



## REQUEST FOR PROPOSAL (RFP)

**Reference:** EABC/TCCIA/AGRA/PROC/2026/2

**Consultancy to Review, Develop, and Translate Content for Trade Information Booths**

*(Videos and IEC Materials on the EAC Simplified Trade Regime, Trade Procedures, NTBs, and Whistleblowing)*

### Summary of Assignment

Item	Description
Nature of Assignment	Short-term consultancy
Duration	Up to 24 working days
Reporting To	Executive Director / Project Coordinator
Date of Advertisement	14 January 2026
Application Deadline	30 <sup>th</sup> January 2026

### 1. Background

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

The project aims to enhance the participation of women- and youth-led agri-food traders and increase cross-border trade volumes in key agricultural value chains, including maize, maize flour, rice, beans, soybeans, and horticultural products. The project targets ten (10) corridors: Taveta/Holili, Busia, Nimule/Elegu, Serari, Kibiri/Kigoma, Mutukula/Kagera, Tunduma/Mbeya, Namanga, Katuna/Gatuna, and Kobero/Kabanga.

To facilitate access to trade-related information, EABC, TCCIA, and AGRA have established **Trade Information Booths** at selected One Stop Border Posts (OSBPs). These booths serve as one-stop centres for women and youth traders and are equipped with televisions and display materials presenting simplified learning videos with step-by-step procedures for trading cereals and horticultural products.

The booths also provide access to:

- Online reporting of Non-Tariff Barriers (NTBs);
- Whistleblowing and complaint mechanisms; and
- Market information platforms, including a WhatsApp B2B platform accessible via **+255 764 520 168**.

EABC therefore seeks a qualified consultancy firm to **review, develop, and translate educational videos and information, education, and communication (IEC) materials** for use at the Trade Information Booths into **French, Arabic, and Kirundi**.

## 2. Objective of the Assignment

The objective of the assignment is to **review, develop, and translate educational videos and other information and communication materials** for use at the Trade Information Booths into **French, Arabic, and Kirundi**, to enhance access to trade information for cross-border traders in Burundi and South Sudan.

## 3. Scope of Work

The consultant will be expected to review, develop, and translate educational videos and IEC materials for use at the Trade Information Booths. The content will include:

1. Overview of the East African Community (EAC);
2. The EAC Simplified Trade Regime (STR);
3. Step-by-step procedures for cross-border trade in cereals and horticultural products;
4. Non-Tariff Barriers (NTBs) and how to report them;
5. EABC WhatsApp B2B Platform;
6. Whistleblowing procedures, including reporting channels, phone numbers, focal points, SMS, and signage to encourage real-time reporting of NTBs and harrasment.

The consultancy firm will also:

- Design and translate IEC materials related to the above topics;
- Deliver all materials in **print-ready and digital formats**, compatible with interactive TVs, mobile phones, and tablets used at the booths.

## 4. Deliverables

- Scripts and final production of **six (6) educational videos**, translated into French, Arabic, and Kirundi;
- IEC materials including whistleblower hotline visuals (posters, roll-up banners, stickers, and QR code signage);
- Editable and high-resolution files for all visual and multimedia materials.

## 5. Duration of the Assignment

The assignment 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, excluding annexes) describing the approach, methodology, and timeline;
- Company profile with relevant examples of similar assignments;
- Links to similar previous work (videos, infographics, awareness materials);
- Financial proposal inclusive of professional fees, production, and design costs;
- Copy of business registration and tax compliance certificate (where applicable);
- CVs of key experts proposed for the assignment.

## 7. Submission Details

Proposals should be submitted via email to:

[✉ procurement@eabc-online.com](mailto:procurement@eabc-online.com) **copy** [✉ director@eabc-online.com](mailto:director@eabc-online.com)

**Subject line:**

*“Proposal – Consultancy to Review, Develop, and Translate Content for Trade Information Booths”*

**Deadline for submission: 23 January 2026**, no later than **5:00 PM EAT**. Late or incomplete submissions will not be considered.

## 8. Evaluation Criteria

Criteria	Maximum Marks	Description	Minimum Requirements
Evidence of Previous Similar Work	20	Relevance, creativity, clarity, technical quality, and impact of multimedia or awareness materials	Portfolio of at least 3 relevant assignments
Methodology and Understanding of Trade & Communication Issues	20	Clarity and feasibility of the methodology; understanding of STR, NTBs, and communication needs of women and youth traders	Clear and feasible methodology
Relevant Experience with Regional or Development Institutions	20	Experience working with RECs, trade institutions, or development partners	At least 2 similar assignments
Team Composition and Technical Capacity	10	Qualifications and suitability of proposed team (designers, videographers, translators, communication experts)	CVs of qualified personnel

Financial Proposal	30	Cost-effectiveness, realism, and value for money	Competitive and reasonable budget
<b>Total</b>	<b>100</b>		

*Prior experience on STR or NTB-related projects will be an added advantage.*

## 9. Disclaimer

EABC reserves the right to accept or reject any proposal without assigning any reason. All submissions will be treated with strict confidentiality.

EABC promotes equal opportunity and inclusivity in its procurement processes and encourages consultants who demonstrate gender sensitivity, regional understanding, and environmental sustainability in content design.