

BDI-EABC Partnership Project

Terms of Reference

SHORT TERM CONSULTANCY TOWARDS THE DESIGN OF EABC BRAND BOOK

0 Basic settings

Time frame of the on-site assignment	Any time from now
Location	Inception and presentation meeting in Arusha, home office

1 Project background

The EABC-BDI Partnership Project aims at improving EABC's policy advocacy for a deepened regional economic integration in the framework of the East African Community (EAC). The further progress of the regional integration process within the EAC requires a strong private sector representative. Among East African private sector organisations, EABC enjoys a high reputation among stakeholders. This status led also to awarding EABC an exclusive observer status towards the EAC-Secretariat.

This shall imply that EABC's capacities with regard to policy advocacy shall be further professionalized, specifically by providing BDI's built capabilities in lobbying for private sector agendas both on German and on European level.

The EABC is an important and influential private sector organisation in East Africa. In its secretariat are currently working 10 staff members. EABC's membership comprises both associate and corporate members. Currently EABC membership stands at 175. The active members form the backbone of the organisation. EABC's members elect on its Annual General Meeting the members of the board and the EABC Chairman.

Given the explicit commitment to cater for a better business environment through the application of the EAC policies in all five EAC member countries, EABC's representation involves an equal participation of representatives coming from all EAC countries. The EABC is represented in the EAC member states by its National Focal Points, i.e. private sector institutions that have the mandate and the potential to translate private sector issues and topics to the EAC level on behalf of national private sector institutions (e.g. national industry associations, chambers of commerce, trade associations etc.).

2 EABC in its own publications (quoted from: www.eabc.info)

Who We Are

The East African Business Council (EABC) is the apex body of business associations of the Private Sector and Corporates from the 5 East African Countries. It was established in 1997 to foster the interests of the Private Sector in the integration process of the East African Community. Originally comprising members from Kenya, Tanzania and Uganda, its membership was expanded after 2007 to include private sector from Burundi and Rwanda.

Currently, EABC has 54 Associations and 102 corporate Members. Amongst the associations are all the national Private Sector Apex Bodies; four manufacturers' Associations; 5 Chambers of Commerce, 3 Employer Associations; 2 Women Associations, 2 Bankers Associations and the Confederation of Informal Sector Associations of East Africa. Given that the Secretariat is based in Arusha, EABC's structure includes National Focal Points (NFPs) – who are all currently the national private sector apex bodies.

EABC's overarching objective is to be an effective change agent for fostering an enabling business environment and to promote private sector's regional and global competitiveness in trade and investment. EABC therefore provides a regional platform through which the business community can present their concerns at the EAC policy level, with the overall aim of creating a more conducive business environment through targeted policy reforms. Additionally, EABC also work towards promoting private sector's regional & global competitiveness in trade and Investment through addressing challenges experienced by Members at organizational and firm level; and through provision of tailored market intelligence.

EABC's key stakeholders are primarily the EAC Secretariat, the Business Community as represented through Members and their affiliates, National Policy Makers, EAC organs and institutions and other key national and regional organizations working towards enhancing private sector participation in the EAC and global integration. EABC has an "Observer Status" at the EAC, which enables us to attend and participate in all relevant EAC activities and deliberations, not only at the Secretariat but also in other organs and institutions.

Our Vision

EABC is the dynamic apex body of the private sector in the East African Community, in fostering sustained economic growth and prosperity in the region.

Our Mission

Our mission is to represent and promote the interests of the EAC business community; provide value added services that create new business opportunities, enhance global competitiveness of EAC businesses, and actively influence government policies to improve the enabling business environment

Our Values

In all its operations, EABC is guided by the following principles, which shape the internal culture:

1. Integrity

We value upright behavior and operate with transparency and lack of ambiguity. Our actions are clear, consistent, honest and truthful.

2. Accountability

We are accountable to our members and stakeholders. We manage our resources responsibly and use them efficiently to provide value for money. We commit to being held responsible for all our actions and track all we do with appropriate documentation.

3. Balanced

We value fair balance and seek to arrive at win-win positions that are fair to all parties involved. We are non-partisan and are not influenced by political or national agendas. Rather, we are guided by our vision of fostering sustained economic growth and prosperity in the region and by our mission to the EAC business community.

4. Innovation

We value the creation of new solutions to existing and new challenges. We are dedicated to creating new policy advocacy approaches and place a premium on designing innovative solutions for the EAC business community. Innovative solutions are celebrated

3 Rationale and objective of the assignment

One of EABC's key objectives according to its strategic plan 2015-2018 is to enhance EABC's external communication. Besides its website and several publications that are published under auspices of different donor-funded cooperation schemes, EABC does not have a consistent range of frequent publications at its disposal. Designs applied for publications do not follow written design principles.

- EABC is looking to enhance and maintain its brand visibility by consolidating its brand identity through the production of a brand identity manual.
- The brand identity manual will seek to provide a unified vision and tools that help both employees and consultants build the brand.
- It will also seek to establish the voice and personality of EABC, as well as create a unified and identifiable presence of our brand. The brand identity manual will be basis for all interactions on behalf of EABC – personal communications, social media, advertising and design.
- This includes everything from the application of the logo and how it can be used, to letterhead, the look of a website, personal communications.
- The ultimate goal of the manual is to create a distinct and unified presence for the EABC brand.

In this regard, it is endeavoured through this assignment for the consultant to:

- Familiarize relevant personnel and representatives at EABC with several best examples of corporate designs applied by similar institutions/organizations;
- Develop inclusively and in cooperation with EABC the basics for a corporate design;
- Produce a consistent and easy to use guideline with EABC corporate design;
- Monitor during a phase of 6 months how the corporate design is applied and provide EABC with information when rules are not followed.

4 Duties and deliverables

Under the overall guidance of the BDI Project Co-ordinator as well as in direct collaboration with the media and communication officer at EABC secretariat in Arusha and EABC's acting Executive Director, the expert(s) will be responsible for the following activities and outputs:

Deliverables:

1. Develop a brand identity manual that clearly outlines all the basic design tools that are needed to create and disseminate company communications – from allowable typefaces and styles, to a color palette, to image use, text and tone, and the emotion portrayed by the brand.
2. Generate an electronic version (for upload on EABC website, emailing to suppliers and for use in presentations) and printable version of the Brand book.

Duties:

1. To familiarize him-/herself with the current use and application of designs in EABC publications;
3. To engage in a telephone conversation with the EABC Media Officer in order to plan the outline of the assignment; this outline shall be communicated to the EABC Project Co-ordinator by the consultant;
4. To carry out a on-site meeting/workshop in Arusha where core features of the future corporate design codex shall be identified;
5. To develop a written corporate design guideline (EABC wording: "Brand Book");
6. To present the written guideline to EABC in an on-site meeting/workshop in Arusha;
7. To summarise the outline of the workshop in a brief report (in English) to EABC. Attached to the report should be the corporate design guidelines and all presentations held in the workshops/meetings.

5 Expertise required

In order to carry out the assignment effectively and in an efficient manner, an expert with deep experiences in designing and applying corporate design guidelines is required with samples of similar projects undertaken (Development of a Brand Book).

He/she should, moreover, have a sound understanding of how Business Membership Organizations (e.g. chambers of commerce, business associations etc.) operate in developing countries. Moreover, it would be helpful if the expert has an understanding for the current economic, political and socioeconomic circumstances in the EAC region. Fluency both in spoken and written in English is required.

6 Application

Interested applicants are requested to submit a complete Technical Proposal based on the Terms of Reference outline above, no later than 12:00noon on 4th April 2016 to: dngure@eabc-online.com

AC, March 21st, 2016