



## NEPAD PLANNING AND COORDINATING AGENCY

### REQUEST FOR EXPRESSIONS OF INTEREST (REOI)

#### CONSULTING SERVICES – FIRMS SELECTION

#### **CONSULTANCY SERVICES FOR THE BRANDING, MARKETING AND LAUNCHING SERVICES OF THE GROW AFRICA BUSINESS COUNCIL**

#### **PROCUREMENT NUMBER: 40/NPCA/NRG/GA/CQS/2019**

### 1. INTRODUCTION

The African Union (AU), established as a unique Pan African continental body, is charged with spearheading Africa's rapid integration and sustainable development by promoting unity, solidarity, cohesion and cooperation among the peoples of Africa and African States as well as developing a new partnership worldwide. Its Headquarters is located in Addis Ababa, capital city of Ethiopia.

The New Partnership for Africa's Development (NEPAD) is a program of the African Union adopted in 2001 in Lusaka, Zambia, aimed primarily at poverty alleviation and promotion of economic growth and sustainable development in Africa. As a consequence of the integration of NEPAD into the structures and processes of the African Union, the NEPAD Planning and Coordinating Agency (NPCA) has been established by the Decision of the 14th AU Assembly of February 2010 as the technical body of the African Union, in replacement of the NEPAD Secretariat.

The NEPAD Agency serves as the African Union's development agency and implementing body of Agenda 2063 – the continent's strategic framework for socio-economic transformation over a period of 50 years. It is in this context of reform for better delivery that the NEPAD Agency, through various programmatic interventions with countries on the continent, works towards enabling the continent's people to see 'The Africa We Want' through Agenda 2063.

The NEPAD Agency's mandate is to:

- ✓ To coordinate and execute priority regional and continental projects to promote regional integration towards the accelerated realisation of Agenda 2063
- ✓ To strengthen capacity of African Union Member States and regional bodies; advance knowledge-based advisory support, undertake the full range of resource mobilisation, and serve as the continent's technical interface with all Africa's development stakeholders and development partners.

Accordingly, the organization requires to engage a firm through a **procurement process** to obtain the services of a skilful resources that will work with NEPAD Grow Africa Team

## 2. PROJECT BACKGROUND

Grow Africa is one of NEPAD Agency's programme and works to support the goals set by the Heads of State to transform agriculture and achieve food security and nutrition in Africa through increased private sector investment in Agriculture. Grow Africa supports the implementation of CAADP's (Comprehensive Africa Agriculture Development Program) stated goal of increased private sector investment by promoting increased dialogue between governments and the private sector and developing a shared vision of economic development that removes constraints to private sector investment in agriculture.

In order to mobilize public sector support and private sector engagement for large scale regional or national projects along specific value chains, Grow Africa seeks to engage the services of a news and event management agency with wide media reach on the African continent as well as globally to help establish Grow Africa Business Council (GABC) and organize its first consultative meeting in June 2019 at the margin of the AU summit in Niamey (NIGER). The GABC is a CEO level private sector agriculture investment advisory panel for African Heads of State and high-level African policy makers, offering private sector leadership and strategic advice on a range of agribusiness related development challenges.

The aim of engaging the services of a Public Relations Agency for Grow Africa to promote and improve the effectiveness of communication and advocacy activities in the programme, by increasingly and effectively conveying its programmatic results and impact through wide outreach services.

In view of the above, the organization is seeking the services of a Public Relations firm to assist Grow Africa to Brand and Market the operationalisation of the Grow Africa Business Council in conveying its programmatic results and impact through wide outreach services.

## 3. OBJECTIVE OF THE SERVICE

The aim of this consultancy service is to Brand and market the launch Grow Africa Business Council, as well as to set governing structure and operating mode. The results and programmatic interventions of Grow Africa programme need to be communicated in the context of Agenda 2063, towards 'The Africa We Want'.

