



REPUBLIC OF GHANA

MINISTRY OF FINANCE

GHANA ECONOMIC TRANSFORMATION PROJECT (GETP)

TERMS OF REFERENCE

**RECRUITMENT OF A CONSULTANCY FIRM TO SUPPORT AfCFTA'S
OUTREACH PROGRAMME OF THE NATIONAL COORDINATION OFFICE**

Ref No.: - GH-MOFEP-452005-CS-CQS

A. BACKGROUND

The Government of Ghana is implementing project initiatives to accelerate economic transformation, investment growth, and diversification, and to enhance trade and investment competitiveness. These initiatives are expected to contribute to achieving and sustaining a positive balance of trade, macro-economic stability, and increased opportunities for decent employment.

In line with this, the World Bank has been providing funding support to the Government of Ghana (GoG) to implement the Ghana Economic Transformation Project (GETP) since 2019. The overall development objective of the GETP is to promote private investments and firm growth in non-resource-based sectors.

The project is guided by the principle “to promote and strengthen growth model conducive to economic transformation, to achieve higher rates of investment and productivity growth across the economy, especially in non-resource-based sectors.” The project has four (4) main components, namely: Enabling Investments (Component 1), Crowding-in Investments (Component 2), Accelerating Entrepreneurship, Micro Small, and Medium Enterprise (MSME) growth (Component 3), Project Management and Evaluation (Component 4).

To achieve the Project’s Development Objectives (PDOs), the GETP coordinates and collaborates with 10 Technical Implementing Agencies (TIAs), including the Ministry of Trade and Industry and the National AfCFTA Coordinating Office.

Component 1 of the project on “Enabling Investments” focuses in improving the enabling business environment, capability to attract investment, and quality infrastructure support system for companies interested in investing and growing their businesses in Ghana. GETP Sub-Component 1.4 (Support MoTI to implement trade treaties and commitments under those treaties) is assisting the Ministry to implement the African Continental Free Trade Area (AfCFTA) Agreement within the framework of the project’s support for policy and regulatory reforms under new trade treaties.

The African Continental Free Trade Area (AfCFTA) presents a transformative opportunity for private sector driven economic growth and development across the continent, and Ghana, as a

key participant, stands to benefit significantly. To maximize these benefits, it is essential to increase awareness and understanding of the AfCFTA among Ghanaian businesses, policymakers, and the general public. Despite the potential for enhanced trade and economic integration, current awareness metrics indicate that only a fraction of Ghanaian businesses are fully informed about the implications and opportunities provided by the AfCFTA. In this context, there is a pressing need for a comprehensive outreach programme to bridge this knowledge gap. Effective strategic communication and outreach are essential to inform, educate, and engage stakeholders about the benefits and processes associated with AfCFTA implementation.

As part of activities under Sub-Component 1.4, project resources are being applied to design and roll out an outreach programme, which ensures inclusive implementation of the AfCFTA Agreement in Ghana at all levels. To this end, the National AfCFTA Coordination Office of Ghana (NCO) seeks to recruit a competent consulting firm to design, implement, and manage this outreach initiative, ensuring that stakeholders are well-equipped to leverage the advantages of the AfCFTA.

B. OBJECTIVES OF THE ASSIGNMENT

The objective of this outreach is to empower stakeholders to fully leverage the trade and investment opportunities presented by the AfCFTA. The consultancy will therefore support the NCO in designing and execute a comprehensive and inclusive outreach programme that will enhance the awareness, understanding, and engagement of Ghanaian businesses, policymakers, and the general public on AfCFTA opportunities and market access procedures.

The primary objective of this consultancy is to develop and implement a comprehensive outreach plan that will:

- a. Raise awareness of the AfCFTA among Ghanaian businesses, policymakers, and the public.
- b. Equip and empower all stakeholders, including women and youth, to participate in and harness the benefits of the AfCFTA.

C. SCOPE OF THE ASSIGNMENT

Working under the guidance of the National AfCFTA Coordinator and in close collaboration with the NCO, the Consultant's scope of work for the assignment will include but not limited to the following:

Objective 1: *Design and develop an outreach programme that will raise awareness of the AfCFTA among Ghanaian businesses, policymakers, and the public.*

1.1 Outreach Programme Design

- a. Develop a comprehensive outreach strategy tailored to different target audiences, including businesses, policymakers, and the general public.
- b. Define clear communication objectives, key messages, and the most effective channels and tools for outreach with a detailed implementation timeline.

1.2 Stakeholder Analysis and Mapping

- a. Identify and categorize key stakeholders, including government agencies, private sector entities, trade associations, civil society organizations, and media outlets.
- b. Assess the information needs and communication preferences of each stakeholder group.
- c. Develop a stakeholder engagement plan to establish strong relationships with key stakeholders, including trade associations, business chambers, and government agencies.

1.3 Content Creation

- d. Design engaging and informative content, such as brochures, flyers, social media posts, articles, and multimedia presentations, to support the outreach efforts.
- e. Design training programmes tailored to the needs of Ghanaian businesses, focusing on areas such as compliance, market access, and competitive strategies.

Objective 2: Facilitate the execution of the outreach programme to empower stakeholders to participate in and harness the benefits of the AfCFTA.

