed misrepresentation in documentation requested by the Contracting Authority as part of the procurement process of this Contract.
3. We hereby certify that neither we, nor any of the members of our joint venture or any of our suppliers, contractors, subcontractors, consultants or subconsultants are in any of the following situations of conflict of interest:
- 3.1) Being an affiliate controlled by the Contracting Authority or a shareholder controlling the Contracting Authority, unless the stemming conflict of interest has been brought to the attention of AFD and resolved to its satisfaction;
- 3.2) Having a business or family relationship with a Contracting Authority's staff involved in the procurement process or the supervision of the resulting Contract, unless the stemming conflict of interest has been brought to the attention of AFD and resolved to its satisfaction;
- 3.3) Being controlled by or controlling another bidder or consultant, or being under common control with another bidder or consultant, or receiving from or granting subsidies directly or indirectly to another bidder or consultant, having the same legal representative as another bidder or consultant, maintaining direct or indirect contacts with another bidder or consultant which allows us to have or give access to information contained in the respective applications, bids or proposals, influencing them or influencing decisions of the Contracting Authority;
- 3.4) Being engaged in a consulting services activity, which, by its nature, may be in conflict with the assignments that we would carry out for the Contracting Authority;
- 3.5) In the case of procurement of goods, works or plants:
- i. Having prepared or having been associated with a consultant who prepared specifications, drawings, calculations and other documentation to be used in the procurement process of this Contract;
 - ii. Having been recruited (or being proposed to be recruited) ourselves or any of our affiliates, to carry out works supervision or inspection for this Contract;
4. If we are a state-owned entity, and to compete in a procurement process, we certify that we have legal and financial autonomy and that we operate under commercial laws and regulations.
5. We undertake to bring to the attention of the Contracting Authority, which will inform AFD, any change in situation with regard to points 2 to 4 here above.
6. In the context of the procurement process and performance of the corresponding contract:
- 6.1) We have not and we will not engage in any dishonest conduct (act or omission) deliberately intended to deceive others, to intentionally conceal items, to violate or vitiate someone's consent, to make them circumvent legal or regulatory requirements and/or to violate their internal rules in order to obtain illegitimate profit;
- 6.2) We have not and we will not engage in any dishonest conduct (act or omission) contrary to our legal or regulatory obligations or our internal rules in order to obtain illegitimate profit;
- 6.3) We have not promised, offered or given and we will not promise, offer or give, directly or indirectly to (i) any Person who holds a legislative, executive, administrative or judicial mandate within the State of the Contracting Authority regardless of whether that Person was nominated or elected, regardless of the permanent or temporary, paid or unpaid nature of the position and regardless of the hierarchical level the Person occupies, (ii) any

other Person who performs a public function, including for a State institution or a State-owned company, or who provides a public service, or (iii) any other person defined as a Public Officer by the national laws of the Contracting Authority's country, an undue advantage of any kind, for himself or for another Person or entity, for such Public Officer to act or refrain from acting in his official capacity;

6.4) We have not promised, offered or given and we will not promise, offer or give, directly or indirectly to any Person who occupies an executive position in a private sector entity or works for such an entity, regardless of the nature of his/her capacity, any undue advantage of any kind, for himself or another Person or entity for such Person to perform or refrain from performing any act in breach of its legal, contractual or professional obligations;

6.5) We have not and we will not engage in any practice likely to influence the contract award process to the detriment of the Contracting Authority and, in particular, in any anti-competitive practice having for object or for effect to prevent, restrict or distort competition, namely by limiting access to the market or the free exercise of competition by other undertakings;

6.6) Neither we nor any of the members of our joint venture or any of our suppliers, contractors, subcontractors, consultants or subconsultants shall acquire or supply any equipment nor operate in any sectors under an embargo of the United Nations, the European Union or France;

6.7) We commit ourselves to comply with and ensure that all of our suppliers, contractors, subcontractors, consultants or subconsultants comply with international environmental and labour standards, consistent with laws and regulations applicable in the country of implementation of the Contract, including the fundamental conventions of the International Labour Organisation (ILO) and international environmental treaties. Moreover, we shall implement environmental and social risks mitigation measures when specified in the environmental and social commitment plan (ESCP) provided by the Contracting Authority.

7. We, as well as members of our joint venture and our suppliers, contractors, subcontractors, consultants or subconsultants authorise AFD to inspect accounts, records and other documents relating to the procurement process and performance of the contract and to have them audited by auditors appointed by AFD.

Name: _____ In the capacity of: _____

Duly empowered to sign in the name and on behalf of¹: _____

Signature: _____ Dated: _____

¹ In case of joint venture, insert the name of the joint venture. The person who will sign the application, bid or proposal on behalf of the applicant, bidder or consultant shall attach a power of attorney from the applicant, bidder or consultant.