



REPUBLIC OF GHANA

MINISTRY OF FINANCE

GHANA ECONOMIC TRANSFORMATION PROJECT (GETP)

TERMS OF REFERENCE

**RECRUITMENT OF A SENIOR CONSULTANT TO STRENGTHEN THE
IMPLEMENTATION OF AfCFTA IN GHANA**

Ref No.: - GH-MOFEP-452003-CS-INDV

A. BACKGROUND

The African Continental Free Trade Area (AfCFTA) aims to create a single continental market for goods and services, with free movement of business persons and investments, thus paving the way for accelerating the establishment of the Continental Customs Union and the African Customs Union. Ghana, being a signatory to the Agreement, the Government seeks to leverage the opportunities that AfCFTA presents to make the country the trade hub of Africa. Achieving this requires effective stakeholder management and capacity building to harness the benefits of the Agreement.

The Government, through the Ministry of Finance, is implementing the Ghana Economic Transformation Project (GETP) with support from the World Bank. The project seeks to promote private investments and firm growth in non-resource-based sectors. Component 1 of the “Enabling Investments” project focuses on improving the enabling business environment, capacity to attract investment, and quality infrastructure support system for companies interested in investing and growing their businesses in Ghana. Sub-Component 1.4 (Support MoTI to implement trade treaties and commitments under those treaties) is assisting the Ministry of Trade and Industry (MoTI) to operationalise the African Continental Free Trade Area (AfCFTA) Agreement within the framework of support for policy and regulatory reforms under new trade treaties.

The Government has put in place various initiatives and institutional frameworks to enhance the competitiveness of the Ghanaian private sector in harnessing the benefits of the AfCFTA. As part of this process, a National AfCFTA Coordination Office (NCO) was established in March 2020. Furthermore, a “*National Policy Framework and Action Plan (NPFAP) for Boosting Trade with Africa*” has also been launched to guide the implementation of the Government’s vision for maximizing the potential benefits of AfCFTA, focusing on the private sector as the driver of trade-led economic transformation.

The NCO plays a pivotal role in the implementation of AfCFTA with a mission to enable Ghanaian stakeholders to harness the benefits of AfCFTA. Key functions of the NCO include coordinating the smooth collaboration of national institutions involved in the implementation of the NPFAP. In this capacity, the NCO leads a whole-of-government approach that builds on ongoing, as well as new programmes and activities of several Ministries, Departments, and

Agencies (MDAs), all with different mandates. The ‘coordination’ function involves influencing and orienting independent interventions by institutions which play various intermediate roles per their mandate, collaborating with these institutions, and fostering commitment to a collective mission of maximizing the opportunities and the effective harnessing of the benefits of AfCFTA.

Under Sub-Component 1.4 of the GETP, project resources are being applied to strengthen the capacity of the NCO to spearhead the operationalization of the AfCFTA Agreement in Ghana. The project is strengthening the coordination capacity of the NCO to lead processes for effectively engaging MDAs and other key stakeholders towards the objectives of the NPFAP, as well as building capacities of selected stakeholder institutions to participate effectively in the implementation process.

The MoTI-NCO/GETP, therefore, is seeking the services of an expert with the requisite qualifications, experience, and competencies to support the coordination of the National AfCFTA Policy Framework and Action Plan implementation.

B. OBJECTIVE OF THE ASSIGNMENT

The specific objective is to design and implement a comprehensive stakeholder and capacity-building program that will support the successful implementation of AfCFTA in Ghana.

C. SCOPE OF WORK

The consultant will, in close consultation with other NCO experts, provide technical services for strengthening engagement, coordination, facilitation, and operational capacity of the NCO and key stakeholder organisations involved in the implementation of AfCFTA. This will create and leverage value for targeted beneficiaries, private sector organizations and non-governmental stakeholders, among others.

Specifically, the Consultant will undertake the following tasks:

C.1 Stakeholder Analysis and Mapping

- i. Identify and conduct a thorough analysis of stakeholders to categorize interests, influence, and impact on the AfCFTA implementation;
- ii. Develop a stakeholder map highlighting relationships and interdependencies;
- iii. Identify and compile a roster of technical service organisations, as well as competent experts and resource persons that could be deployed to assist in building a multi-stakeholder delivery capacity services;

C.2 Capacity Building Needs Assessment

- i. Assess the capacity-building needs of key stakeholders, including government agencies, private sector, and civil society organizations in respect of their role in supporting/facilitating trading under the AfCFTA;
- ii. Identify knowledge gaps, skills deficiencies, and institutional weaknesses that may hinder the implementation of AfCFTA;

- iii. Support other NCO advisors to articulate the capacity building needs of their respective stakeholders.

C.3 Stakeholder Management Strategy

- i. Develop a stakeholder engagement strategy that includes communication tools & templates, key engagement activities, and feedback mechanisms.
- ii. Design tools and templates for stakeholder engagement and feedback (e.g., surveys, focus group discussions, workshops).
- iii. Facilitate stakeholder engagement sessions to gather inputs and build consensus on AfCFTA implementation.

