



**REQUEST FOR EXPRESSION OF INTEREST
(Consulting services –consultant selection)**

**Selection of a Consulting Firm for Communication Services to the
ECOWAS Project Preparation and Development Unit (PPDU)**

Reference No. ICS/PPDU-AECID/PROC—AU/CMM/05

The Project Preparation and Development Unit (PPDU) is a specialized agency of the ECOWAS Commission and is based in the Togolese Republic. In February 2015, the ECOWAS PPDU received financial support from AECID through a Memorandum of Understanding signed between the ECOWAS Commission and the Spanish Cooperation for International Development (AECID). To this end, the ECOWAS PPDU wishes to use part of these funds to conduct communication services to enhance the visibility of PPDU activities.

The overall objective is to develop tools and a strategy for communication, awareness raising and sensitization around the activities of the PPDU with a view to fostering the support of policy makers, potential investors and citizens of the Community.

The consulting services (“the Services”) shall include but not necessarily limited to the duties and responsibilities outlined below:

- Prepare a communication and outreach work plan and strategy that will enable the PPDU to effectively communicate and engage with different stakeholders, including the media, at all levels.
- Prepare a short video (max 15 minutes) video documentary to promote the ECOWAS Regional Infrastructure Development Masterplan
- Define communication modes (including online media and social networking tools, among others) for each stakeholder group
- Develop branded items that effectively describe and promote the PPDU such as slogan, logo, colours, style, etc.
- Prepare copies of various public relations communications and marketing tools such as videos, posters, fact sheets, brochures, flyers or other promotional materials.
- Develop graphics, animations and content for the PPDU website and social media.
- Define the formats of forums, road shows, donor round tables to be organised.

The ECOWAS PPDU now invites eligible firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. *The shortlisting criteria are as follow:*

Experience

- Firm must have at least 15 years experience in communication services;
- Firm must have conducted at least two similar exercise within the ECOWAS region;
- Firm must have Public Relation experience in recognized institutions;

- Demonstrated ability to work effectively in the media environment;
- Proven knowledge on preparation of audio-visual programs;
- In-depth knowledge of ECOWAS Institutions will be an advantage
- The Consultancy firm is expected to present an experienced multidisciplinary team comprising at least the following:
 - Team Lead with vast experience in communication and PR
 - Graphic Designer
 - Audio-visual Production Crew (Cameraman, sound expert, producer etc)
- The professionals who make up this team must have at least a Master’s degree in their specific disciplines and possess at least 10 years work experience except the Team leader who must have at least 15 years work experience.

Language

- The personnel should be fluent in at least two of the Official working languages of ECOWAS (English, French or Portuguese) and the knowledge of a third ECOWAS language would be an advantage.

Duration

- The duration of the contract shall be for a maximum period of four (4) calendar months.

NB: In addressing the above listed criteria, Consultancy firms must provide tangible evidence and detailed references for all claims made in terms of experience and capabilities, similar assignments, availability of appropriate skills among staff etc. Each reference provided should be summarized on a project sheet and will be considered and accepted only if the candidate attaches supporting documents indicating the contact information of the contracting authorities so as to facilitate verification of the information provided, covering contracts OR copies of attestation(s) of good performance of each contract presented, as issued and signed by the Client.

Interested Consultancy firms may apply as a consortium or partnership to ensure and/or boost their consolidated capacities to execute the assignment.

The attention of interested Consultants is particularly drawn to **Article 118 of the ECOWAS Revised Procurement Code (“Infringements by Candidates, Bidders and Awardees”)**, providing information on corrupt or fraudulent practices in competing for or executing a contract. In addition, please refer to the following specific information on conflict of interest related to this assignment as per **“Article 119 of the ECOWAS Revised Procurement Code.**

The Consultants will be selected in accordance to the Quality and Cost-based Selection (QCBS) method set out in the ECOWAS Revised Procurement Code **and a shortlist of five to eight (5-8) firms, which present the best profiles with all claims dully substantiated, shall be drawn up** for further consideration after the expression of interest.

Interested consultants may obtain further information at the email addresses below during office hours: **Monday to Friday from 9.00 am GMT+1 to 5.00 pm GMT+1.**

Email: sbangoura@ecowas.int; procurement@ecowas.int; with copy to: mzongo@ecowas.int ; kfye@ecowas.int; ppdu@ecowas.int,

Expressions of Interest (**1 original and 3 copies**) must be delivered in sealed envelopes and clearly marked **“Selection of a Consulting Firm for Communication Services to the ECOWAS Project Preparation and Development Unit (PPDU)”**, **Do not open except in the presence of the Evaluation Committee”** to the address below latest by **April 15, 2022 at 11.00 am (GMT + 1).**

The ECOWAS Tender Box is located in the Office of the Commissioner, General Administration & Conference, 5th Floor ECOWAS Commission, 101 Yakubu Gowon Crescent, Asokoro District, P. M. B. 401 Abuja Nigeria.

Please note that electronic submissions are not accepted and will not be evaluated.

This EOI is also published on the ECOWAS website <http://www.ecowas.int/doing-business-in-ecowas/ecowas-procurement> and the ECOWAS PPDU website www.p pdu.org

Commissioner, General Administration & Conference