

AFRICAN UNION

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African Union Commission

Request for Quotations

Services to develop Info graphics and other communication materials on key AU PSO documents for the AU Website.

Procurement No: AUC/PAPS/CMD/C/032

Date of Issue: 1st November 2021

LETTER OF INVITATION

SECTION A: REQUEST FOR QUOTATION

- 1) Description of the Service: Services to develop Info graphics and other communication materials on key AU PSO documents for the AU Website
- 2) Currency of quotation: **US Dollars for foreign Firms, ETB for local firms.**
- 3) Services are to commence by: **November 2021**
- 4) Quotations must be valid for **90 days** from the Return by Date given below.
- 5) A firm will be selected under the **Fixed Budget Selection method** described in the AU Procurement Manual available on <https://au.int/en/bids> . The pass mark for technical evaluation shall be 70% and an amount of USD 3,400.00 has been set aside for this activity.
- 6) Quotations must be received, in sealed envelopes no later than: **1500 hrs. Addis Ababa time on 16th November 2021 at 1500 hours Local Time.**
- 7) Quotations must be submitted by e-mail to: tender@africa-union.org Cc hawib@africa-union.org. The title of the Procurement and procurement number must appear as subject of e-mail submissions
Clarification Requests: Clarification requests should be addressed to tender@africa-union.org Cc hawib@africa-union.org Tel+251115517700, Ext 4485 or 4525
- 8) You are requested to quote by submitting a Technical and Financial Proposal. The whole cost of performing the services shall be included in the items stated and the cost of any incidental services or materials shall be deemed to be included in the prices quoted.
- 9) Quotations that are responsive, qualified and technically compliant will be ranked according to Quality Based Selection. Award of Contract will be made issue of a Purchase Order.
- 10) Payments will be made in accordance with any resulting order within thirty (30) days of receipt of an invoice supported by a certificate of satisfactory completion signed by the Project Coordinator.

Your quotation is to be returned on this Form by completing and returning Sections B, the technical and financial Proposals

SECTION B: QUOTATION DETAILS

- 1) Currency of Quotation
- 2) Services will commence withindays/weeks from date of Purchase Order.
- 3) Services to be completed bydays/weeks/months from date of Purchase Order
- 4) Validity period of this quotation isdays from the Return by Date.
- 5) We enclose the following document(s) as required by the Purchaser:
.....
.....
.....
- 6) We confirm that our quotation is subject to the African Union General Conditions of Contract and is based on the terms and conditions stated in your Request for Quotation referenced above.
- 7) We confirm that the prices quoted are fixed and firm for the duration of the validity period and will not be subject to revision or variation.

Authorised By:

Signature: _____ Name: _____

Position: _____ Date: _____

Authorised for and on behalf of:

Company: _____

Registered Address:

.....
.....
.....

SECTION C: TERMS OF REFERENCE

For Services to develop Info graphics and other communication materials on key AU PSO documents for the AU Website

1. Background

Since the establishment of the African Union (AU) in 2000 and its Peace and Security Council (PSC) in 2002, the AU has played an increased and expanded role in addressing peace and security issues on the continent. Pursuant to this, it has developed the AU Peace and Security Architecture (APSA) and deployed missions in Darfur, Burundi, Mali, the Central African Republic and Somalia, to cite a few. The AU is also increasingly seen as a key strategic partner of the United Nations (UN) and has demonstrated its capacity and comparative advantage to rapidly intervene in crisis situations through the deployment of multidimensional Peace Support Operations (PSOs) composed of military, police and civilian components.

