

PERIOD OF ADVERTISEMENT:  
CLIENT:  
SOURCE OF FUNDING:  
TYPE:

**17 September 2020 - To: 07<sup>th</sup> October 2020**  
ECOWAS COMMISSION  
ECOWAS Budget  
Expressions of Interest

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**SELECTION OF A CONSULTANCY FIRM FOR THE DEVELOPMENT OF A  
COMMUNICATIONS STRATEGY FOR THE ECOWAS INTEGRATED REGIONAL  
STRATEGY FOR HUMAN CAPITAL DEVELOPMENT**

1. The ECOWAS Commission intends to use its resources to finance a service contract with a consulting firm (could be a single firm, a consortium or partnership thereof) that will be responsible for **the development of a communications strategy for the ECOWAS Integrated Regional Strategy for Human Capital Development.**
2. The main objective is to develop a communications strategy to promote and facilitate human capital development in the West African region.
3. The overall duration of the assignment is **estimated at 90 days, which can be extended** if necessary, based on the needs of the ECOWAS Commission as well as the contracted firm's satisfactory performance.
4. The ECOWAS Commission invites Consulting Firms ***as communication agencies for the development of a communications strategy for the ECOWAS Integrated Regional Strategy for Human Capital Development*** to submit their candidacy for the services described above. Interested, eligible and qualified consulting firms must provide full information on their qualifications and experience, demonstrating that they are qualified and experienced in providing similar services. The criteria for shortlisting are as follows:
  - a) General Experience of the firm – Minimum five (5) years of demonstrated relevant experience delivering global and pan-African communications campaigns, developing strategic communications strategies, producing and executing social media strategies and content;
  - b) Specific experience - Prior communications consulting experience in the areas of health, education, and social development is preferred; development cooperation and public sector experience (prior experience working with international institutions, regional organizations, or donors as well as prior experience working with clients in West Africa (or similar contexts) is strongly preferred);
  - c) Availability of Relevant Staff to be assigned to the ECOWAS project, showing full list of staff along with their respective CVs providing details on competencies (At least a Masters or bachelor's degree in either Communications, public relations, marketing, or relevant fields) as well as relevant experience in Human Development issues.
  - d) Language: Strong English skills, with French skills strongly preferable. Translation capabilities required in absence of working French abilities.

***NB: In addressing the above listed criteria, consulting firms must provide tangible evidence and detailed references for all claims made in terms of experience and capabilities, similar assignments, 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 excerpts of contract (inner cover page; page with the signatures and the Terms of Reference) along with attestation(s) of good performance of each contract presented.***

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

6. The eligibility criteria, the preparation of shortlist, and the selection procedure shall comply with the ECOWAS Rules and Procedures for the Use of Consultants” (ECOWAS Procurement Code), available on its website: <http://www.ecowas.int> .**The selection procedure will be based on Consultant (Firm) Qualification, and the firm ranked first** (which present the best profiles with all claims dully substantiated) **will be requested to submit its Technical & Financial Proposals.** Also, firms that are part of an international network are to submit only one expression of interest as a network.

7. The attention of interested Consulting firms 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.**

8. Interested consulting firms can obtain further information at the e-mail addresses mentioned below, during working days and hours of the ECOWAS Commission from 9:00 a.m. to 3:00 pm (Local Time - Nigeria): [procurement@ecowas.int](mailto:procurement@ecowas.int) with copy to [sbangoura@ecowas.int](mailto:sbangoura@ecowas.int) ; [mjallow@ecowas.int](mailto:mjallow@ecowas.int)

9. Expressions of Interest (EOIs) must be delivered in sealed envelopes (1 signed Original and 3 Copies) in English, French or Portuguese and clearly marked **“Selection of a Consultant (Firm) for the development of a communications strategy for the ECOWAS Integrated Regional Strategy for Human Capital Development” “Do not open except in presence of the Opening Committee.”** EOIs must be sent to the address below by **October 7<sup>th</sup> 2020 at 11.00 a.m. (GMT+1), Nigerian Time:**

***For delivery in person or by registered mail to:***

Directorate of General Administration,  
Procurement Division  
First (1<sup>st</sup>) Floor of the ECOWAS Commission Headquarters,  
Plot 101, Yakubu Gowon Crescent,  
Asokoro District, Abuja, NIGERIA.

**Please note that electronic submissions are also accepted and shall be addressed to: [procurement@ecowas.int](mailto:procurement@ecowas.int), with copy to: [sbangoura@ecowas.int](mailto:sbangoura@ecowas.int); [mjallow@ecowas.int](mailto:mjallow@ecowas.int)**

10. The working languages shall be English, French and Portuguese.

11. **This request for EOI can also be viewed on the following website:**  
**<http://www.ecowas.int/doing-business-in-ecowas/ecowas-procurement/>**

**Commissioner General Administration & Conference**