



REQUEST FOR EXPRESSIONS OF INTEREST (REOI) FOR INDIVIDUAL CONSULTANTS

Consultancy Services to support pilot of Tourism and Creative Industry (TCI) programme Phase 1

PROCUREMENT NUMBER: 155/AUDA/DIIT/MSMEs/ICS/2024

Method: Individual Consultants Selection (ICS) - Individuals Only

1. INTRODUCTION

According to the UNWTO World Tourism Barometer (2020), Africa's tourism industry saw growth in 2019 that aligned with the global average of 4%. However, this growth did not translate to an increased market share in the extensive and valuable global tourism sector, which was valued at US\$10.3 trillion (WTTC, 2020). Despite its potential, the tourism and creative sectors' contribution to inclusive growth remains limited. Key issues include poor job quality for locals, limited benefit-sharing with local communities, and barriers to entry for Micro, Small, and Medium Scale Tourism Enterprises (MSMTEs).

While most member states acknowledge tourism's value as a tool for sustainable economic development and growth, contributing to some goals of Agenda 2063, few have established comprehensive tourism strategies as part of their national development plans. Many focus on specific tourism products rather than a holistic approach tailored to their country's unique attributes

2. SCOPE/MAIN RESPONSIBILITIES OF THE ASSIGNMENT

The technical expert's scope of work will comprise of the following activities:

Activity 1: Policy and Strategy Review

In order to ensure the scoping missions can deliver the insights required to set the project up for success, the technical expert will conduct a baseline situational analysis of each of the three countries. This will be comprised of a review of country TCI policies, strategies, roadmaps, action plans, international development funded tourism project reports, available statistics, and product-market focus areas.

Activity 2: Scoping Mission Design

The technical expert will work with the team and in-country focal points to design the scoping mission. This will include identifying the key stakeholders for one-on-one meetings, the TCI sensitization workshop, and focus group sessions. The customized design of the TCI workshop for each country, as well as the design of the interviews and focus group sessions in order to be able to achieve the outlined objectives of the scoping mission.

Activity 3: Preliminary Report

The expert will produce a Preliminary Report for each country as the key deliverable and outcome of the scoping mission. The preliminary report for each country will include a summary of the research, findings, challenges and needs assessment and recommended pilot project intervention for the country to sign off on.

3. QUALIFICATION AND WORK EXPERIENCE REQUIRED FOR THE CONSULTANT

Qualifications and Skills:

- i. The Expert should have an advanced university degree (Master's degree) in Tourism, Town and Regional Planning or related fields from a recognized institution.

Experience

- vii. Proven experience in managing similar projects in Africa.
- ii. The Technical Expert should have a minimum of 15 years of multi-disciplinary experience in the full spectrum of Tourism and the Creative Industry. In addition to a deep understanding of tourism and the creative industry across the African Continent demonstrated by previous work at an African Union level.
- iii. Extensive knowledge and experience of tourism on the African continent
- iv. At least ten (10) years' experience working in tourism planning, tourism product mapping and profiling, policy, financing, tourism SME and job creation, capacity building and training and partnership facilitation.
- v. Experience in African Union level projects, international development projects, government projects in which programs or initiatives required diplomatic coordination between governments and/or ministerial bodies.
- vi. Extensive Experience in participatory planning and workshop facilitation.

4. THE SHORTLISTING CRITERIA ARE:

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

- i. Qualifications - Education and Relevant Training (30 points);
- ii. Experience related to the assignment (20 points);
- iii. Similar experience to the assignment (40 points);and
- iv. Knowledge and experience of the region & local conditions (10 points).

A Consultant will be selected in accordance with Individual Consultant Selection (ICS) method set out in the AU Procurement Manual.

5. SUBMISSION REQUIREMENTS

Interested candidates are requested to submit the following documents for AUDA-NEPAD consideration:

- i. Cover letter confirming compliance to eligibility;
- ii. Signed declaration of undertaking (downloadable from AUDA-NEPAD website and attached as Annex 1 below);
- iii. Curriculum Vitae (CV); and
- iv. Proof of stated qualifications in the form of the copies of the degrees obtained

6. REPORTING AND TIME SCHEDULES:

In undertaking this exercise, the consultant will be expected to frequently exchange and interact with the Programme Officer from the Directorate of Trade and Industrialization.

