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**EABC EMBLEM AND LOGO REDESIGN**

**Summary of the assignment:**

Nature of assignment	Short term
Location	Inception and presentation meeting in Arusha
Reporting	To Executive Director/CEO-East African Business Council

**INTRODUCTION**

The East African Business Council (EABC) is the apex advocacy body of Private Sector associations and Corporates from the 6 East African Community Partner States. It was established in 1997 to foster the interests of the Private Sector in the integration process of the East African Community.

The EABC has observer status in organs and activities of the East African Community (EAC) and is the focal point for private sector engagement with the EAC.

In line with its vision of a **Borderless East Africa for Business and Investment**, the EABC is repositioning as the voice and advocacy platform for the private sector in East Africa. This initiative involves rebranding and design of EABC Emblem/logo and coming up with a progressive EABC Emblem / Logo.

The new Emblem should communicate the vision, values of EABC, the importance of the private sector as the engine of economic growth in the EAC and the private sector led EAC regional integration process. (For more information see Annex I: About East African Business Council)

**SCOPE OF WORK**

The consultant will work in partnership with EABC CEO and assigned staff to undertake the following:

- Coming up with EABC emblem /logo with a unique identifier.
- Coming up with visual identity symbols such as EABC flag.
- Updating EABC Brand Architecture for logos including the High-Level East African Business and Investment Summit.
- Benchmarking the visual brand architecture with other international business associations.
- Updating the EABC Brand Guide / Book.

## DELIVERABLES

The consultant is expected to deliver the following:

- EABC emblem /logo.
- Visual identity symbols such as EABC flag.
- Updated EABC Brand Architecture logos: for example the High-Level East African Business and Investment Summit logo.
- Updated EABC Brand Guide / Book.
- Plan to launch the EABC Emblem/logo

## QUALIFICATIONS AND EXPERIENCE

A suitable candidate should meet the following qualifications and competencies:

- a) **Academic and Professional Experience:** Knowledge and qualification in any of the following fields Graphic Design, Mass Communication, or any other relevant field is required.
- b) **Creativity**
- c) **Work Experience:** The consultant must have a proven track record in related assignments and the capacity to carry out the assignment within the determined timeframe.
- d) **Languages:** Fluency in oral and written English is required as it is the main EAC working language. Good working knowledge of French and Kiswahili will be an added advantage.
- e) **Nationality:** The opportunity is only open nationals of any of the EAC Partner States, Burundi, Kenya, Rwanda, United Republic of Tanzania, Uganda and South Sudan.

## THE APPLICATION PROCESS

All proposals should be addressed to:

The Executive Director / CEO  
East African Business Council (EABC)  
Ninth Floor, Mafao House, Old Moshi Road  
P. O. Box 2617  
Arusha, Tanzania.

**Email: [director@eabc-online.com](mailto:director@eabc-online.com) with a copy to [procurement@eabc-online.com](mailto:procurement@eabc-online.com)**  
clearly marked "Consultancy to redesign EABC Emblem / Logo".

The proposal should include current curriculum vitae, portfolio, work plan and a financial proposal. Applications close on (18th July 2020) at (5.00 p.m).

## EQUAL EMPLOYMENT OPPORTUNITY

EABC is an equal opportunity employer thus recruitment is on merit and with no regard to one's, colour, gender, marital status, disability or impairment, race or creed. Canvassing shall lead to automatic disqualification.

## **Annex I: About East African Business Council (EABC)**

The East African Business Council (EABC) is the apex advocacy body of Private Sector associations and corporates from the 6 East African Community Partner States. 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 to include Private Sector from Burundi, and Rwanda in 2007 as well as South Sudan in 2017.

Being the representative of Private Sector associations and corporates in the region, EABC was granted observer status in organs and activities of the East African Community (EAC). EABC, therefore, participates in various sectoral meetings, meetings of the Coordination Committee, Council of Ministers' Meetings, and the Summit of the EAC Heads of State; with a view to ensuring that the agenda of the Private Sector is well articulated and received by the policymakers.

Further in November of 2012, a new milestone was achieved by the EABC, as the EAC Council of Ministers approved the EAC Consultative Dialogue Framework, which allows for institutionalized engagement between the EAC Secretary General and the Private Sector, Civil Society, parliamentary groups, religious groups and other non-state actors. Under EAC Consultative Dialogue Framework (CDF), EABC is recognized as the champion of Private Sector interests in the region as clearly shown in the structure of the CDF and organizes the annual EAC Secretary General Forum and EAC Secretary General - CEO Forum.

EABC membership is open to all national and regional associations as well as corporates with interest in the EAC integration process or with operations in the region. EABC membership cuts across all business sectors and includes Corporates, the National Private Sector Apex Bodies; National Manufacturers' Associations; National Chambers of Commerce, Employer's Associations; National Women Associations, Transporters Associations, National Bankers Associations, Employers Associations and various Regional Associations among others. 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 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's *raison d'être* is to seek change in public policy in order to promote a business environment conducive to business formation, growth, expansion. 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 initiating dialogue with policymakers at all levels to allow for speedy resolution of concerns and further reforms to increase intra-EAC trade and create a diversified, competitive, export-led, integrated and sustainable economy in the East African Community.

Additionally, EABC works towards promoting Private Sector's regional & global competitiveness in trade and investment through addressing challenges experienced by EABC members at organizational and firm level and through the provision of tailored market intelligence and services that contribute to the reduction of costs and ease of doing business

in the region.

### **Our Vision**

Borderless East Africa for business and investment.

### **Our Mission**

To promote sustainable Private Sector-driven growth.

The overall objective of the **EABC Strategic Plan 2018-2022** is to have a sound, stable and sustainable macro-economic environment for prosperity. The Community Focus strategic pillar of EABC aims to:

- Pro-actively work to enhance the visibility and credibility of the Council
- Build support within the EAC for the private sector as the engine and driver of economic activity significantly contributing to employment creation, export growth, revenue collection, and poverty eradication leading to improved standards of living.
- Improve awareness of the economic and social role played by the private sector through influencing community leaders and the media.
- Increase understanding of the role and benefits of the business sector in East Africa amongst the youth, women and other vulnerable groups.