



**African Trade Insurance Agency**  
Agence pour l'Assurance du Commerce en Afrique

**Request for proposals for provision of Communication consultancy services**

**Tender No.: ATI/FD/APU/OBCS/001/2021**

The African Trade Insurance Agency (ATI) is a multilateral insurer owned by African Governments and other institutional shareholders. Its primary objective is to enhance foreign direct investments into its member countries while also facilitating increased trade.

ATI wishes to engage a consultant to provide communication consultancy services.

For the description of the requirements kindly visit ATI website [www.ati-aca.org](http://www.ati-aca.org)

You may seek any clarifications from ATI, by writing to [procurement@ati-aca.org](mailto:procurement@ati-aca.org) and copy [Rodgers.Siachitema@ati-aca.org](mailto:Rodgers.Siachitema@ati-aca.org). The telephone numbers are +254 722 205006/7 or +254 20 272 6999 or +254 728 600183.

The e-copy of the proposal should be submitted to [procurement@ati-aca.org](mailto:procurement@ati-aca.org). The closing date for receipt of proposals is **Friday, 5<sup>th</sup> February 2021 at mid-night Kenyan time.**

Manuel Moses  
**Chief Executive Officer**

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## Appendix A - Evaluation of the proposals

(i) The proposals will be evaluated under the **Quality Cost Based selection method.**

(ii) The evaluation will be conducted in three (3) stages as follows:

(a) Preliminary evaluation – you are required to complete the table below and attached supporting documents where necessary. Failure to meet three quarters of the requirements may lead to rejection of your proposal.

S/N	Criteria	Bidder's comment/supporting documents
1	the bidder shall be solvent, and shall not be in receivership, bankrupt or wound up, shall not have its affairs administered by a court or judicial officer, or its business activities suspended or the subject of legal proceedings for any of the foregoing	
4	the bidder shall not, nor its directors or officers have been convicted of any criminal offence related to their professional conduct or the making of false statements or misrepresentations as to their qualifications to enter into a contract within a period of five years preceding the commencement of the procurement proceedings	
5	the bidder shall not have a conflict of interest in relation to the procurement requirement ( <b>complete form at Appendix E</b> )	
6	the bidder shall not be involved in any money laundering activities as prescribed under recognised Anti-Money laundering sanctions by the World Bank, United Nations or any similar organisations	
7	Firm's name and full contact details including registered office address	
8	Certified copy of Certificate of Incorporation	
9	Certified copy of Certificate of change of name (when applicable)	
10	Licenses (where applicable)	
11	Sanctions, Litigations, Complaints, Investigations or proceedings, Legal/Tax/Compliance issues, Restructuring	
12	Tax clearance certificate (For local firms)	

- (b) Technical proposal evaluation stage – The technical proposals will be evaluated using the criteria and merit point system indicated in the table below. The minimum pass mark is **80%**.

<b>ITEM</b>	<b>SCORE</b>
Specific experience of the firm relevant to the assignment	20
Adequacy of the proposed methodology and work plan in responding to the Terms of Reference: a) Technical approach and methodology (15) b) Work plan/timelines (15)	30
Key professional staff qualifications and competence for the assignment:  a) Team Leader (Qualifications and experience) (30) b) Other team members (Qualifications and experience) (20)  The number of points to be assigned to each of the above positions shall be determined considering the following three sub-criteria and corresponding percentage weights:  1) General qualifications (50) 2) Experience for the assignment (50)	50
<b>Total</b>	<b>100</b>

(c) Financial proposal evaluation – Firms whose technical proposal score above the minimum mark will be evaluated under the financial evaluation stage.

(d) Combined Technical and Financial evaluation - The technical proposal weight is 0.7 and 0.3 for the financial proposal.

**Appendix B - Preparation of Technical proposals - Standard Forms**

- TECH-1 Consultant' Experience
- TECH-2 Comments or Suggestions on the Terms of Reference
- TECH-3 Description of the Approach and Methodology and timelines for Performing the Assignment
- TECH-4 Team Composition and Task Assignments
- TECH-5 Curriculum Vitae (CV) for Proposed Professional Staff

## TECH-1 Consultant's Experience

### Relevant services carried out that best illustrate qualifications

Using the format below, provide information on each relevant assignment for which your firm, was legally contracted.

Assignment Name:		Country:
Location within Country:		Names of Professional Staff Provided by Your Firm:
Name of Client:		
Address:		Approx. Value of Services (in USD):
Start Date (Month/Year):	Completion Date (Month/Year):	Total staff months provided by the firm:
Name of Associated Firm(s), if any:		Total staff months provided by associated Firm(s):
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:		

### TECH-2 Comments and suggestions on the Terms of Reference

*[Present and justify here any modifications or improvement to the Terms of Reference you are proposing to improve performance in carrying out the assignment (such as deleting some*

*activity you consider unnecessary, or adding others). Such suggestions should be concise and to the point, and incorporated in your Proposal.]*

**TECH-3      Description of approach and methodology for performing the  
assignment**

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*In this chapter you should explain your understanding of the objectives of the assignment, approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output.*

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**TECH-4 Team composition and task assignments**

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**PROFESSIONAL STAFF**

Please list the staff proposed for the assignment.

Name of Staff	Qualifications	Area of Expertise	Position/Task assigned

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**TECH-5 Curriculum Vitae (CV) for Proposed Professional Staff**


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1. **Proposed Position:** \_\_\_\_\_
2. **Name of Firm** [*Insert name of firm proposing the staff*]: \_\_\_\_\_
3. **Name of Staff** [*Insert full name*]: \_\_\_\_\_
4. **Date of Birth:** \_\_\_\_\_ **Nationality:** \_\_\_\_\_
5. **Countries of Work Experience and employment record:** \_\_\_\_\_

[Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.]:

From [Year]: \_\_\_\_\_ To [Year]: \_\_\_\_\_

Employer: \_\_\_\_\_

Positions held: \_\_\_\_\_

<p><b>6. Detailed Tasks Assigned</b></p> <p>[List all tasks to be performed under this assignment]</p>	<p><b>Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned</b></p> <p>[Among the assignments in which the staff has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the position listed under point 1.]</p> <p>of _____ Nature</p> <p>_____</p> <p>assignment:</p> <p>Year: _____</p> <p>Location: Client: _____</p> <p>Positions held: _____</p> <p>Activities performed: _____</p>
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**7. Membership of Professional Associations:** \_\_\_\_\_

**8. Education** [*Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment*]: \_\_\_\_\_

**9. Other Training** [*Indicate significant training since degrees under 8 - Education were obtained*]: \_\_\_\_\_

**10. Languages** [*For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing*]: \_\_\_\_\_

**11. Certification:**

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.

\_\_\_\_\_ Date:

\_\_\_\_\_  
[Signature of staff member or authorized representative of the staff] Day/Month/Year

Full name of authorized representative: \_\_\_\_\_

### Appendix C- Format for Financial Proposal

S/N		Amount (USD)	
		In Words	In Figures
1	Strategy & Dissemination		
2	Coffee table book		
3	Develop creative content for the publication, website and social media platforms		
4	Video Production		
5	Annual Report & Newsletters		
6	Website Visibility		
7	Other Tasks as Needed		
8	<b>Total amount</b>		

Payment terms:

- Payments will be made on acceptance of each deliverable in the table above.
- Any request for advance payment shall be accompanied by a Bank Guarantee in the equivalent amount of the advance payment and in the format to be approved by ATI.

## Appendix D - Terms of Reference – Communication consultancy services

### 1.0 Background

This year, ATI is celebrating its 20<sup>th</sup> anniversary; and ATI is also in the process of a re-brand, which aims to realign the brand to its business strategy and to grow its brand identity, reputation and visibility in the market. The rebranding exercise is expected to conclude and be unveiled alongside ATI's 20<sup>th</sup> anniversary celebrations in May/ June 2021.

### 2.0 Objectives of the assignment

ATI has grown into a market leader for risk mitigation in Africa. It has grown from a start up to a market leader, which underscores the need for a rebrand. To memorialize this journey, we would like to capture important milestones, successes, knowledge and experience, as well as ATI's positive developmental impact in Africa.

The main objectives of this assignment are:

- a. to prepare an overall strategy for publicizing the 20<sup>th</sup> anniversary event
- b. to produce a coffee table book;
- c. to produce a 20<sup>th</sup> anniversary video;
- d. to produce publications like the Annual Report, Quarterly Newsletters in line with the 20<sup>th</sup> anniversary theme and;
- e. to create and manage a page on ATI's website dedicated to this milestone

### 3.0 Detailed Deliverables

- a. Strategy & Dissemination
  - Prepare and implement a communication strategy for ATI's 20<sup>th</sup> Anniversary that will include the production and dissemination of adverts, advertorials, articles, speeches, press releases etc.
  - Ensure the production and distribution of high quality and informative digital and print material that will include, press reviews, multimedia content and productions - for distribution to the media, key audiences and stakeholders
- b. Coffee table book
  - Planning, preparation and implementation of a 20<sup>th</sup> anniversary coffee table book to be available for print by 30 April 2021. The publication should have consistent visual language and easy printing capabilities for a digital version.
  - Prepare a comprehensive printing/production and distribution plan for the coffee table book, taking into consideration that it must be delivered to stakeholders such as influential government officials, multilaterals across Africa, ATI partners in Europe, Asia etc. The coffee table book should be delivered along with an introductory letter from the CEO, 20<sup>th</sup> Anniversary Video and the Annual Report.
- c. Develop creative content for the publication, website and social media platforms highlighting:
  - ATI's retrospective of past, present and future, illustrating different milestones;
  - Key transactions and collaborative projects;
  - People who transformed or who helped transform ATI over the years.
- d. Video Production
  - Filming, scripting, editing and production of the official 20<sup>th</sup> Anniversary Video to be launched in May/June 2021. ATI can source for videographers if required

- e. Annual Report & Newsletters
  - Provide content for the Annual Report, Quarterly Newsletter e.g. three Statements, Management's Report and a sample of ATI Projects Video to be launched in May/June
    - 2021
      - Content and Ideas for quarterly newsletters highlighting ATI's milestones over the past 20 years
- f. Website Visibility
  - Manage a section on the ATI website dedicated to the 20<sup>th</sup> anniversary. The page will be required to be often updated with stories on milestone projects, past videos and photos, relevant interviews etc.
- g. Other Tasks as Needed
  - The consultant will work closely with the Communication's department and will be required to research and write/contribute for the Annual report;
    - To contribute to other publications like the Quarterly Newsletter, advertorials, product and Membership brochures, flyers among others;
    - With the re-branding exercise on-going, you may be consulted on the project, including coming up with content for the new website, etc.;
    - Any other communications activities that may be required by the project.

#### 4.0 Timing and duration

The consultant is expected to complete the assignment by 31<sup>st</sup> August 2021.

#### 5.0 Qualifications and Competencies

The Communications Consultant will be expected to work with and manage internal and external stakeholders. Will also be expected to work with the communications team to oversee all aspects of the 20<sup>th</sup> Anniversary Campaign and other related communications activities.

- a. Well established and experienced firm and the Team Leader must have the following minimum requirements:
- b. BA degree in Communications or a related field with at least 8 years of relevant work experience in the field of communications
- c. Outstanding writing skills with the ability to distill complex and technical material down to a simplified and easy-to-read format;
- d. Excellent researcher and integrated marketing communications expert, with a minimum of eight years of experience
- e. Expertise at C-Suite Communications, as well as outstanding Project Management Skills, with remarkable efficiencies at Crisis/Corporate Communications, and Audio-Visual Production;
- f. Have excellent knowledge of recent trends in graphic design, web sites, including online video publishing and social media networking
- g. Demonstrate the ability to create innovative and visually appealing design
- h. Demonstrate the ability to work with minimum supervision, be dynamic, organized, proactive and creative
- i. Outstanding communication, networking and negotiation skills
- j. Demonstrates openness to change and ability to manage complexities
- k. You may be required to travel from time to time
- l. Fluency in French and an ability to work in a multi-cultural environment, will be an added advantage.

## 6.0 Requirements for Application

1. See appendix B
2. Examples of similar assignments carried out by the firm
3. CV/s outlining relevant experience of proposed staff
4. Examples of past projects, preferably of a similar size and scope

## 7.0 Reports

Summary report due at end of assignment.

## Appendix E - Declaration of conflict of interests

### Notes:

- You are required to identify any potential conflicts of interest that could arise in the provision of these services to ATI.
- You are required provide sufficient detail of each interest (if any).
- If in doubt as to whether a conflict of interests could arise, a declaration of the interests should be made.

Interests that must be declared include the following:

- The firm or any person employed or engaged by or otherwise connected with the firm has provided or is providing services or other work for ATI;
- The firm or any relevant Person has any other connection with ATI, whether personal or professional, which the public could perceive may impair or otherwise influence ATI's or any of its members' or employees' judgements, decisions or actions;

### Declarations:

<b>Name of Organisation:</b>	
<b>Interests</b>	
<b>Type of Interest</b>	<b>Details</b>
Provision of services or other work for ATI	
Any other connection with ATI, whether personal or professional, which the public could perceive may impair or otherwise influence ATI's or any of its members' or employees' judgements, decisions or actions	

<b>Name of Relevant Person</b>	<i>[complete for all Relevant Persons]</i>		
<b>Interests</b>			
<b>Type of Interest</b>	<b>Details</b>	<b>Personal interest or that of a family member, close friend or other acquaintance?</b>	
Provision of services or other work for ATI			
Provision of services or other work for any other firm in respect of this project			
Any other connection with ATI, whether personal or professional, which the public could perceive may impair or otherwise influence ATI's or any of its members' or employees' judgements, decisions or actions			

To the best of my knowledge and belief, the above information is complete and correct. I undertake to update as necessary the information.

We have identified/not identified the following conflict of interest .....

Signed:

On behalf of:

Date: