



REQUEST FOR PROPOSAL (RFP)

Consultancy to Develop and Design Content for Trade Information Booths

(Videos, Infographics on EAC Simplified Trade Regime, Trade Procedures & Whistleblowing Steps)

Date: 30th April 2025

Reference: EABC/TCCIA/AGRA/PROC/2025/04

1. Background

The **East African Business Council (EABC)**, in collaboration with the **Tanzania Chamber of Commerce, Industry and Agriculture (TCCIA)** and **AGRA**, is implementing the project: **“Promoting Intra-EAC Agri-Food Cross-Border Trade by Addressing Non-Tariff Barriers (NTBs) to Trade.”**

The project targets women and youth-led agri-food traders and aims to improve trade across key corridors including Taveta/Holili, Busia, Nimule/Elegu, Serari, Kibirizi/Kigoma, Mutukula/Kagera, Namanga, and Tunduma/Mbeya.

To facilitate access to trade information, **Trade Information Booths** will be established at these border points. EABC now seeks a consultant or firm to **develop visually engaging and user-friendly content**—including educational videos on EAC Simplified Trade Regime, infographics, and steps to whistle blow - to be used at these booths.

2. Objective of the Assignment

The objective is to develop and design tailored, informative, and visually appealing **digital and print content** that will enhance awareness and understanding of:

- Trade facilitation tools such as the One Stop Border Posts, Trade Information Desks (TDIs), Gender Sensitive Facilities, **EAC Simplified Trade Regime (STR)**;
- Non-Tariff Barriers (NTBs) and how to report them;
- Step-by-step procedures for cross-border trade in key agricultural commodities of cereals and horticulture;
- Rights and obligations of small-scale cross-border traders;
- **Whistleblowing steps** (e.g., reporting phone numbers/focal points, SMS, and signage) to encourage real-time reporting of NTBs and misconduct; and
- **Trade Support Telephone Hotlines**

3. Scope of Work

The consultant will be expected to:

- Develop 6-8 **short educational videos** (3-5 minutes each) covering STR, NTB reporting, and cross-border trade procedures (in English & Kiswahili, Arabic, and French, Kirundi);
- Design a set of **infographics and simplified guides** on export and import processes (regulatory requirements and procedures including customs procedures, clearance documentation). The design should provide contents for cross-border traders for on EAC Simplified Trade Regime;
- Develop **whistleblower communication content**, including posters, banners, and clearly visible hotline/SMS reporting visuals;
- Ensure content is **tailored for women and youth-led agri-business traders** and adapted to each border corridor;
- Integrate the contents with information on how to use the B2B Cross-border traders' platform; and
- Deliver all materials in print-ready and digital formats, compatible with display on interactive TVs, Phone and Tablets at the booths.
- Design and provide guidance on print of IEC materials.

4. Deliverables

- Scripts and final production of 6-8 short educational videos;
- Minimum of 5–8 infographic posters and simplified guides;
- Whistleblower hotline visuals: posters, pop-up banners, stickers, and QR code signage;
- All content translated into **English, Kiswahili**, French and Arabic
- Editable and high-resolution files for all visual materials.

5. Duration of the Assignment

- The consultancy is expected to be completed within 24 working days.

6. Proposal Requirements

Interested consultants/firms are requested to submit:

- A detailed **technical proposal** (maximum 20 pages exclusive of Annexes) describing the approach, methodology, and timeline;
- Company, with relevant examples of similar assignments;
- Links to similar previous work: **videos, infographics, or awareness materials**;
- Financial proposal (inclusive of professional fees, production, and design costs);
- Copy of business registration and tax compliance certificate (if applicable);
- CVs of key experts involved in the assignment. Annexes

7. Submission Details

Proposals should be submitted via email to: procurement@eabc-online.com

CC: director@eabc-online.com

Subject Line: “Proposal – Content Development for Trade Information Booths”

Deadline for submission: 15th May 2025, no later than **5:00 PM EAT**.
Late or incomplete submissions will not be considered.

8. Evaluation Criteria

Criteria	Maximum Marks	Description	Minimum Qualifications Required
Evidence of Previous Similar Work	20	Assessment of portfolio: relevance, creativity, clarity, technical quality, and impact of videos, infographics, or communication campaigns.	Portfolio of at least 3 relevant assignments in multimedia, public awareness, or trade communication.
Methodology and Understanding of Trade & Communication Issues	20	Clarity and feasibility of the proposed methodology; understanding of trade facilitation, STR, NTBs, and communication needs for women and youth traders.	Clarity and feasibility of the proposed methodology. Detailed work plan and budget aligned with deliverables; timeline must not exceed 24 working days.
Relevant Experience with Regional Institutions or Development Partners	20	Proven experience working regional economic communities, regional trade bodies, or international development partners on similar communication or content projects.	Documented experience with at least 2 regional or international trade/development organizations.
Team Composition and Technical Capacity	10	Qualifications and roles of the proposed team including designers, videographers, translators, and communication experts.	CVs of qualified personnel with relevant degrees in multimedia design, journalism, international trade, or communication. Prior STR or NTB-related work is a plus.
Financial Proposal	30	Value for money and practicality of the proposed budget and timeline in relation to the scope of work.	Price competitiveness and value for money

9. Disclaimer

EABC reserves the right to accept or reject any proposal without assigning any reason. All submissions will be treated in confidence.

EABC promotes **equal opportunity and inclusivity** in its procurement. Efforts will be made to work with consultants who demonstrate gender sensitivity, regional understanding, and **environmental sustainability** in content design.