



Regional Agency for Agriculture and Food  
Agence Régionale pour l'Agriculture et l'Alimentation  
Agência Regional da Agricultura e Alimentação



#### TERMS OF REFERENCE

SELECTION OF AN EVENTS AGENCY TO ORGANIZE THE REGIONAL FORUM FOR YOUTH EMPLOYMENT TO  
RAISE THE PROFILE OF ACTIONS IMPLEMENTED BY INITIATIVE HOLDERS.

**March 2025**

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### I. Background and justification

The agricultural sector is the main source of employment *in West Africa*. Around 65% of the region's workforce, more than half of whom are young women and men, work in the agricultural sector, mainly in production, collection, artisanal processing and product distribution.

The employability of young men and women in the agroforestry and fisheries sector poses crucial challenges that require appropriate responses from public authorities, *partners involved in agricultural development*, the private sector and farmers' organizations.

By adopting ECOWAP, the Heads of State have demonstrated their determination not only to work towards food sovereignty in West Africa, but also to place the thorny issue of the socio-professional integration of young people at the heart of agricultural transformation policy and agri-food value chains.

The development of the "local milk offensive" milk sector promotion strategy and the youth employability promotion strategy, with their priority investment plans as instruments for implementing ECOWAP, attest to this commitment.

One of the priority themes in the implementation of ECOWAP rightly focuses on the need to "Initiate a proactive policy for the installation of young farmers and develop the attractiveness of the sector".

To motivate the younger generations to become farmers, we need to improve the image of the profession, and thus successfully bring about the necessary changes in family farming in West Africa. This will be achieved in particular through better mastery of production systems to produce more and better, and of markets to add value to products, but also through the installation and success of young farmers.

ECOWAS remains convinced that the mobilization of public and private players, as well as farmers' professional organizations, is necessary if agricultural development policies are to adopt and apply incentives likely to encourage job creation and the installation of young entrepreneurs in the ASPH sector.

The regional forum on youth employability in the ASPH is one of the actions planned as part of the implementation of PRAOP3. As part of the regional strategy to meet the challenges of youth employability and unemployment in the agro-sylvo-pastoral and halieutic sector, the regional forum is intended as a forum for dialogue and exchange on the trades and skills essential for young people, as well as on the best strategies or measures to attract and encourage the installation of young people in the ASPH sector and agri-food value chains.

By bringing together the views of experts, political decision-makers, private-sector professionals and farmers' organizations, ECOWAS is seeking to build on the debates and experiences of different countries and the practices of its partners, to strengthen the knowledge and synergies between the various players, and to identify and co-construct innovative solutions to interest a large number of young people (either settled or promoters of economic initiatives) in a sector of activity deemed high-risk, unattractive and not conducive to the promotion of decent jobs for young people.

The first edition of the regional forum on youth employability in the ASPH sector in West Africa will be dedicated to awarding prizes to the winners of the "Pépites de l'ASPH" competition initiated by ECOWAS.

## **II. Forum objectives**

### **2.1. General objective**

The overall aim of ECOWAS in organizing the regional forum is to bring together the main private and public players in West Africa to develop a common understanding of the challenges of youth employability in West Africa, and to put forward proposals for measures and strategies to better tackle the challenges and promote the attraction, installation, integration and retention of young people in the agricultural sector and agri-food value chains.

### **2.2. Specific objectives**

Specifically, the regional forum aims to :

- reward the young agricultural entrepreneurs selected in the "Pépites de l'ASPH" competition;
- discuss the main issues and challenges relating to the employability of young people in West Africa, and more specifically in the ASPH sector

- share experience and knowledge on best practices to enhance the employability of young people in various field projects resulting from the call for projects;
- make strategic recommendations for strengthening the integration of youth employability into national agricultural policies and strategies and regional agricultural policy
- identify ways to stimulate the installation and creation of viable, sustainable businesses by young people in the ASPH sector and agri-food value chains;

### **III. Results expected from the forum**

The forum aims to create a strong mobilization around the urgent need to take proactive and pragmatic measures to facilitate the integration and massive installation of young people in the various links in the ASPH sector.