C.4 Capacity Building Program Design

- i. Develop a comprehensive Capacity Building Action Plan for AfCFTA implementation in Ghana tailored to the needs of different stakeholder groups, including training, technical assistance.
- ii. Liaise with other NCO advisors and facilitate the development of appropriate training materials, manuals, and guides on AfCFTA implementation;
- iii. Propose KPIs to assess the effectiveness of the capacity building activities and regularly provide data that feed directly into the existing NCO M&E system.

C.5 Implementation of Capacity Building Activities

- i. Implement and/or facilitate implementation of the Capacity Building Action Plan, including organizing and conducting training sessions, workshops, seminars, training and other capacity-building services for different stakeholder groups
- ii. Provide ongoing technical support and advisory to trade-support institutions and other stakeholders that play key roles towards the implementation of AfCFTA;
- iii. Establish a framework for partnership and collaboration with national trade-support institutions, other stakeholder organisations, as well as international organizations to leverage collective assets and capabilities for sustained capacity building for AfCFTA implementation in Ghana;
- iv. Working closely with other experts of NCO, organise and facilitate forums and other engagements learning and sensitization of respective stakeholders on key trading requirements under the AfCFTA;
- v. Support the NCO to develop a long-term sustainability plan/strategy focused on knowledge transfer and establishing local expertise to retain capacity built through AfCFTA implementation programs.

D. REPORTS/OUTPUTS/DELIVERABLES

The consultant is expected to deliver the following:

Output/Outcome	Q3 '24	Q4 '24	Q1 '25	Q2 '25	Q3 '25	Q4 '25
Inception Report: Methodology and work plan based on the Scope of Work		X				
C.1: AfCFTA Implementation Stakeholder Analysis and Mapping						
List/Map of stakeholders, and stakeholder interests and influence		X	X			
Database of technical service organizations and experts		X				
C.2: Capacity Building Needs Assessment						
Needs assessment report with key findings on stakeholders' capacity building requirements/needs, including knowledge gaps, skills deficiencies, and institutional weaknesses		X				
C.3: Stakeholder Management Strategy						
Stakeholder engagement strategy with defined communication plans		X	X			
Ready-to-use tools and templates for effective stakeholder engagement			X			
Reports on engagement sessions documenting critical inputs and consensus reached		X	X	X	X	X
C.4: Capacity Building Program Design						
Comprehensive training program and action plan for AfCFTA implementation capacity building in Ghana			X			
Outlines for comprehensive training materials and guides tailored to stakeholder needs (specific materials and guides to be developed by resource persons)			X			
Monitoring and evaluation framework AfCFTA implementation capacity building			X			
C.5: Implementation of Capacity Building Activities						
Activity reports on, and summary outcomes of the execution of the Capacity Building Action Plan, including training workshops, forums and engagement sessions, and on technical support provided to stakeholders			X	X	X	X
Reports on partnerships and collaboration framework established		X	X			
Long-term sustainability strategy for capacity building						X
Completion Report						
Final Report on the Consultancy: Comprehensive report summarizing all activities, findings, and recommendations						X

E. REMUNERATION

The Consultant will be remunerated on a monthly basis at the lump sum fee rate for senior consultants on the GETP project. Payments will be made upon receipt and acceptance of monthly progress reports.

Request for payments shall be accompanied by an invoice and any deliverable(s) that are due.

F. DURATION OF THE ASSIGNMENT

The duration of this assignment will be twelve (12) calendar months. The assignment is renewable upon satisfactory performance and NCO's need for the consultant's services.

The assignment shall be carried out over the period of **October 2024** until **September 2025**.

G. LOCATION OF THE ASSIGNMENT

The consultant will be based at the offices of the NCO but may work out of station in consultation with the Chief Director, Ministry of Trade and Industry.

H. FACILITIES TO BE PROVIDED BY CLIENT

The National AfCFTA Coordination Office shall provide appropriate workspace for the Consultant at its offices.

It is envisaged that the assignment will involve field visits. In this regard, transportation will be provided for such visits based on the agreed work plan.

Logistics relating to the effective execution of the assignment will be provided by the NCO. Authorised eligible expenses incurred in the execution of the assignment will be covered as appropriate, based on detailed work plans and schedules agreed upon, and in conformity with World Bank procedures.

I. REPORTING

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

J. QUALIFICATION AND COMPETENCIES

The Senior Consultant should possess the following qualifications and experience;

- Must hold at least a Master's degree in economics, business administration, science, engineering, development management, or related fields.
- A minimum of fifteen (15) years' direct experience in developing and executing capacity building programmes relating to development effectiveness;
- Must have demonstrated experience in developing policy framework. Knowledge on the Policy Framework and Action Plan for operationalizing the AfCFTA Agreement in Ghana is an added advantage;
- Must demonstrate proven understanding of the AfCFTA Agreement and its implementation processes, including market access and the Guided Trade Initiative;
- Must have proven understanding of the African Union Agenda 2063, regional integration, and demonstrate in-depth knowledge and understanding of African development challenges;
- Must have a demonstrated record in high-level multi-stakeholder engagement/management, coordination and facilitation, providing technical assistance/support, and partnership building;
- Must demonstrate a minimum of five (5) years' experience in programme design and implementation in World Bank funded projects;
- Must have strong analytical skills, and ability to apply data tools, organize ideas, texts, presentations and produce analytical documents and reports;

- Demonstrate records of good networking skills, judgment and ability to work in multi-cultural and multi-disciplinary teams.