The main objectives of the assignment are:

- i. Develop practical and effective working relationships with African Heads of State and governments;
- ii. Recommend priority areas of policy reform related to enabling environment issues;
- iii. Identify and communicate new private sector investment priorities;
- iv. Improve overall communication outreach and visibility of the Grow Africa Programme at national, regional and continental levels.

**The overall output of the assignment will be expanded outreach and increased Grow Africa visibility.**

## 4. STATEMENT AND SCOPE OF WORK

The scope for the Consulting firm will cover the following areas:-

### ***4.1 Branding and marketing of the Council:***

Brand the Council by designing a new logo, guidelines and any other materials needed for the duration of the whole process. Establish branding guidelines to be passed on to Grow Africa to be used in future marketing activities.

Draft a description and short bio of the council's potential members, a calendar of the council activities and any other information necessary for the public's understanding of the Council's work.

### **3.2 Selection of the Council members:**

Draw an initial list of 40 potential members made up of CEOs of companies operating across the agriculture value chain in African countries, and of other important personalities, in collaboration with Grow Africa Management. These potential members will be pooled across all the different regions of Africa so that they represent the true reality of each region.

Write a short bio of shortlisted potential members focusing on their backgrounds, current & past achievements.

Present the list to Grow Africa management for selection. The selection process may be interactive between the Consultant and Grow Africa Management.

Design and print a brochure featuring the Council's Terms of Reference (ToRs), role, description and the level of involvement and participation of potential candidates. Send the brochure to the final list of candidates while asking them to confirm their participation in writing and availability for an interview.

Arrange and coordinate each candidate's interview with Grow Africa Management. These interviews will mostly be done by video calls and some others face to face, taking into consideration the candidate's potential, background and availability.

### **3.3 Current, Post launch and follow up:**

- Create electronic media information pack, event press book and media coverage analysis.
- Create engagement on social media – Twitter.
- Publish a special feature in African Business magazine following the launch
- Disseminate copies of the magazine to a pre-selected list of relevant African ministries and pan African institutions
- Draft, publish and disseminate the Council's activity report after the first 6 months.

## **4. DELIVERABLES / REPORTING**

The Consultant will be under the direct supervision of Grow Africa Chief Operations Officer, the Consultant will submit:

### **4.1 Branding and marketing of the Council:**

Produce a branding and marketing strategy for the Council as per the ToR, within four weeks after signing the contract.

Publish a special feature in African Business magazine

### **4.2 Progress reports on the establishment of the GABC and organization of its consultative session**

Submit reports (in both English and French) that include clear reporting on ALL of the following:

- Status of the selection process of the Business Council members (candidates prospects, shortlist, profiles and interviews) to be submitted monthly
- Report on the conduct and outcomes of the consultative session

#### 4.3 Post launch report

Produce a special report intended to African ministries and pan African institutions that disseminate the Council's work after the first six months.

### 5. DELIVERABLES OF THE ASSIGNMENT

The following minimum deliverables are expected from the activities in the assignment to be undertaken by the consulting firm:-

The request for proposal requires the following deliverables

- Branding and marketing of the Grow Africa Business Council (GABC)
- Publish a special activity report on the Council's work in the first year
- Establish Grow Africa Business Council (GABC)

### 6. MANDATORY REQUIREMENTS OF THE FIRM

- a) Proven track record of experience in corporate communications, profiling, branding, strategic communications and media management, of not less than 5 years.
- b) Proven record of similar assignments.
- c) Demonstrated professional leadership and ability to coordinate a team of professionals in the implementation of major development efforts; Capacity to creatively deal with policy and operational issues.
- d) Strong written and oral communication skills, demonstrated ability of making effective presentations to diverse audiences.
- e) Have a wide database and relations with strategic media outlets in both in Africa and globally.
- f) The consultant should have minimum experience of 5 years media relations on the African continent including French-speaking countries.
- g) Good understanding of the development issues, both at global and continental levels.
- h) Proven ability to perform assigned tasks in both French and English.