In this respect, the following results are expected from the regional forum on youth employability.

- a) The competition's winning young entrepreneurs are;
- b) ECOWAS has mobilized all stakeholders and partners around the challenges of youth employability in the ASPH sector;
- c) Key issues and challenges for youth employability in the ASPH sector in West Africa;
- d) Relevant practices carried out by ECOWAS and other partners in youth employability in the ASPH sector are listed, analyzed, documented and shared;
- e) Public and private players, POs and development partners in the sector are identifying innovative measures and strategies to promote the employability and integration of young people in the ASPH sector;

### **IV. Forum organization**

The Forum will be held in Dakar, Senegal, with around 150 participants expected in person, and between 200 and 300 participants via a reliable and professional online platform to be set up for the purpose.

The regional forum will bring together representatives of public services, RPO leaders, training centers, business leaders, investors and technical and financial partners committed to strengthening the employability of young people in the ASPH sector and agri-food value chains in West Africa and outside the sub-region to engage in discussions on the challenges linked to youth employability and job creation, and propose measures aimed at making a significant impact on reducing unemployment and integrating young people into agribusiness.

Presentations and discussions will focus on investment opportunities for supporting and integrating young people into high-potential agricultural value chains, with a view to meeting the challenges of food and nutritional security, job creation and sustainable agriculture.

An effective organization and management strategy, as well as targeted communication, are essential to the success of the forum, including the young entrepreneurs' competition.

Organizing the forum involves transporting and taking care of certain participants, mobilizing logistics and using service providers (resource persons, experts and consultants). It also involves a preparatory phase and a communication program before, during and after the forum. ECOWAS, through DADR and ARAA/PRAOP3, will cover all costs incurred by the preparation and practical organization of the event.

ECOWAS's ambition is to make the forum a key annual/biennial event within the framework of ECOWAP, a channel for motivating young agricultural entrepreneurs and mobilizing partners, as well as a tool for monitoring the implementation of the regional strategy for youth employability in the ASPH sector.

To assist in the promotion, organization and management of this first edition, ECOWAS plans to recruit a service provider with proven experience in organizing regional events (trade fairs and forums), in particular (i) a main service provider (agency/company, etc.) specializing in events and marketing.

To assist in the promotion, organization and management of this first edition, the present terms of reference aim to engage the services of a service provider with proven experience in the organization of regional events (trade fairs and forums), namely (i) a main service provider (an agency/company...), specialized in events and marketing.

## **V. Purpose of Event Agency Recruitment**

To ensure the success of the **Regional Forum on Youth Employability in the Agro-Sylvo-Pastoral and Fisheries Sector (ASPH)**, ECOWAS plans to recruit an **events agency** with proven expertise in organizing regional and international events.

The agency selected will be responsible for mobilizing resources, **planning, logistics management, technical coordination and implementation of communication actions** to ensure smooth and efficient organization of the Forum.

The recruitment of this agency is part of a **drive to optimize resources and operational efficiency**, in order to meet the event's requirements in terms of **quality, visibility and impact**.

She will work closely with **ECOWAS**, a **communications consultant**, and the **institutional and technical partners** involved in the event.

### **5.1. General tasks**

The event agency will be responsible for the following actions:

✓ **Overall coordination of the event**, including logistical organization, management of service providers and technical supervision.

Mobilization of technical and financial partners for the event.

✓ **Design and implementation of a communication and media strategy** for the Forum.

✓ **Organization of key activities**, including plenary sessions, workshops, panel discussions and B2B meetings.

✓ **Set up the digital platform** to enable online participation and ensure wide dissemination of the Forum.

✓ **Support for the organization and management of the "Pépites de l'ASPH" competition**, including jury support for the selection of candidates, management of presentations and the awards ceremony.

✓ **Evaluation and production of a final report** on the Forum, including key lessons and recommendations for future editions.

### **5.2. Specific missions**

The event agency recruited will play a key role in **organizing and implementing the Forum**, in close collaboration with ECOWAS and other stakeholders.

#### **5.2.1 Event project planning and management**

- Draw up a **detailed action plan**, specifying the organization's stages and deadlines.
- Definition of technical and logistical requirements based on the Forum program.
- Coordination of the various stakeholders involved in the event.

#### **5.2.2 The agency must ensure :**

- **Identification and contracting of service providers** (accommodation, catering, transport, technical services, security, etc.).

### 5.2.3. Logistics and technical management

- Reservation and fitting-out of the Forum site (conference room, audiovisual equipment, signage).
- Manage registrations and welcome participants.
- Travel and accommodation arrangements for speakers and guests.
- Supervision of catering, security and protocol services.
- Setting up an **interactive digital platform** for remote participants.
- Setting up and running stands to promote the businesses of young people operating in agricultural value chains;

### 5.2.4. Event communication and visibility

- Development and implementation of a **comprehensive communications plan** before, during and after the event.
- Management of press relations and mobilization of local and international media.
- Creation and distribution of multimedia content (posters, videos, interviews, publications on social networks).
- Moderating online sessions and broadcasting live from the Forum.
- Management of communication and promotional tools.

### 5.2.5. Support for the organization of the "Pépites de l'ASPH" competition

- Support in setting up the candidate selection process.
- Organization of the finalists' project presentation sessions.
- Coordination of the awards ceremony and promotion of the winners.

### 5.2.6. Post-event monitoring and evaluation

- Drawing up a **final report** on the Forum, including an assessment of the results achieved.
- Suggestions for future editions.
- Archiving and making available content produced (videos, photos, publications).

## VI. Expected deliverables

As part of its mission, the events agency recruited by **ECOWAS** will have to provide a set of deliverables guaranteeing the smooth running of the **Regional Forum on Youth Employability in the Agro-Sylvo-Pastoral and Fisheries Sector (ASPH)**.

These deliverables will cover **all phases of the event**, from pre-event planning and communication to operational execution and post-event evaluation. They will serve as **essential references** for monitoring the project, measuring its impact and capitalizing on lessons learned for future editions.

### 6.1. Pre-event deliverables

These deliverables concern the **planning and preparation** of the Forum and must be delivered **before the event begins**.

#### 6.1.1. Communication and media plan

- A **multi-channel communication strategy**, including :
  - ✓ Participant awareness and mobilization campaign.
  - ✓ Press relations plan and media mobilization.
  - ✓ Production of communication materials (posters, brochures, promotional videos, press releases).
  - ✓ Digital distribution strategy and engagement on social networks.

### 6.1.2 Digital platform and digital solutions

- An **interactive platform for online participants**:
  - ✓ Registration and access management tools.
  - ✓ Interface for live streaming and interactive sessions.

## 6.2. Deliverables during the Event

These deliverables are linked to **the real-time execution of the Forum** and guarantee its smooth operational progress.

### 6.2.1 Live broadcasting and media coverage

- Real-time broadcasting of plenary sessions on digital platforms.
- Management of interviews and press briefings.
- Regular publication of **live content** on social networks and partner media.

### 6.2.2 Organization of the "Pépites de l'ASPH" competition

- Management of **finalist selection and presentation sessions**.
- Organization of the **awards ceremony** and promotion of the winners.
- Production of **videos and portraits of the winners** to ensure their visibility.

## 6.3. Post-event deliverables

These deliverables will enable us **to assess the impact of the Forum and ensure effective follow-up to the recommendations arising from the discussions**.

### 6.3.1 Forum final report

- Complete document containing :
  - ✓ A summary of the activities carried out.
  - ✓ An assessment of the event's performance (participation, commitment, impact).
  - ✓ Lessons learned and areas for improvement for future editions.

### 6.3.2. Compilation of media and resources produced

- Provision **of videos of key sessions and summary capsules**.
- Creation of an **official Forum photo folder**.

### 6.3.3 Impact report and recommendations for the next edition

- Analysis of the Forum's media impact and visibility.
- Suggest areas for improvement to **ensure the event's long-term future and increase its impact**.

## VII. Quality standards and delivery terms

The agency must comply with **the following requirements** for all deliverables:

- ✓ **Digital and printed format**: All documents must be supplied in PDF, Word and PowerPoint versions as required.

✔ **Strict deadlines:** Deliverables must be handed in according to a **precise timetable** defined in advance with ECOWAS.

✔ **Compliance with corporate communication standards:** The materials produced must comply with **the ECOWAS visual identity and guidelines**.

### ***VIII. Agency profile and selection criteria***

The event agency must meet the following criteria:

#### ◆ **Experience and references**

✔ **At least 5 years' experience** in organizing forums, trade shows, conferences or large-scale institutional events.

✔ **Verifiable references** of at least **three** successfully organized **international or regional events**.

✔ Mastery of the **standards and requirements linked to the organization of institutional events** involving international organizations, governments and private sector players.

✔ Proven experience in **organizing hybrid events**, integrating digital and interactive solutions for remote participation.

✔ Knowledge of **issues related to youth employment, agriculture and economic development in West Africa** (asset).

#### ◆ **Technical and organizational skills**

- **A qualified team** including specialists in project management, logistics, communication and audiovisual.
- Master the **organization of hybrid events** (face-to-face and online).
- Technological solutions for **live broadcasts and interactive participation**.

#### ◆ **Communication and public relations skills**

- Ability to develop an **effective communications strategy** to maximize the Forum's visibility.
- Experience in **managing press and media relations**.
- Expertise in **multimedia content creation and audiovisual production**.

#### ◆ **Knowledge of the ASPH sector and youth employability (asset)**

- A good understanding of issues related to **agriculture, youth entrepreneurship and employment in West Africa** will be a plus.

### ***IX. Selection procedure***

The agency will be selected using the Selection Based on Consultant Qualification (SQC) method, in accordance with the ECOWAS Procurement Code.

### ***X. Commitments and obligations of the agency***

The recruited agency will :

✔ Respect project deadlines and budgets.

✔ Maintain transparent and regular communication with ECOWAS and stakeholders.

✔ Ensure a **high level of quality** in the execution of assigned tasks.

- ✓ Provide **progress reports** at each key stage of the organization.
- ✓ Adapt to event-related adjustments and unforeseen circumstances.

## ***XI. Key skills required***

The agency must demonstrate expertise in the following areas:

### *11.1 Event project management*

- Ability to design and execute a **structured organization plan**, with **strict adherence to deadlines and budget**.
- Competence in **logistics management and coordination of service providers** (accommodation, catering, transport, technical equipment).
- Mastery of **safety protocols and health standards** to ensure the smooth running of the event.

### *11.2 Communication and media coverage*

- Development and implementation of a **multi-channel communications strategy** (press relations, social networks, audiovisual media).
- Ability to **mobilize national and international media** to ensure optimum coverage of the event.
- Creation of **engaging multimedia content** (videos, articles, interviews) before, during and after the event.

### *11.3 Organizing hybrid events*

- Ability to set up a **digital platform** enabling remote participation.
- Experience in **managing live streaming and interactive tools** (polls, Q&A, online networking).
- Mastery of software and technological tools to optimize the experience of virtual participants.

### *11.4. Animation and coordination of activities*

- Expertise in **managing and facilitating panels, thematic workshops and plenary sessions**.
- Ability to ensure **effective exchanges** between participants and speakers.
- Experience in **organizing and managing competitions** (e.g.: "Pépites de l'ASPH" competition).

### *11.5 Post-event monitoring and evaluation*

- Expertise in **post-event data collection and analysis** (satisfaction questionnaires, impact studies).
- Production of **detailed evaluation reports**, with recommendations for future editions.