The African Union Commission's Peace Support Operations Division (PSOD), alternatively referred to as the African Standby Force Continental Planning Element, was set up pursuant to the provisions of Article 13 of the Protocol Relating to the Establishment of the Peace and Security Council (2002) and Article 18 of the Policy Framework on the Establishment of the African Standby Force and the Military Staff Committee (2004)

In this regard, the PSOD puts together policies, guidelines, agreements, frameworks and mechanisms to help bring together regional peace and security mechanism to respond to peace support operations and security challenges on the continent. PSOD therefore plans, launches, sustains, monitors and liquidates all Peace Support Operations (PSOs) authorized by the African Union Policy Organs (AUPOs) inclusive of the Peace and Security Council (PSC) and/or the Assembly of Heads of State and Government of the African Union (Assembly), as appropriate.

In support of the PSO and POSD's efforts to mitigate instability in Africa, the Policy Development Unit (PDU) provides guidance in the development of strategic level policies for PSO. This includes ensuring quality control and overall coordination in the development, implementation, and review of policies as well as ensuring that the PSO documents are published and disseminated.

2. Objective of the Assignment

The overall objective of this consultancy is to provide support to the PSOD in publishing its Doctrines, policies, guidelines and other key AU PSO documents to increase visibility of the Peace Support Operations Division (PSOD) thereby showcasing its efforts in promoting peace, security, and stability on the continent.

3. Scope of the Assignment

The scope of work includes, but is not limited to:

1. Development of info graphics on the current relevant policies including the AU Doctrine on Peace Support Operations adopted by the 3rd extraordinary session of the Specialized Committee on defence, safety and security
2. Designing other communications and visibility materials, including social media content (visuals and gifs), PowerPoint presentations, and other similar related content.
3. Development of a communication strategy to streamline communication across all channels and relevant stakeholders

4. Deliverables/Reports and Schedule of Deliveries

In line with the Work plan on publication for AU PSO documents, the following deliverables are expected from the Consultant:

1. A matrix that outlines the PSO documents that needs development and editing of info graphics for publication
2. Submission of concept and guidelines for info graphics before finalization of any info graphics
3. info graphics that are along the AU brand guidelines
4. Draft Communications Strategy

5. Duration of the Assignment

The consultant shall commence on 15 November 2021 and be finalized by 10 December 2021.

6. Consultancy Fee

- The total fee for this Consultancy is Three Thousand Four Hundred United States Dollars (\$3, 400)
- The payment will be made upon certification of satisfactory work as per work plan and endorsed by the AUC.

7. Governance and Support by the African Union

The consultant is expected to be embedded within the PSOD to provide technical support in developing and updating of info graphics on available AU PSO documents to increase visibility of the Peace Support Operations Division (PSOD) thereby showcasing its efforts in promoting peace, security, and stability on the continent.

8. Qualification and Experience

- First level Degree or post graduate diploma in communication/ journalism/ marketing or a similar field.
- Minimum of 5 years' experience with a proven professional record working in the field of communication
- Minimum of 3 years of experience in creating social media assets and editing images
- Expert knowledge in graphic design and graphic design software, including but not limited to Adobe Photoshop, Illustrator, InDesign, After Effects and Final Cut Pro.
- Familiarity with social media platforms and knowledge of best practices for info graphic design and visualization
- Fast, accurate, creative, and versatile writing skills including for digital media
- Ability to analyse complex information quickly and simply for the target audience
- Ability to work with a diverse range of colleagues.
- Ability to review documents, interpret information and synthesize information and present it in a creative manner

- Excellent skills in data visualization and experience in info graphic designing
- Excellent spoken and written command of at least one of the AU Languages. Working knowledge of both English and French will be an added advantage.

9. Duration of work

The Consultant is expected to facilitate the activities as follows.

Activity/ Outcome	No. of days	Timeframe
Develop a matrix that outlines the PSO documents that need the development and editing of info graphics for publication	5 days	November 1 st , 2021, to 19 November 2021
Submission of concept and guidelines for info graphics before finalization of any info graphics	5 Days	
Develop and update info graphics that are along the brand guidelines	5 days	
Development of a Communications Strategy	5 days	

10. Evaluation Qualification Criteria

The African Union Commission now invites eligible **Individual Consultants** to indicate their interest in providing the Services as stated above. Interested candidate must provide information demonstrating that he/she has the required qualifications and relevant experience to perform the Services.

For evaluation of the expressions of interest the following criteria will be applied:

- Educational qualification (20 Points)
- Proven Experience in the development of a wide range of communication materials (20 Points)
- Knowledge of African Union Peace Support Operations (AU PSOs) (20points)
- Technical approach and methodology (20 points)
- Work plan (20 points)

11. Confidentiality

The information shared with the consultant are confidential and shall not be disclosed to anyone else or used in any other publication. The consultant must refrain from using any of the information shared in other publications. The final product of the consultancy will be submitted to the AU-PSOD for approval by the appropriate policy Organs. The AU-PSOD reserves the right to amend the final documents before their submission for approval and owns the final products.

12. Reference documents

- Catalogue of Documents for AU PSO
- The AU Doctrine on PSO
- African Union Policy on Conduct and Discipline for Peace Support Operations
- African Union Policy on the Prevention and Response to Sexual Exploitation and Abuse for Peace Support Operations
- Policy framework for the Establishment of the African Standby Force and Military Staff Committee.
- Specialized Technical Committee on Defense, Safety and Security Decisions.

SECTION D: STANDARD TEMPLATES

FIRM'S REFERENCES

**Relevant Services Carried Out in the Last Five Years
That Best Illustrate Qualifications**

Using the format below, provide information on each assignment for which your firm/entity, either individually as a corporate entity or as one of the major companies within an association, was legally contracted.

Assignment Name:		Country:
Location within Country:		Professional Staff Provided by Your Firm/Entity(profiles):
Name of Client:		No. of Staff:
Address:		No. of Staff-Months; Duration of Assignment:
Start Date (Month/Year):	Completion Date (Month/Year):	Approx. Value of Services (in Current US\$):
Name of Associated Consultants, If Any:		No. of Months of Professional Staff Provided by associated Consultants:
Name of Senior Staff (Project Director/Coordinator, Team Leader) Involved and Functions Performed:		
Narrative Description of Project:		
Description of Actual Services Provided by Your Staff:		

Firm's Name: _____

FORMAT OF CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF

Proposed Position: _____

Name of Firm: _____

Name of Staff: _____

Profession: _____

Date of Birth: _____

Years with Firm/Entity: _____ Nationality: _____

Membership in Professional Societies: _____

Detailed Tasks Assigned: _____

Key Qualifications:

{Give an outline of staff member's experience and training most pertinent to tasks on assignment. Describe degree of responsibility held by staff member on relevant previous assignments and give dates and locations. Use about half a page.}

Education:

{Summarize college/university and other specialized education of staff member, giving names of schools, dates attended, and degrees obtained. Use about one quarter of a page.}

Languages:

{For each language indicate proficiency: excellent, good, fair, or poor in speaking, reading, and writing.}

Employment Record:

{Starting with present position, list in reverse order every employment held. List all positions held by staff member since graduation, giving dates, names of employing organizations, titles of positions held, and locations of assignments. For experience in last ten years, also give types of activities performed and client references, where appropriate. Use about two pages.}

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe me, my qualifications, and my experience.

{Signature of staff member and authorized representative of the firm}

Date: _____
Day/Month/Year

Full name of staff member: _____

Full name of authorised representative: _____

**FORMAT FOR FINANCIAL PROPOSAL
BREAKDOWN OF PRICE PER ACTIVITY**

Activity No.: _____

Description: _____

Price Component	Currency(ies)	Amount(s)
Remuneration		
Reimbursable		
Subtotal		<hr/>

**CONTRACT FOR CONSULTING SERVICES
SMALL ASSIGNMENTS
LUMP-SUM PAYMENTS**

CONTRACT

THIS CONTRACT ("Contract") is entered into this *[insert starting date of assignment]*, by and between *[insert name of Client]* ("the Client") having its principal place of business at *[insert address of Client]*, and *[insert name of Consultant]* ("the Consultant") having its principal office located at *[insert address of Consultant]*.

WHEREAS, the Client wishes the Consultant to perform the services hereinafter referred to, and

WHEREAS, the Consultant is willing to perform these services,

NOW THEREFORE THE PARTIES hereby agree as follows:

- 1. Services**
- (i) The Consultant shall perform the services specified in Annex A, "Terms of Reference and Scope of Services," which is made an integral part of this Contract ("the Services").
 - (ii) The Consultant shall provide the personnel listed in Annex B, "Consultant's Personnel," to perform the Services.
 - (iii) The Consultant shall submit to the Client the reports in the form and within the time periods specified in Annex C, "Consultant's Reporting Obligations."

- 2. Term**
- The Consultant shall perform the Services during the period commencing *[insert starting date]* and continuing through *[insert completion date]*, or any other period as may be subsequently agreed by the parties in writing.

- 3. Payment**
- A. Ceiling

For Services rendered pursuant to Annex A, the Client shall pay the Consultant an amount not to exceed *[insert amount]*. This amount has been established based on the understanding that it includes all of the Consultant's costs and profits as well as any tax obligation that may be imposed on the Consultant.

- B. Schedule of Payments

The schedule of payments is specified below:

[insert amount and currency] upon the Client's receipt of a signed copy of this Contract and an Advance Payment Security from the Consultant;

[insert amount and currency] upon the Client's receipt of the draft report, acceptable to the Client;

[Insert amount and currency] upon the Client's acceptance of the final report.

[insert amount and currency] Total

C. Payment Conditions

Payment shall be made in *[specify currency]*, no later than 45 days following submission by the Consultant of invoices in duplicate to the Coordinator designated in paragraph 4.

4. Project Administration

A. Coordinator.

The Client designates Mr. *[insert name]* as the Client's Coordinator; the Coordinator will be responsible for the coordination of activities under this Contract, for acceptance and approval of the reports and of other deliverables by the Client and for receiving and approving invoices for the payment.

B. Reports.

The reports listed in Annex C, "Consultant's Reporting Obligations," shall be submitted in the course of the assignment, and will constitute the basis for the payments to be made under paragraph 3.

5. Performance Standards

The Consultant undertakes to perform the Services with the highest standards of professional and ethical competence and integrity. The Consultant shall promptly replace any employees assigned under this Contract that the Client considers unsatisfactory.

6. Confidentiality

The Consultants shall not, during the term of this Contract and within two years after its expiration, disclose any proprietary or confidential information relating to the Services, this Contract or the Client's business or operations without the prior written consent of the Client.

7. Ownership of Material

Any studies, reports or other material, graphic, software or otherwise, prepared by the Consultant for the Client under the Contract shall belong to and remain the property of the Client. The Consultant may retain a copy of such documents and software.

8. Consultant Not to be Engaged in Certain Activities

The Consultant agrees that, during the term of this Contract and after its termination, the Consultant and any entity affiliated with the Consultant, shall be disqualified from providing goods, works or services (other than the Services and any continuation thereof) for any project resulting from or closely related to the Services.

9. Insurance

The Consultant will be responsible for taking out any appropriate

insurance coverage.

10. Assignment

The Consultant shall not assign this Contract or sub-contract any portion of it without the Client's prior written consent.

**11. Law
Governing
Contract and
Language**

The Contract shall be governed by International Law and the language of the Contract shall be English.

**12. Resolution of
Disputes**

Any dispute arising out of the Contract, which cannot be amicably settled between the parties, shall be referred to *[insert name of arbitration service as agreed with the Consultant]* for arbitration.

FOR THE CLIENT

Signed by _____

Title: _____

FOR THE CONSULTANT

Signed by _____

Title _____