2.1 Outreach Activities Implementation

- a. Facilitate the launch and management of media campaigns across various platforms, including social media, radio, television, and print media, to disseminate information about the AfCFTA.
- b. Facilitate regular stakeholder meetings, forums, and roundtable discussions to promote dialogue and collaboration on AfCFTA-related issues.
- c. Organize and conduct workshops, seminars, and training sessions for different stakeholder groups.
- d. Build and nurture partnerships with international organizations, development partners, and private sector entities to enhance outreach activities.
- e. Provide media training for spokespeople.

2.2 Monitoring & Evaluation and Reporting

- a. Develop a monitoring and evaluation (M&E) framework to assess the effectiveness of the outreach programme.
- b. Conduct regular surveys, feedback sessions, and other data collection activities to measure the impact of outreach efforts.
- c. Document best practices and lessons learned throughout the implementation of the outreach programme.

- d. Prepare and submit periodic progress reports, highlighting key achievements, challenges, and recommendations for improvement
- e. Prepare and submit a comprehensive final report at the end of the assignment, summarizing all activities undertaken, results achieved, and recommendations for future initiatives.

2.3 Project Management and Coordination

- a. Coordinate with the project team and ensure effective communication and collaboration among all team members.
- b. Ensure that all activities are carried out according to the agreed timeline and within the allocated budget.
- c. Implement quality assurance measures to ensure that all deliverables meet the highest standards of quality and relevance.

D. DURATION OF THE ASSIGNMENT

The anticipated duration of the contract is 12 months (October 2024 – September 2025). The Consultant may be considered for a similar assignment based on satisfactory performance /delivery of this assignment.

E. SUPERVISION AND REPORTING ARRANGEMENTS

The Consultant will report directly to the Chief Director of the Ministry of Trade and Industry through the National AfCFTA Coordinator.

F. LOCATION

The execution of the assignment will be based in Ghana, with regular travel out of Accra as required by the outreach programme.

G. DELIVERABLES AND PAYMENT SCHEDULE

Output/Outcome	Q4 '24	Q1 '25	Q2 '25	Q3 '25	Q4 '25
Inception Report: Methodology and work plan based on the Scope of Work	X				
1.1 Stakeholder Analysis and Mapping					
Stakeholder Information Needs Assessment Report	X	X			
Stakeholder Engagement Plan		X			
1.2 Outreach Programme Design					
Comprehensive Outreach Strategy	X	X			
Media Engagement Plan	X	X			
Digital Communication Plan	X	X	X		
1.3 Content Creation					
AfCFTA Explainer Infographics		X	X	X	

Output/Outcome	Q4 '24	Q1 '25	Q2 '25	Q3 '25	Q4 '25
AfCFTA Explainer videos		X	X	X	
AfCFTA Radio jingles		X	X	X	
AfCFTA TV programme design and pilot		X	X	X	
2.1 Outreach Activities Implementation					
Quarterly Media Engagement Reports		X	X	X	
Quarterly Digital Outreach Reports		X	X	X	
Awareness creation/Sensitization event reports		X	X	X	
Media training report			X		
AfCFTA Sensitization Presentations		X	X	X	
Quarterly AfCFTA-themed webinar reports		X	X	X	
Stakeholder engagement reports			X	X	
2.2 Monitoring and Evaluation					
Monitoring and Evaluation Framework			X	X	X
Completion Report					
Final Report on the Consultancy: Comprehensive report summarizing all activities, findings, and recommendations					X

H. RESPONSIBILITY OF CLIENT

The National AfCFTA Coordination Office will provide the following facilities to the Consultant:

- i. Information on participating stakeholders as required;
- ii. Premises to serve as a base of operations as required;

I. FIRM EXPERIENCE AND REQUIREMENTS

I.1 Firm Qualification and Experience

The following are the minimum qualifications and experience required of candidate firms:

- A duly registered and certified outreach consultancy firm.
- A minimum of three (3) years experience in outreach, strategic communications, stakeholder engagements, project management, and similar engagements.
- Demonstrated track record showing the ability to successfully plan, coordinate and execute outreach events across the country.
- Demonstrated experience in designing and implementing communication strategies, public awareness campaigns, and capacity-building programs
- Demonstrated ability to engage and collaborate with a diverse range of stakeholders, including government agencies, private sector entities, trade associations, and civil society organizations.
- In-depth understanding of the AfCFTA, international trade, and economic integration in Africa, with a particular focus on the Ghanaian context.

I.2 Key Experts

The team assigned to the assignment by the consultancy firm should include the following key experts:

a) Project Manager / Team Leader

Qualifications:

- Advanced degree in international trade, economics, business administration, communications or a related field.
- Minimum of seven (7) years of experience in managing large-scale projects, preferably in the field of trade and economic integration

Skills and Experience:

- A minimum of five (5) years proven track record of leading multidisciplinary teams.
- A minimum of five (5) years project management skills, including planning, execution, and monitoring.
- A minimum of five (5) years extensive knowledge of the AfCFTA and its implications for Ghana and Africa.
- Excellent communication, stakeholder engagement, and leadership skills

b) Communications Specialist

Qualifications:

- Degree in communications, public relations, marketing, or a related field.
- Minimum of seven (7) years of experience in designing and implementing communication strategies.

Skills and Experience:

- Expertise in media relations, social media campaigns, and public awareness initiatives.
- Strong content creation skills, including writing, graphic design, and multimedia production.
- A minimum of five (5) years' experience with public information campaigns within the context of trade or economic initiatives.
- Proficiency in local languages and cultural sensitivity.