



The Southern African Development Community

Invitation for Expression of Interest

TRIPARTITE TRANSPORT AND TRANSIT FACILITATION PROGRAMME (TTTFP)

DEVELOPMENT OF A COMMUNICATION AND VISIBILITY STRATEGY AND IMPLEMENTATION PLAN FOR THE TTTFP.

The Southern African Development Community (SADC) Secretariat based in Gaborone (Botswana) wishes to invite interested parties to express interest in providing services as Consultant to develop a Communication and Visibility Strategy and Implementation Plan for the Tripartite Transport and Transit Facilitation Programme [TTTFP]. The assignment is expected to commence by mid-September 2017 and has a maximum budget of €20,000. The European Union (EU) is providing financial assistance to carry out the assignment.

The scope of work of the Consultants includes:

- a) A SWOT analysis of the communication strategies for COMESA, EAC and SADC and the various media (print, electronic, social and traditional) and communication channels in each Regional Economic Community (REC) and propose linkages that will promote the TTTFP;
- b) Formulation of key messages that will be communicated to each cluster of key stakeholders in order to address their communication needs;
- c) Recommend the communication methods and tools that will be used by the RECs, Corridor Management Institutions and Member States to communicate;
- d) Designing infographics of the proposed messages and tools for each cluster of stakeholders;
- e) Developing a Communication and Visibility Strategy and Implementation Plan for the TTTFP;
- f) Presentation of the proposed Communication and Visibility Strategy and Implementation Plan at a meeting of stakeholders.

Interested parties are requested to submit/send written Expressions of Interest (*EOI*), including a profile of their corporation/company/group or as individuals, a description of their full range of expertise and a listing of relevant present and past assignments in the area of designing and developing Communications Strategies and Plans for development projects and programs the **31st July 2017 by 16:00 Botswana time.**

The following selection criteria will be applied:

Technical and Professional capacity:

- a) Qualifications and skills in communication, public relations and marketing of development programmes / initiatives in the East and Southern African Region;
- b) Analytical and strong report and proposal writing skills in English;
- c) Demonstrable experience in the area by citing at least 2 Communications Strategies developed by the proposed Entity and / or Experts in the last 5 years;
- d) Relevant experience and traceable reference in this area;
- e) Knowledge and expertise in EU Communication and Visibility guidelines will be an added advantage.

Economic and Financial capacity:

Interested parties are requested to submit documents showing their average annual turnover of the past two years.

Interested parties are also cautioned that this is not an invitation to tender. The Tender dossier will be sent to shortlisted parties only.

Any request for clarifications should be sent to Mr Lovemore Bingandadi (Lbingandadi@sadc.int), Programme Coordinator TTTFP at SADC Secretariat. Clarifications for questions received by 21st July 2017 will be published on SADC website (<http://www.sadc.int/opportunities/>) webpage and other international websites used to advertise the EOI by 25th July 2017 at the latest.

Fully completed profiles and related information can be delivered at SADC Headquarters Office SADC House Plot No. 54385. Central Business District Private Bag 0095. Gaborone or sent by e-mail to the below mentioned contacts.

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