

# AFRICAN DEVELOPMENT BANK



## CIVIL SOCIETY AND COMMUNITY ENGAGEMENT DIVISION (AHGC2)

### TERMS OF REFERENCE

Consultant to support the organisation of the CIVIL SOCIETY FORUM 2019 and the communication & outreach activities of the Civil Society and Social Innovation Division

#### Brief Description of the Assignment

The Civil Society and Social Innovation Division (AHGC2), is seeking a Consultant to assist in preparing the materials and coordinate the planning process for the Annual Civil Society Forum 2019 and to support the communication and outreach activities.

- **Division making the request:** The Civil Society and Social Innovation Division (AHGC2)
- **Location of assignment:** Abidjan, Cote d'Ivoire
- **Period of assignment:** 6 months
- **Expected start date of the assignment:** 15 March 2019
- **Last date for providing your proposal:** 28 February 2019
- **Expression of interest to be submitted to:** Ms. Marie-Josée Kouassi: [m.kouassi@afdb.org](mailto:m.kouassi@afdb.org) and copy Mr Tarwin Desega Luther YAMEOGO: [t.yameogo@afdb.org](mailto:t.yameogo@afdb.org)
- **Any questions/clarifications needed should be addressed to:** Ms. Marie-josée Kouassi: [m.kouassi@afdb.org](mailto:m.kouassi@afdb.org) and copy Mr Tarwin Desega Luther YAMEOGO: [t.yameogo@afdb.org](mailto:t.yameogo@afdb.org)

#### 1. Background

The African Development Bank (AfDB or the Bank) is the premier multilateral development finance institution fostering economic growth and social progress in Africa. The AfDB's primary goal is to reduce poverty and improve the living standards of all Africans by mobilizing resources in and outside Africa. The Bank is dedicated to tackling the full complexities and challenges of development on the continent by providing financial and technical assistance to development projects and programs in regional member countries. It has integrated operations of lending directly to the public and private sectors through a variety of financing instruments as well as providing advisory services.

The Gender, Women and Civil Society Department has a mandate to mainstream gender and civil society engagement across the Bank's project cycle. As a result, the Civil Society and Social Innovation Division (AHGC2), found within the Gender, Women and Civil Society Department, is responsible for Bank-wide cooperation and partnership with civil society; coordinates and supports CSO participation in AfDB policies and operations. Furthermore, AHGC2 is specifically tasked with supporting the Bank's operations and regional

Departments to enhance engagement partnership with civil society actors in developing inclusive policies, strategies, and projects to benefit all communities in the Bank's regional member countries. To demonstrate the Bank's commitment to engaging with civil society, the Bank has institutionalized an annual Civil Society Forum be organized separately from its Annual Meetings, to have an event dedicated to civil society engagement.

The purpose of the Civil Society Forum is to provide a platform where civil society representatives, government officials and Bank staff can engage directly in high-level dialogue on one of the Bank's strategic priority areas. The broad objective of the Forum is to provide a space that enables CSOs to meet and network with peers, Bank officials, government officials and other decision makers to discuss possible areas of collaboration and develop concrete partnerships. The date and theme of the Civil Society Forum 2019 has not been confirmed yet, but it will be based on the Bank's Annual meeting theme and be held in Q2 before the Bank's Annual Meetings.

## **2. Purpose**

The purpose of the consultancy is to support the AHGC2 Division responsible for civil society engagement at the Bank, in the organizing the Civil Society Forum 2019, specifically through developing the following technical materials: Concept note and programme; briefing notes; guidance notes to facilitate the Forum; communication materials; the Forum's logo as well as the Forum's virtual platform. The consultant will be in charge of the Division's communication and outreach activities as well.

## **3. Task and deliverables**

**The consultant will be responsible for the following:**

### **3.1 Development of the technical material for the Forum**

- Develop the concept note of the Civil Society Forum around the chosen theme and suggest creatively articulated topics for the various sessions based on the theme.
- Propose moderators and panelists for the Forum.
- Draft the information and guidance notes for the panelists and moderators.
- Support the preparation, production, efficient and paperless distribution of materials that will be used at the forum.
- Draft the speeches for the opening and the closing ceremonies.

### **3.2 Identification of participants, moderators and guests**

- Coordinate with the Bank's Senior Management front offices to secure their participation in the Forum and finalize the date for the Forum.
- Liaise with the AfDB-Civil Society Committee to draw up a list of speakers and participants.
- Identify and support the recruitment of expert moderators and speakers for the Forum.
- Coordinate the distribution of invitations to participants, including session chair(s), speakers and facilitators.

### **3.3 Design the Forum's format**

- Recommend a format for the Forum's plenary and parallel sessions.

- Identify and propose creative actions to ensure active engagement of all participants (this will include but not limited to live twitter feeds, live polls, and live streaming, graphic facilitation of Forum proceedings).

### 3.4 Communication and publicity

- Coordinate with the Bank's Communications Department for media liaison.
- Draft press releases before during and after the Forum.
- Coordinate the publicity of the event through mainstream social media and the AfDB Civil Society website.
- Coordinate the design of banners for the Forum.
- Coordinate and support the recruitment of bloggers for the Forum.
- Coordinate the design and production of merchandise for the Forum (e.g. pens, mugs and flash drives for participants).

### 3.5 Logistics coordination

- Identify suitable service providers, as needed, and liaise with these service providers regarding Forum venue, banqueting, IT equipment and support and other related arrangements.
- Support the registration process, coordinate air travel, transportation and accommodation for AfDB sponsored participants.
- Liaise with the Bank's protocol department to support visa applications for participants and for protocol arrangements for VIPs.
- Develop an information note for participants.

### 3.6 AHGC2 Communication and outreach activities

- Formalize the Division's communication and outreach strategy
- Draft the necessary relevant materials
- Implement the communication dedicated strategy/plan
- Monitor the communication strategy/plan
- Build and execute the CSE social media content;
- Support the functioning of the AfDB-CSO Committee;
- Assist the Division with organizing other events;
- Elaborate on reports and concept notes;
- Perform any other tasks assigned by the Division.

## 4. Expected Deliverables

- Finalized Civil Society Forum concept note and program approved by the Division
- Speakers, facilitators and moderators identified and invited
- Logo, banners and posters for the Forum
- All communication materials for the Forum
- Communication plan/activities designed, implemented and monitored.

It is expected that the Forum will take place in Q2 of 2019, and actual dates will be confirmed depending on the Bank's senior management availability.

## **5. Consultancy duration**

The consultancy is on a full-time basis for a period of 6 months starting from March 15<sup>th</sup>, 2019 to 14<sup>th</sup> September 2019, with the potential to extend the contract based on performance.

## **6. Consultants Qualifications and requirements**

- Advanced degree in one of the following fields: communications, event planning social sciences, public relations, business administration and management.
- A minimum of (3) years and maximum of seven (7) years of prior work experience in assisting and/or fully managing the organization of a Forum and/or international large-scale events.
- Excellent knowledge of the civil society landscape in Africa.
- Excellent managerial/organization skills with a solution-oriented attitude.
- Demonstrated ability to work well both independently and within a multicultural team.
- Strong skills in developing and writing communications content for large scale events.
- Good command of information and communication technology.
- Capacity to prioritize and manage a diverse range of partners, projects and activities.
- Familiarity with social media and communication technologies is required.
- Language: Proficiency in English and French (spoken and written) is essential including the ability to draft at a professional level in both languages.
- Ability to work under pressure and meet strict deadlines.