Only Individual Consultants are eligible for this assignment if they fulfil the following eligibility criteria:

- a) Have no conflict of interest in relationship to performance of this assignment;
- b) Are not subject to, and not controlled by any entity or individual that is subject to, a temporary suspension or a debarment imposed by the African Union Commission, World Bank or any other multilateral development bank and being listed on the website <http://www.worldbank.org/debarr> or respectively on the

- relevant list of any other multilateral development bank. Further, are not ineligible pursuant to a decision of the United Nations Security Council;
- c) Have not been convicted by a final judgement or a final administrative decision or subject to financial sanctions by the United Nations or Country for involvement in a criminal organization, money laundering, terrorist-related offences, child labour or trafficking in human beings; this criterion of exclusion is also applicable to legal Persons, whose majority of shares are held or factually controlled by natural or legal Persons which themselves are subject to such convictions or sanctions;
 - d) Are not being bankrupt, wound up or ceasing our activities, having our activities administered by courts, having entered receivership, reorganization or being in any analogous situation;
 - e) Are not involved in corruption: offering, giving, receiving or soliciting, directly or indirectly, anything of value to influence improperly the actions of another party;
 - f) They have not been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organization or any other illegal activity detrimental to the AUDA-NEPAD financial interests;
 - g) they have not been declared guilty of gross professional misconduct proven by any means which AUDA-NEPAD can justify;
 - h) Comply with their national tax and social security laws

Interested consultants may obtain further information from the address listed below. All Expression of Interests should be sent electronically to email listed below.

Expressions of interest must be delivered to the address below by email on or before **September 6th, 2024 - 14:00hrs (South African Time)**. All EOIs must be marked **“Consultancy Services to pilot Tourism and Creative Industry (TCI) programme preliminary report- 155/AUDA/DIIT/MSMEs/ICS/2024”** in the email’s subject line.

The Chairperson Internal Procurement Committee (IPC)

Africa Union Development Agency - New Partnership for Africa’s Development (AUDA-NEPAD)

230, 15th Road, P. O. Box 218 Midrand,
1685 Johannesburg, South Africa

Email: procurement@nepad.org and cc manthatir@nepad.org

In Attention of Procurement Division

1. **Privacy Policy:** *AUDA-NEPAD Procurement office collects and uses your personal information for the “Procurement Process” when you intend to compete and deliver any service or goods for the organization either individually or as a firm based on your consent. Your personal data is our highest security and is kept for a period strictly necessary for the purpose set out. This privacy notice supplements the AUDA-NEPAD standard privacy notice and should be read in conjunction with the same available on the AUDA-NEPAD website.*

ANNEX 1 – DECLARATION OF UNDERTAKING.

DECLARATION OF UNDERTAKING.

{Location, Date}

To: **The Chairperson Internal Procurement Committee (IPC)**
AUDA-NEPAD
230, 15th Road, P. O. Box 218 Midrand,
1685 Johannesburg, South Africa

Attention of: Head of Procurement Division

1. I, the undersigned, offer to provide the services for {insert Title and Procurement Number} in accordance with your Request for Expression of interest dated {insert Date}
2. I declare that I:
 - i) Have no conflict of interest in relationship to performance of this assignment;
 - j) Am not subject to, and not controlled by any entity or individual that is subject to, a temporary suspension or a debarment imposed by the African Union, World Bank or any other multilateral development bank and being listed on the website <http://www.worldbank.org/debar> or respectively on the relevant list of any other multilateral development bank. Further, are not ineligible pursuant to a decision of the United Nations Security Council;
 - k) Have not been convicted by a final judgement or a final administrative decision or subject to financial sanctions by the African Union, United Nations or Country for involvement in a criminal organisation, money laundering, terrorist-related offences, child labour or trafficking in human beings; this criterion of exclusion is also applicable to legal Persons, whose majority of shares are held or factually controlled by natural or legal Persons which themselves are subject to such convictions or sanctions;
 - l) Am not being bankrupt, wound up or ceasing our activities, having our activities administered by courts, having entered receivership, reorganisation or being in any analogous situation;
 - m) Have not been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organization or any other illegal activity detrimental to the AUDA-NEPAD financial interests;
 - n) Have not been declared guilty of gross professional misconduct proven by any means which AUDA-NEPAD can justify;
 - o) Are not involved in corruption: offering, giving, receiving or soliciting, directly or indirectly, anything of value to influence improperly the actions of another party;
 - p) Comply with their national tax and social security laws.
3. I, the undersigned, certify that to the best of my knowledge and belief, that my CV correctly describes myself, my qualifications, and my experience. I understand that any willful misstatement described herein may lead to my disqualification or dismissal, if engaged;
4. I hereby declare that at any point in time, at AUDA-NEPAD's request, I will provide certified copies of all documents to prove that I have the qualifications and the professional experience which are attached to this CV as photocopies;
5. By signing this statement, I also authorize the AUDA-NEPAD's to contact my previous or current employers indicated in my CV, to obtain directly reference about my professional conduct and achievements.

We remain,

Yours sincerely,
Authorised Signature:
Name and Title of Signatory:
Name of Firm:
Address: