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**REQUEST FOR EXPRESSION OF INTEREST**

**SELECTION OF INDIVIDUAL CONSULTANTS**

**REFERENCE NUMBER:** **CS/GPS/ECOSOCC/2/2024-as**

**REQUEST FOR SERVICES TITLE:** **MANAGEMENT OF SOFTWARE SUBSCRIPTIONS, THE IMPLEMENTATION OF A SOPHISTICATED GEOTAGGING STRATEGY, AND THE EXECUTION OF TARGETED SOCIAL MEDIA CAMPAIGNS.**

1. ***The COMESA Secretariat*** is inviting Individual Consultants to submit their CV and Financial Proposal for the following services:

**MANAGEMENT OF SOFTWARE SUBSCRIPTIONS, THE IMPLEMENTATION OF A SOPHISTICATED GEOTAGGING STRATEGY, AND THE EXECUTION OF TARGETED SOCIAL MEDIA CAMPAIGNS.**

The Terms of Reference defining the minimum technical requirements for these services are attached as Annex 1 to this Request for Expression of Interest.

2. **Only Individual Consultants are eligible for this assignment**

3. The Contract amount for the ***expert service/consultants’ fees will be all inclusive***.

4. Your Expression of Interest must be presented as per Expression of Interest Forms attached as Annex 2 to this Request for Expression of Interest, in the English language and be accompanied by copies of all the indicated supporting documents. If the supporting documents are not in English, these shall be accompanied by a certified translation into English.

5.  **“CS/GPS/ECOSOCC/2/2024-as - MANAGEMENT OF SOFTWARE SUBSCRIPTIONS, THE IMPLEMENTATION OF A SOPHISTICATED GEOTAGGING STRATEGY, AND THE EXECUTION OF TARGETED SOCIAL MEDIA CAMPAIGNS**.**”** should be emailed to the following address:

[***asakala@comesa.int***](mailto:asakala@comesa.int); *copied to* [***S.Mwesigwa@comesa.int***](mailto:S.Mwesigwa@comesa.int)***;*** [***tenders@comesa.int***](mailto:tenders@comesa.int)***;***

6. The deadline for submission of your application, to the address indicated in Paragraph 5 above, is: ***13th May 2024 AT 16:00 hours Zambia Local Time***

7. ***Physical submission of applications is NOT allowed.***

8. Your CV will be evaluated against the following criteria.

|  |  |  |
| --- | --- | --- |
|  | **Criteria** | **Maximum points allocated** |
| **1** | Academic Qualifications | 15 |
| 2 | Understanding the Assigment and Methodology | 20 |
| 3 | Skills and experience relevant to assignment | 40 |
| 4 | Regional experience | 25 |
|  | **Total** | **100** |

9. Your proposal should be submitted as per the following instructions:

**(i) PRICES:**

The financial proposal shall be inclusive of all expenses deemed necessary by the Individual Consultant for the performance of the contract.

**(ii) EVALUATION AND AWARD OF THE CONTRACT:**

Expressions of Interest determined to be formally compliant to the requirements will be further evaluated technically.

An Expression of Interest is considered compliant to the requirements if:

* It fulfils the formal requirements (see Paragraphs 2,3,4,5,6 and 7 above),
* The financial proposal does not exceed the maximum available budget for the contract.

The award will be made to the applicant who obtains the highest technical score and financially responsive. Expressions of Interest not obtaining a minimum score of 70% will be rejected.

**(iii) VALIDITY OF THE EXPRESSION OF INTEREST:**

Your Expression of Interest should be valid for a period of 90 days from the date of deadline for submission indicated in Paragraph 6 above.

10. The assignment is expected to commence after signing of the contract.

11. Additional requests for information and clarifications can be made until 3 working days prior to deadline indicated in the paragraph 6 above, from:

The Procuring entity: ***COMESA Secretariat***

Contact person: ***Alimon Sakala*** *and* ***Tatenda Mapiro***

**E-mail:** [***asakala@comesa.int***](mailto:asakala@comesa.int)*; copied to* [***S.Mwesigwa@comesa.int***](mailto:S.Mwesigwa@comesa.int)***;*** [***tenders@comesa.int***](mailto:tenders@comesa.int)*;* ***[NMunalula@comesa.int](mailto:NMunalula@comesa.int);***

The answers on the questions received will be sent to the Consultant and all questions received as well as the answers to them will be posted on the COMESA Secretariat’s website at the latest 7 working days before the deadline for submission of applications.

**ANNEXES:**

ANNEX 1: **Terms of Reference**

ANNEX 2**: Expression of Interest Forms**

**Sincerely,**

**Name:** Silver Mwesigwa

**Title:** Head of Procurement

**Date:** 22nd April 2024

**ANNEX 1: TERMS OF REFERENCE**

**CONSULTANCY SERVICES**: **MANAGEMENT OF SOFTWARE SUBSCRIPTIONS, THE IMPLEMENTATION OF A SOPHISTICATED GEOTAGGING STRATEGY, AND THE EXECUTION OF TARGETED SOCIAL MEDIA CAMPAIGNS.**

**Duration of Assignment:** Within **3 Months** of signing the contract.

1. **INTRODUCTION**

These TORs are developed to support the management of software subscriptions, the implementation of a sophisticated geotagging strategy, and the execution of targeted social media campaigns.

The Economic, Social and Cultural Council (ECOSOCC) of the African Union (AU) is initiating a comprehensive service requirement under the APSA IV 2024 work plan, which includes the expansion and enhancement of the Civil Society Organizations (CSO) database for peace and security and visibility of its work under APSA. This requirement extends to the procurement and management of software subscriptions, the implementation of a sophisticated geotagging strategy, and the execution of targeted social media campaigns. These elements are vital for the operationalization and visibility of APSA's initiatives, ensuring that its roles, achievements, and ongoing efforts in promoting continental peace and security are effectively communicated and accessible.

1. **SCOPE OF SERVICES:**
2. **Subscriptions and Software:**

* CSO Database and Annual Domain Subscription: Acquire a one-year subscription to the online CSO database tailored to peace and security initiatives.
* Computer Antivirus and Software: Secure comprehensive antivirus and essential software online security suite packages, including office applications for project computers.
* MailChimp Subscription: Manage an annual subscription to MailChimp for email campaign management on behalf of ECOSOCC.
* Annual subscription for the basic Twitter.

1. **Geotagging Services:**

* Implement a dynamic geotagging service for the CSO database to support APSA's activities, providing real-time geographic data.
* Geotagging capabilities include a range of data points from basic coordinates to detailed place names and timestamps.

1. **Social Media Campaigns: Launching a Series of Targeted Social Media Ad Campaigns**

* Collaboration with ECOSOCC and APSA Teams: Work closely with the ECOSOCC and APSA project teams to strategize and implement precision-targeted social media advertising campaigns across all AU member states.
* Social Media Advertising Campaigns (3 months out of 12) within selected months.
* Multilingual Carousel Ad Development and Execution: Design and launch Carousel ads in multiple languages, including English, French, Portuguese, and Arabic, to ensure broad coverage across different language-speaking populations in AU member states.

**3. DELIVERABLES AND TIMEFRAME:**

***Timeframe and Implementation of the Services:***

While the subscriptions are billed on an annual basis, it is required that the service provider implements the services effectively and immediately within the same month of signing the contract. This ensures that the client can begin utilizing the services without delay, aligning with the commencement of the subscription period.

**Subscriptions and Software:**

* CSO Database and Annual Domain Subscription: Acquisition of a one-year subscription for a specialized CSO database tailored to peace and security initiatives.
* Computer Antivirus and Software: Procurement of comprehensive antivirus and essential software packages, including office applications for project computers.
* MailChimp Subscription: Management of an annual subscription to MailChimp for effective email campaign management on behalf of ECOSOCC.
* Annual Subscription for basic Twitter

**Geotagging Services:**

* Dynamic Geotagging Service Implementation: For the CSO database to support APSA's activities, including providing real-time geographic data.
* Inclusion of a Range of Data Points: From basic coordinates to detailed place names and timestamps in the geotagging capabilities.

**Social Media Campaigns:**

* Targeted Social Media Ad Campaigns: Collaborative work with ECOSOCC and APSA teams to strategize and implement targeted social media advertising campaigns across all AU member states.
* Multilingual Carousel Ad Development and Execution: Designing and launching Carousel ads in multiple languages for broad coverage.

**Specific Campaign Deliverables:**

* Facebook/Instagram Campaigns: Customized ad sets for APSA targeting specific AU member states, to be executed twelve times per year, each for one week.
* LinkedIn Campaigns: Tailored APSA ad sets for all AU member states, scheduled twelve times annually, with each campaign lasting one week.
* Carousel Ad Designs: Creation of twelve Carousel ad designs promoting APSA, available in multiple official languages of the AU.

**4. REPORTING:**

The Service Provider will report directly to the AU ECOSOCC and project team, providing regular updates and a final report on the outcomes of the services rendered.

**5. BUDGET AND PAYMENT:**

Payment terms will be structured around the achievement of specific deliverables and milestones, with the total budget detailed in the contractual agreement.

**6. QUALIFICATIONS AND EXPERIENCE OF A SERVICE PROVIDER FIRM:**

**Qualifications / Background:**

* A bachelor’s degree in marketing, Communications, or a related field. Advanced degrees or certifications in these areas are a plus.
* Experience in Subscription Management and Software:
* Proven experience in managing subscriptions for specialized databases, particularly in the context of civil society and peace/security initiatives.
* Demonstrated ability in managing software packages and antivirus solutions, ensuring operational efficiency and security.
* Experience with email campaign management tools such as MailChimp, including a track record of successful email campaign execution.

***Expertise in Geotagging Services:***

* Proficiency in implementing dynamic geotagging services, with an understanding of GIS and real-time geographic data analysis.
* Experience in integrating a range of data points, from basic coordinates to detailed place names and timestamps, into geotagging systems.

***Social Media Campaign Management:***

* Extensive experience in developing and managing targeted social media advertising campaigns, preferably on a multinational or continental scale.
* Skill in creating and executing multilingual Carousel ads in languages such as English, French, Portuguese, and Arabic.
* Proficiency in utilizing advanced targeting options on social media platforms for optimized engagement and reach.

***Project Management and Reporting Skills:***

* Strong project management skills, with the ability to oversee multiple aspects of the project simultaneously and deliver on tight deadlines.
* Effective communication skills for regular reporting to the AU ECOSOCC and project team, including the ability to provide clear, concise updates and final reports on outcomes.

**Cultural Sensitivity and Multilingual Proficiency:**

* Understanding of the cultural dynamics within the AU member states and proficiency in multiple official languages of the AU to effectively manage continent-wide campaigns.

**7. PROPOSAL REQUIREMENTS:**

Interested service providers must submit a comprehensive proposal that includes a strategic approach, a clear timeline, and a detailed budget.

**8. EVALUATION CRITERIA:**

* Proposals will be assessed based on the provider's experience, the robustness of their proposed methodology, cost-effectiveness, and their ability to meet ECOSOCC's objectives.
* Proof of previous related work - at least two examples of similar scope and at least two traceable references
* Technical proposal including a letter of motivation/proposal, methodology, budget breakdown, work plan/Gantt Chart, detailed Curriculum Vitae.
* Demonstrate their experience in the technical design and content management of online learning platforms.

**9.CONFIDENTIALITY**

The documents produced during the period of this assignment will be treated as strictly confidential and the rights of distribution and/or publication will reside with ECOSOCC Secretariat

**10.LEGAL FOR COMPETITORS**

Must be an African, either from the continent or from the Diaspora.

1. **HOW TO APPLY**

*Applications must be sent by email to*[***asakala@comesa.int***](mailto:asakala@comesa.int)***;*** *copied to* [***S.Mwesigwa@comesa.int***](mailto:S.Mwesigwa@comesa.int)***;*** [***NMunalula@comesa.int***](mailto:NMunalula@comesa.int)***;*** [***procurement@comesa.int***](mailto:procurement@comesa.int)***;****no later than* ***13th May 2024 AT 16:00 hours Zambia Local Time****. Applications should contain:*

1. **Technical proposal** including a letter of motivation, methodology, initial understanding of the payment solutions, work plan, detailed Curriculum Vitae.
2. The Contract amount for the**expert service/consultants’ fees will be all inclusive**. COMESA has a cost benchmark for professional services Abnormally low bids will be rejected.

**ANNEX 2: Expression of Interest Forms**

[A. COVER LETTER FOR THE EXPESSION OF INTEREST FOR THE PROJECT…1](#_Toc267927845)1

[B. CURRICULUM VITAE …..12](#_Toc267927846)

[C. FINANCIAL PROPOSAL 1](#_Toc267927847)5

# A. COVER LETTER FOR THE EXPRESSION OF INTEREST FOR THE PROJECT

REFERENCE NUMBER: CS/GPS/ECOSOCC/2/2024-as

**REQUEST FOR SERVICES TITLE: MANAGEMENT OF SOFTWARE SUBSCRIPTIONS, THE IMPLEMENTATION OF A SOPHISTICATED GEOTAGGING STRATEGY, AND THE EXECUTION OF TARGETED SOCIAL MEDIA CAMPAIGNS.**

[*Location, Date*]

To: COMESA Secretariat

Dear Sirs:

I, the undersigned, offer to provide the consulting services for the in accordance with your Request for Expression of Interests number **CS/GPS/ECOSOCC/2/2024-as *-* MANAGEMENT OF SOFTWARE SUBSCRIPTIONS, THE IMPLEMENTATION OF A SOPHISTICATED GEOTAGGING STRATEGY, AND THE EXECUTION OF TARGETED SOCIAL MEDIA CAMPAIGNS***,* dated [*insert date*] for the sum of [*Insert amount(s) in words and figures*]. This amount is inclusive of all expenses deemed necessary for the performance of the contract in accordance with the Terms of Reference requirements.

I hereby declare that all the information and statements made in my CV are true and accept that any misinterpretation contained in it may lead to my disqualification.

My proposal is binding upon me for the period indicated in Paragraph 9(iii) of this Request for Expression of Interest.

I undertake, if my Proposal is accepted, to initiate the consulting services related to the assignment not later than the date indicated in Paragraph 10 of the Request for Expression of Interest, and to be available for the entire duration of the contract as specified in the Terms of Reference.

I understand you are not bound to accept any Proposal you receive.

Yours sincerely,

Signature [*In full and initials*]:

Name and Title of Signatory:

B. CURRICULUM VITAE

***[insert full name]***

|  |  |
| --- | --- |
| 1. **Family name:** | *[insert the name]* |
| 1. **First names:** | *[insert the names in full]* |
| 1. **Date of birth:** | *[insert the date]* |
| 1. **Nationality:** | *[insert the country or countries of citizenship]* |
| 1. **Physical address:** 2. **Postal address** 3. **Phone:** 4. **E-mail:** | *[insert the physical address]*  *[Insert Postal Address]*  *[insert the phone and mobile no.]*  *[Insert E-mail address(es)* |
| 1. **Education:** |  |
| **Institution:**  **[Date from – Date to]** | **Degree(s) or Diploma(s) obtained:** |
| *[indicate the month and the year]* | *[insert the name of the diploma and the specialty/major]* |
| *[indicate the month and the year]* | *[insert the name of the diploma and the specialty/major]* |

**10. Language skills:** (Indicate competence on a scale of 1 to 5) (1 – excellent; 5 – basic)

|  |  |  |  |
| --- | --- | --- | --- |
| **Language** | **Reading** | **Speaking** | **Writing** |
| *[insert the language]* | *[insert the no.]* | *[insert the no.]* | *[insert the no.]* |
| *[insert the no.]* | *[insert the no.]* | *[insert the no.]* | *[insert the no.]* |

|  |  |
| --- | --- |
| **11. Membership of professional bodies:** | *[indicate the name of the professional body]* |
| **12. Other skills:** | *[insert the skills]* |
| **13. Present position:** | *[insert the name]* |
| **14. Years of experience:** | *[insert the no]* |
| **15. Key qualifications:** (Relevant to the assignment)  *[insert the key qualifications]* | |

**16. Specific experience in the region:**

|  |  |
| --- | --- |
| **Country** | **Date from - Date to** |
| *[insert the country]* | *[indicate the month and the year]* |
| *................* | *......................* |
| *[insert the country]* | *[indicate the month and the year]* |

**17. Professional experience:**

| **Date from – Date to** | **Location of the assignment** | **Company& reference person (name & contact details)** | **Position** | **Description** |
| --- | --- | --- | --- | --- |
| *[indicate the month and the year]* | *[indicate the country and the city]* | ***Name of the Company:***  ***Address of the company:***  ***Phone:***  ***Fax:***  ***Email:***  ***Name and title of the reference person from the company:*** | *[indicate the exact name and title and if it was a short term or a long term position]* | ***Name of the Assignment:***  ***Beneficiary of the Assignment:***  ***Brief description of the Assignment:***  ***Responsibilities:*** |
| .............. | …… | …………… | ……… | ………………………………………………………………………….. |
| *[indicate the month and the year]* | *[indicate the country and the city]* | ***Name of the Company:***  ***Address of the company:***  ***Phone:***  ***Fax:***  ***Email:***  ***Name and title of the reference person from the company:*** | *[indicate the exact name and title and if it was a short term or a long term position]* | ***Name of the Assignment:***  ***Beneficiary of the Assignment:***  ***Brief description of the Assignment:***  ***Responsibilities:*** |

1. **Other relevant information:** (e.g. Publications)

***[insert the details]***

***19. Statement:***

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged.

I hereby declare that at any point in time, at the COMESA Secretariat’s request, I will provide certified copies of all documents to prove that I have the qualifications and the professional experience as indicated in points 8 and 14 above**[[1]](#footnote-1),** documents which are attached to this CV as photocopies.

By signing this statement, I also authorize the COMESA Secretariat to contact my previous or current employers indicated at point 14 above, to obtain directly reference about my professional conduct and achievements.

|  |  |  |
| --- | --- | --- |
|  | Date: |  |

**ATTACHMENTS:** ***1) Proof of qualifications indicated at point ………..11***  
 ***2) Proof of working experience indicated at point…12***

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# C. FINANCIAL PROPOSAL

**REFERENCE NUMBER: CS/GPS/ECOSOCC/2/2024-as - MANAGEMENT OF SOFTWARE SUBSCRIPTIONS, THE IMPLEMENTATION OF A SOPHISTICATED GEOTAGGING STRATEGY, AND THE EXECUTION OF TARGETED SOCIAL MEDIA CAMPAIGNS**

|  |  |
| --- | --- |
| **TOTAL FINANCIAL OFFER** |  |

*[Please insert the Total Financial Offer in words]*.

Signature [*In full and initials*]:

Name and Title of Signatory:

1. ***The proof of stated qualifications shall be in the form of the copies of the degrees and diploma obtained, while for the professional experience the proof shall be either acknowledgement letters from the previous employers or copies of the Purchase Order/ Contract signed with them.***  [↑](#footnote-ref-1)