

ECOWAS COMMISSION

COMISSÃO DA CEDEAO

COMMISSION DE LA CEDEAO



OFFICE OF THE COMMISSIONER, HUMAN DEVELOPMENT AND GENDER  
YOUTH AND SPORTS DEVELOPMENT CENTRE  
SPORTS DIVISION

2<sup>ND</sup> ECOWAS INTERNATIONAL CYCLING TOUR

**TERMS OF REFERENCE FOR THE RECRUITMENT OF A SERVICE PROVIDER TO  
DEVELOP AND IMPLEMENT A COMMUNICATION/PUBLICITY PLAN FOR THE 2<sup>ND</sup>  
ECOWAS INTERNATIONAL CYCLING TOUR**

Ouagadougou

September 2011

## **1 CONTEXT AND JUSTIFICATION**

ECOWAS, founded in 1975 in Lagos, Nigeria, with a view to promoting development and cooperation among Member States, undertook the mobilization of the various strata of the population in accordance with Article 61 of the Revised Treaty, to ensure their integration and effective participation in the social development of the region.

The 28th session of the Authority of Heads of State and Government of the Community created the Youth and Sports Development Centre to be used by the ECOWAS Commission in line with Decision A/13/01/05 of 19/01/2005, firstly, "... to initiate, develop, coordinate, monitor, and implement programmes relating to the development of the Youth in the Community", and secondly, to serve as "...a permanent institutional framework in the Community, through which issues relating to the youth and sporting activities in the sub-region can be developed".

During the 32nd session of the ECOWAS Summit held in June 2007, the Heads of State and Government adopted a new approach to regional integration, by approving a new global vision called "ECOWAS Vision 2020". The main objective of this vision is to move the Community from an "ECOWAS of States to an ECOWAS of peoples" by 2020.

It is within this framework that the ECOWAS Commission approved as part of the 2009 work programme of the ECOWAS Youth and Sports Development Centre, the organization of the first edition of the ECOWAS International Cycling Tour, to be held every two years.

The first edition of the ECOWAS International Cycling Tour was attended by the national cycling teams of the following ECOWAS Member States, BENIN, BURKINA FASO, COTE D'IVOIRE, GHANA, GUINEA, LIBERIA, MALI, NIGER, NIGERIA, SENEGAL, SIERRA LEONE and TOGO. There were 12 delegations, 72 cyclists. The competition was organized in two stages with one heat, from Lagos (Nigeria) to Accra (Ghana), covering a distance of 325km in actual races and 255km in motorised transfers. The competition attracted a large crowd of local residents who came out to encourage the cyclists.

However, people in the non-coastal areas were not involved in the event due to inadequate or lack of media promotion. In order to remedy this situation, the ECOWAS Youth and Sports Development Centre included communication and publicity in its 2011 work programme for the 2nd edition of the ECOWAS International Cycling Tour. The 2011 edition will take place on the LAGOS-COTONOU-LOME-ACCRA-ABIDJAN axes. There will be four stages and three motorised transfers. The race will be flagged off in Lagos (Nigeria) on 15 February and terminate in Abidjan (Cote d'Ivoire) on 19 February 2012.

These terms of reference are meant to serve as a guideline for the development and implementation of a communication/publicity plan for the 2nd ECOWAS International Cycling Tour.

## **2 OBJECTIVES OF THE COMMUNICATION/PUBLICITY PLAN AND EXPECTED OUTCOME**

### **2.1. Overall objective**

The overall objective of the communication/publicity plan for the 2nd edition of the ECOWAS International Cycling Tour is to create the greatest public awareness for the Tour among the populations of the 15 member States of ECOWAS, by ensuring the widest possible direct and sustained media coverage and publicity across West Africa, for the 2<sup>nd</sup> ECOWAS International Cycling Tour.

The "communication/publicity plan" will target the people of the Economic Community of West African States and focus on cognitive and affective objectives, and shall provide for coverage in both print and electronic media in West African States.

To this end, the service provider shall develop a communication/publicity plan and implement it in the ECOWAS Member States.

### **2.1. Specific objectives**

The communication/publicity plan shall seek to achieve the following specific objectives, among others:

- ensure pre-Tour media presence and publicity for the Tour in ECOWAS Member States, thereby raising awareness of the people;
- provide on-the-spot coverage for the tour caravan from Lagos to Abidjan;
- ensure wide circulation of coverage materials for the Tour, to ensure the widest possible publicity and awareness;
- provide post-event media presence and publicity for the Tour, to ensure retention of the memorable moments of the event across West Africa;
- produce a documentary on the ECOWAS International Cycling Tour in English, French and Portuguese languages;
- evaluate the impact of the media coverage and submit a report thereon to the ECOWAS Youth and Sports Development Centre.

## **3 THE DEVELOPMENT / IMPLEMENTATION OF THE COMMUNICATION/PUBLICITY PLAN**

The service provider will submit a draft communication/publicity plan to the EYSDC containing:

- a number of advertising media and communication channels that he/she must have identified;
- the content of the various messages to be disseminated;
- the implementation schedule;
- the method of assessment of results achieved.

### **3.1 Content of the messages**

The messages must portray the ECOWAS vision 2020 mentioned above and take into account the linguistic diversity of ECOWAS.

They must also highlight and promote cycling as a sport for positive human development and a tool for regional integration, while focussing on ECOWAS and its Youth and Sports Development Centre as the Tour organisers and promoters. The ECOWAS working languages are: English, French and Portuguese.

### **3.2 Advertising media and communication channels**

The advertising media and communication channels shall be identified and negotiated directly by the service provider. In any case, they must be such that should achieve maximum effect.

### **3.3 Implementation Schedule**

Implementation should commence no later than seven days before the competition which is scheduled for 15 to 19 February 2012.

### **3.4 Assessment of results**

The service provider must indicate the method, procedure and tools for assessing the results achieved. The assessment report must be submitted to the EYSDC not later than two (2) weeks after the event.

## **4. EXPECTED OUTCOME**

The expected outcome of the service provided shall be:

- a document titled "Communication/Publicity Plan for the 2nd Edition of the ECOWAS International Cycling Tour";
- dissemination of information messages through the communication channels and advertising media identified and through any other appropriate medium in West Africa and beyond;

- ECOWAS citizens and people of the West African sub-region in general are informed about the sporting event and come out en mass to cheer the Tour caravan as it passes through their national territories;
- the event is largely attended.

## **5. DELIVERABLES**

The successful service provider shall, upon conclusion of the assignment, deliver to the EYSDC, the following:

- a document titled "Communication/Publicity Plan for the 2nd Edition of the ECOWAS International Cycling Tour";
- hard and electronic copies of all publicity and media messages and materials produced and disseminated for the media campaign of the ECOWAS Cycling Tour;
- newspaper and magazine cut-outs of media mention of the event in print media channels across the sub-region;
- any other materials produced within the framework of the execution of the contract relating to these Terms of Reference.

## **6. REQUIRED QUALIFICATIONS AND EXPERIENCE**

The prospective service provider must be a recognised media, publicity and/or marketing agency registered in a member State of ECOWAS.

It must have at least five years operational experience in the field of media and publicity, and/or sports events coverage in ECOWAS member States.

The successful provider must show proof of work in this field for pre-qualification.

Previous work with the ECOWAS Commission or an ECOWAS Institution or Agency will be an added advantage.

## **7. REMUNERATION AND BANK GUARANTEE**

The remuneration for this assignment shall be paid as follows, in line with ECOWAS Financial Regulations:

- 30% upon award of contract and prior to commencement of work ;
- 30% upon completion of the tour;and
- 40% upon submission of final report and deliverables mentioned in 5 above.

The successful bidder shall provide a bank guarantee as required by ECOWAS Financial Regulations

## **8. TECHNICAL AND FINANCIAL BIDS**

Interested communication agencies should address their technical and financial bids to the EYSDC not later than 25 January 2012, at:

ECOWAS Youth and Sports Development Centre  
01 BP 5559, OUAGADOUGOU 01 BP 5559, OUAGADOUGOU  
Tel. + 226 50 37 54 90  
Fax. + 226 50 37 54 94  
E-mail : [cdjs@fasonet.bf](mailto:cdjs@fasonet.bf)

The financial bid must take into account all the costs involved in developing and implementing the communication plan, including travel and living expenses in ECOWAS Member States.

Only successful bidders will be contacted.