### 7. TEAM COMPOSITION AND QUALIFICATIONS REQUIREMENTS OF THE KEY EXPERTS

The desire of NPCA is to hire a competent firm with key professionals that have adequate experience in Public Relations and Communication firm. A detailed CV should be submitted for each expert included in the proposal. The following Key experts will be required:-

No	Position / Qualifications
Key Expert 1:	<b>Creative Director</b>
Qualification and Skills	<p>The <b>Creative Director</b> Consultant will be the lead resource for the assignment and must possess the following minimum credentials and experience:</p> <ul style="list-style-type: none"> <li>• At least 10 years proven professional experience in development communications, public relations, journalism, marketing or a related field at international level and;</li> </ul>

	<ul style="list-style-type: none"> <li>• A master's degree in the field of public relations, communication, journalism or marketing or any other related field.</li> </ul>
<b>Key Expert 2:</b>	<b>Client servicing Executive (Account Management)</b>
	<p>The <b>Client servicing Executive (Account Management)</b> will assist and work with the Lead consultant. The resource should possess the following minimum credentials and experience:-</p> <ul style="list-style-type: none"> <li>• At least 7 years' experience and a bachelor's degree in the field of public relations, communication, journalism or marketing or other related field, <b>and having a team of at least two dedicated consultants</b></li> <li>• A minimum bachelor's degree or advanced diplomas in the fields of communication, marketing or any other related field.</li> <li>• Good communication / interpersonal skills</li> </ul>
<b>Key Expert 3:</b>	<b>Copy writer for both English and French</b>
	<p>The resource should possess the following minimum credentials and experience:-</p> <ul style="list-style-type: none"> <li>• At least 5 years' experience and bachelor's degree or advanced certificate in international relations, public relation, communication, journalism, marketing, linguistics, English or French literature, or any other related field.</li> <li>• Good communication / interpersonal skills</li> </ul>

## 8. CLIENT'S INPUT AND REPORTING.

Under the overall project supervision by NPCA Chief Operations Officer, the consulting firm shall closely collaborate with the designated responsible stakeholders as determined by the NPCA chief Executive officer.

## 9. SUBMISSION REQUIREMENT OF TECHNICAL

The following documents must accompany the application:

- Cover letter expressing Interest
- Record of similar assignments previously undertaken.
- General Company profile
- Curriculum Vitae of each Key Experts indicating the relevant information requested.

**Reporting and Time Schedules:** The duration of assignment is expected to last for about 150 Working days or less with emphasise to finalise earlier. The Consultant will report directly to the Chief Operations Officer of Grow Africa.

Consultants may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications. Firms from African Union Members States and/or joint ventures will have an added advantage.

A Consultant will be selected in accordance with the **Consultants Qualifications Selection (CQS)** method set out in the AU Procurement Manual. This is an Expression of Interest only and submission of Financial Proposals is not applicable at this stage.

Interested Consultants may obtain further information at the address below during office hours (08:00 - 17:00 South Africa time). Expressions of interest must be delivered to the address below by the **8<sup>th</sup> March, 2019 by 14:30 hours (South African Time)** and should be clearly marked as "**CONSULTANCY SERVICES FOR THE BRANDING, MARKETING AND LAUNCHING SERVICES OF THE GROW AFRICA BUSINESS COUNCIL, REF: 40/NPCA/NRG/GA/CQS/2019**". EOIs can also be sent by email, addressed to the address below:

**The Chairperson Internal Procurement Committee (IPC)**

NEPAD Planning and Coordination Agency

230, 15th Road, P. O. Box 218 Midrand,

1685 Johannesburg, South Africa

Email: [procurement@nepad.org](mailto:procurement@nepad.org); or [AseyeA@nepad.org](mailto:AseyeA@nepad.org); and [vincentm@nepad.org](mailto:vincentm@nepad.org)

**Attention of: Head of Procurement**

Interested consultancy firms may obtain further information from the African Union Website; <http://au.int/en/bids> and NEPAD website: <http://www.nepad.org/tenders> or from **Head of Procurement Division, NEPAD Planning and Coordination Agency on the above email.**