



ECOWAS COMMISSION
COMMISSION DE LA CEDEAO
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**REQUEST FOR EXPRESSIONS OF INTEREST
(CONSULTING SERVICES – INDIVIDUAL CONSULTANT SELECTION)**

NIGERIA

ECOWAS - WEST AFRICA UNIQUE IDENTIFICATION FOR REGIONAL INTEGRATION AND INCLUSION (WURI)

Engagement of an Individual Consultant to Develop a Communication Strategy for the West Africa Unique Identification for Regional Integration and Inclusion (WURI) Project

Project Reference No.: P161329

The Economic Community of West African States (ECOWAS) *has received a grant* from the World Bank toward the implementation of West Africa Unique Identification for Regional Integration and Inclusion (WURI) and intends to apply part of the proceeds for the **Engagement of an Individual Consultant to Develop a Communication Strategy for the West Africa Unique Identification for Regional Integration and Inclusion (WURI) Project**.

The consulting services (“the Services”) include the followings as shown below. The consultancy is for a period of **sixty (60) calendar days** from the date of the signing of the contract between the Consultant and the ECOWAS Commission.

The objective of the assignment is to develop a three-year (2024-2026) project’s Communication Strategy that will contribute to creating better visibility and enhancing awareness and knowledge of the WURI programme as well as promoting the understanding of relevant stakeholders in the identification ecosystem of the importance of a phased approach of using *fID* systems to implement the ECOWAS National Biometric Identity Card (ENBIC). The strategy will focus on regional dialogues and cooperation for cross-border mutual recognition of foundational identity systems for access to services which is the mandate of the ECOWAS Commission.

The ECOWAS Commission now invites eligible Individual Consultants (“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.

Qualifications and Experience Requirement

The Consultant will be required to demonstrate the following competencies:

- An advanced degree in either Management of Social/Institutional Communications, Mass Communications, Development Communication, Organizational Communications or Journalism.
- Minimum of five (5) years cognate experience in strategic communication development and management, including infographics designing for regional or international level audience.
- Knowledge of digital identification and its communication challenges in West Africa will be an advantage.
- Evidence of having undertaken similar assignments, with at least two (2) samples of finalized reports proving an ability of formulating communication and engagement strategies.
- Excellent oral and written communication skills in French and English languages.
- Evidence of two (2) written recommendations for having successfully executed similar assignments will be a plus.
- Knowledge of ECOWAS and its Member States will be an added advantage.

The attention of interested Consultants is drawn to paragraph 3.16 and 3.17 of the World Bank's *Procurement Regulations for IPF Borrowers: Procurement in Investment Project Financing – Goods, Works, Non-Consulting and Consulting Services, July 2016 revised November 2017* setting forth the World Bank's policy on conflict of interest in Consulting Services.

A Consultant will be selected in accordance with the *Selection of Individual Consultant* set out in the Consultant Guidelines.

Further information can be obtained at the address below during office hours **Monday to Friday from 9.00 a.m to 5.00 p.m (GMT + 1) Local Time,**

**ECOWAS Commission, Directorate of General Administration,
Attention: Head of Procurement,
Procurement Division, Plot 101, Yakubu Gowon Crescent, Asokoro District, Abuja, NIGERIA.**

E-mail: sbangoura@ecowas.int with copy to ikkamara@ecowas.int, asiaw-boateng@ecowas.int, sabubakar-bello@ecowas.int, rguira@ecowas.int

Expressions of interest must be submitted electronically to wuricommunicationstrategy@ecowas.int by **Monday June 12, 2023, at 11.00 a.m. (GMT + 1).**

Commissioner, Internal Services