## ***XII. Human resources and internal organization***

The agency must have a **qualified team**, including at least the following profiles:

- ◆ **A Senior Event Project Manager:** Responsible for the overall coordination of the event and main contact with ECOWAS, at least 10 years' experience, having completed 2 similar assignments, experience in Senegal is an asset;
- ◆ **A logistics and technical manager:** in charge of infrastructure management, service providers and technical requirements, at least 5 years' experience, having participated in the event and carried out at least 2 similar assignments, experience in Senegal is an asset;
- ◆ **A specialist in communications and public relations:** In charge of media strategy, press relations and social network management. At least 5 years' experience, at least 2 similar assignments;
- ◆ **A digital events expert:** Responsible for setting up and managing the digital platform for online participants.

At least 5 years' experience, having participated in at least 2 similar assignments;

◆ **A speaker and guest coordinator:** Management of speakers, VIPs and young entrepreneurs finalists in the competition. At least 5 years' experience, having participated in at least 2 similar assignments;

The agency must also be able to mobilize **specialized technical service providers** (videographers, graphic designers, translators, session leaders).

### ***XIII. Adaptability and commitment***

The agency will need to be **responsive, flexible and able to deal with the unexpected.**

It must :

- ✓ Commit to ECOWAS **deadlines** and deliverables.
- ✓ Ensure **effective collaboration and fluid communication** with the Forum organization team.
- ✓ Propose **innovative solutions adapted** to the specificities of the event.

### ***XIV. Documents to be supplied by bidders***

Interested agencies must submit a **complete file**, including :

#### **14.1 Administrative documents**

- ✓ Trade register extract.
- ✓ Up-to-date tax and social security certificates.
- ✓ Certificates of successful completion of similar projects.

Copies of CVs of key team experts as listed above

#### **14.2 Technical proposal**

- ✓ Detailed presentation of the agency and its team.
- ✓ References and past experience in organizing international events.
- ✓ Proposed methodology and approach to organizing the Forum.
- ✓ Communication and media plan.
- ✓ Logistics and technical management plan.

#### **14.3 Financial proposal**

- ✓ Detailed budget in **FCFA/USD** covering all services (logistics, communication, digital platforms, etc.).
- ✓ Justification of costs by budget item.

The agency's financial proposal should be broken down into two cost categories:

o **Category 1:** costs that will be included in the service contract and paid directly to the agency for the services concerned. Example: Organization of the press conference, digital communication, production of digital and print communication media, live streaming, audiovisual production, provision of hostesses, transport, security, logistics (stands, decoration, furniture, ephemeral structures, etc.), video and photo capture. Audiovisual equipment rental, master of ceremonies, trophy production, protocol, office equipment rental.

o **Category 2:** estimated costs for related services, to be paid directly by the RAAA, on the basis of the selection made with the support of the consultant: room hire, spot broadcasting, press insertions, journalist per diems? ), catering, dinner, interpreters and equipment? )

## **XV. Selection calendar**

The selection process will take place according to the **following schedule**:

<b>Step</b>	<b>Scheduled date</b>
Invitation to tender launched	J
Deadline for submission of offers	J+15
Bid evaluation	J+22
Final selection and contract award	J+29
Contract signature and start of work	J+45

The exact dates will be confirmed when the call for tenders is published.

## **XVI. Commitments and obligations of bidders**

Participating agencies must undertake to:

- ✓ **Strictly comply with the deadlines and technical requirements** set out in the ToR.
- ✓ **Provide authentic references and documents**, failing which they will be disqualified.
- ✓ **Work closely with ECOWAS** and its partners.
- ✓ **Guarantee quality service**, with deliverables that meet expectations.

Any false declaration or attempted fraud will result in **immediate exclusion** from the competition and may give rise to sanctions.

## **XVII. Submission of files**

Interested agencies should send their bids to the RAAA, at the following address: ..... (to be completed)

## **XVIII. Submission deadline**

Interested agencies will have two weeks to submit their bids.