



NOTICE OF EXPRESSION OF INTEREST

Project:	Regional Agency for Agriculture and Food (ARAA)
Source of funding:	Equity
Selection Method:	Selection of Firms/Firms
Selection reference:	ARAA/BUDGET/2025/AMI/005
Object:	Selection of Communication Agency.
Publication date	02 April 2025
Deadline:	April 30, 2025 – at 00:00 GMT

- 1- The ECOWAS Commission, through the Regional Agency for Agriculture and Food (ARAA), wishes to recruit communication agencies, country focal points.
- 2- The consultant's services concern "**the provision of punctual support at the request of the ARAA as part of its communication/visibility actions in the country of residence of the agency**".
- 3- The ECOWAS Commission, represented by ARAA, hereby invites eligible consultants (firms) to express their interest in the provision of these services. This notice calls on legally constituted and qualified communication agencies or groups of communication agencies (experience and operational capacity) for the service detailed in the conference terms. To do so, the Agency or group of communication agencies must have the following minimum experience and qualifications:
 - a. Be legally constituted;
 - b. Have at least 5 years of proven experience in the field of communication and visibility of development projects and programs with proven experience in the management of communication projects;
 - c. Present a portfolio demonstrating their expertise in similar projects,
 - d. Have a very good knowledge and relationship with the media in your country.
- 4- To carry out the mission, the Agency or the group of communication or audiovisual production agencies must have staff comprising:
 - An expert with a Bac +4/5 level and at least 7 years' general experience in Communication / Audiovisual / Journalism or any other related discipline. This expert must have skills for writing simple documents from technical documents and excellent verbal communication skills,
 - A BAC+2 level cameraman with proven experience.

Skills:

Master the use of digital tools,

Have a good ability to work independently, manage multiple projects at the same time, and meet deadlines,

Computer graphics and photography skills are an asset.

Have production and communication equipment (quality digital camera, a professional camera,

Being able to produce (editing software, etc.) short videos on the results of the projects is an asset.

- 5- As part of this mission, the Agency or the group of communication or audiovisual production agencies will have to carry out the tasks and provide the deliverables as described in the terms of reference.
- 6- **Additional information is contained in the terms of reference accessible through the drive:** <https://bit.ly/41ZT8I6> link or by downloading from the ARAA website (<https://araa.org/vacancies>).
- 7- We would like to draw the attention of interested parties to pay particular attention to the provisions of Article 118 of the Revised ECOWAS Procurement Code ("Offences to be avoided by candidates, bidders and successful bidders"), which provides information on practices amounting to corruption or fraud in the context of competition or the performance of contracts. They are also invited to read the specific information on conflicts of interest related to this mission under Article 119 of the revised ECOWAS Procurement Code.
- 8- Firms/firms may join forces with other firms/firms to strengthen their respective skills in the form of a solidarity group. In the event of a consortium, all members of the consortium will be jointly and severally liable for the contract in its entirety, if selected.
- 9- Following the evaluation of the Expressions of Interest, one firm/firm will be selected according to the "**Selection Based on the Qualifications of the Consultant (SQC)**" method as described in the ECOWAS Procurement Procedure Manual.
- 10- Expression of Interest Packages must contain the following:
 - A technical offer including:
 - a. A cover letter,
 - b. A summary presentation of the Agency and its experiences exclusively related to the service,
 - c. Proof of official recognition of the agency in the country of residence,
 - d. A summary of the curriculum vitae of the key experts who may work on the service, clearly highlighting: (i) their academic and professional backgrounds, (ii) their technical skills, (iii) the list of similar services provided, as well as the contact details of the reference persons for each of the services indicated,

e. A portfolio of similar work previously done

NB: The technical offer must be concise and must not exceed thirty (30) pages.

➤ A financial offer.

11- Expressions of interest must be submitted no later than **30 April 2025 at 00:00 GMT** by **uploading** to the following address: <https://bit.ly/4kV8cPT>

The Expression of Interest must be in the form of a single PDF file. ARAA reserves the right not to consider applications that do not meet the above submission requirements.

12- Interested consultants can obtain further information by writing to the following e-mail addresses: procurement@araa.org cc: ctienon@araa.org , lbarnabo@araa.org, bkpessiglo@araa.org with the subject line **"AMI005-Communication Agency"**.

For the Acting Executive Director



Kanfitin KONLANI

Head of the Technical Operations Division

