CALL FOR EXPRESSION OF INTEREST TO DESIGN AND DELIVER A TRAINING ON DIPLOMATIC ETIQUETTE AND PROTOCOL

1. Introduction

The African Union Commission (AUC) has received a grant from the International Development Association (IDA) to implement the "Support for Capacity Development of the African Union Commission and other African Union Organs Project" (P126848) for a period of four years. Through this project AUC aspires to strengthen its capacity to facilitate economic development results and transformation in the Continent.

The African Union Commission (AUC), is the secretariat of the AU, which is the key organ playing a central role in the day-to-day management of the Union. Amongst other mandates, the AUC represents the African Union and defends its interest, elaborates draft common positions of the AU, prepares strategic plans and studies for the consideration of the Executive Council, elaborates, promotes, coordinates and harmonizes the programs and policies of the AU with those of the Regional Economic Commissions (RECs) and ensures the mainstreaming of gender in all programs and activities of the AU. Accordingly, AUC in the context of its new Learning and Development Journey, is looking for a service provider to design and deliver training on contract management and administration for its senior procurement officers in AUC and other organs. The Learning and Development Journey was initiated and implemented in 2015 as a step in our journey toward the realization of Agenda 2063. It is aimed to leading the way forward with a learning and development strategy which will provide the strong foundation necessary to guarantee the future success of the African Union (AU).

2. Background

The AUC operates in a dynamic environment that is characterized by uncertainty and swift socio-political and technological changes. This is coupled with the continued expectation that the AUC upholds its integral values of accountability and transparency. The way to address this increasingly complex and changing needs is to adapt our strategies and processes and develop them in such a way that the AUC and other AU organs are able to face new challenges with vision and preparedness. The Commission has therefore adopted a Learning and Development Strategy that reflects its unique mandate and appropriately prepares the workforce with the skills, capabilities, and competencies needed to ensure a sustainable future.

It is against the above background that it becomes imperative to enhance the capacity of the AU staff with the recognized and accepted practices in international protocol and etiquette.

4. Target Participants
The training will target forty (40) Protocol Staff, Senior Officers, Policy Officers, Technical Advisers within the Bureau of the Chairperson and Deputy Chairperson and relevant stakeholders within African Union Commission, AU Regional Offices Staff, and AU organs.

3. Objective of the service

The purpose of the course is to introduce participants to the ceremonial aspects of protocols procedures, behavior of etiquette, rules of courteousness in society and respect for precedence.

4. Scope of the service

Diplomatic Etiquette and Protocol is about following correct procedures. It is the art of ensuring that official and unofficial occasions, visits, meetings and functions are planned and conducted in accordance with a set of rules that are formally, socially and culturally accepted and expected by the parties involved.

Therefore, the training provider shall adopt a practical approach to Etiquette and Protocol issues, emphasizing real life case studies, scenarios and situations by including all the basic concepts and best international practices necessary to achieve the stated objective of this training program by executing, but not limited to, the following:

a. Introduction to Protocol
   • First contact
   • How to introduce oneself? (Teacher and participants)
   • How to introduce another person?

b. Diplomacy and Protocol
   • What is Protocol?
   • Origins and history
   • Why is it still important today

c. Different protocols
   • National protocols
   • Diplomatic protocol
   • International protocol
   • Business and "daily life "protocol

d. Protocol in a Global world
   • Influence of a multicultural environment on behaviour and Protocol
   • Difference in behavior
   • Gestures and body language

e. Diplomatic Relations and Protocol
• The basis of diplomatic relations

f. Congress of Vienna

• UN Charter
• Convention of Vienna
• The role of a diplomat as in the Convention of Vienna
• Interference
• Privileges and Immunities
• Behaviour of the diplomat – corporate culture

g. Bases of Diplomatic Protocol

• International texts and Treaties
• National customs
• Evolution

h. Role of a responsible of Protocol

• Tasks and qualities of a Protocol Officer
• The Protocol manual

i. Ceremonial:

• Agreement and presentation of credentials
• National Anthems and Flags
• Rules for hoisting flags and playing anthems

j. International Protocol

• Protocol in international organizations
• Protocol at the United Nations
• Protocol in the European Union
• Peculiarities of the European protocol
• Protocol in some other organizations

k. Diplomatic Etiquette

• Greetings and Introduction
• Forms of greetings
• How to introduce a VIP
• Name tags and identification cards

l. Calling and business cards

• What to write?
• When to give?
• How to hand them?

m. Correct forms of address

• Verbal
In writing

n. **Correspondence and other instruments of diplomatic communication**
   - The different means of communications and their rules
   - The verbal note
   - Language of diplomacy
   - Netiquette/Mobile phone

o. **Precedence**
   - What is it?
   - Why, where and when?
   - Analysis of lists of precedence

p. **Dress code**
   - Which attire for which event?

q. **Gifts**
   - When to give?
   - What to give?
   - Code of conduct - ethics

r. **Organization of an event**
   - How to organize conferences and ceremonies?
   - The concept
   - The preparation
   - The event
   - After the event
   - Different settings for a meeting or a conference

s. **Visits**
   - Elements to take into consideration for a successful visit
   - Preliminaries
   - Drafting of the program
   - The visit

t. **Protocol and the media**
   - The event and the media

u. **Invitations**
   - Lists
   - Drafting of an invitation

v. **Agreements**
   - Types of international instruments
   - Elements of a Treaty
• Signing ceremony

w. Protocol at the table
• Table settings and seating
• Seating rules
• Table and room set-ups

x. General Behaviour
• How to behave
• Conversation
• Deportment
• Toasts
• How to applaud

y. Closing remarks /Exchange of views

5. The African Union Commission will:

a. Provide the venue for the training, accommodation, and food.
b. Provide flip chart and projector.
c. Provide administrative support, including assistance in making appointments, organising and distributing documents, and other provisions necessary to facilitate the training. Assist the training institution in ensuring full participating in the training.

6. Qualification and Experience of the Training Provider:

The trainers are expected to have practical experience in organizing and delivering training courses on Diplomatic Etiquette and Protocol, tools and best Practices, and related subjects; and have background international relations and international studies. Moreover, trainers must have a track record of delivering similar courses for similar large international organizations.

• Team members: The consulting firm must provide a maximum of two consultants as team members. Team members must carry at least a Master’s in international relations, international studies and they should be specialized in internationally accepted practices of etiquette and protocol, tools and best practices in both private and public sector. They must have a minimum of 5-7 years’ related experience.

• Language skills: An Excellent English language skill is mandatory.

7. Deliverables
The service provider is expected to provide on-site training and training materials on Diplomatic Etiquette and Protocol for Senior Officers from African Union Commission as well as regional offices, and organs in **English and French**. At the end of the training program, the participants should be equipped with the skills as stated in the terms of reference and outlined in the training proposal.

The following deliverables are required under this assignment:

a. Develop training programs and modules.
b. Conduct and submit pre training assessment report.
c. Design and develop a training module.
d. Provide training materials and related documents.
e. Recommendations and proposals for improved training in the future (if any).
f. Conduct and submit post training assessment report not later that two (2) weeks upon completion of the training.
g. Issue Certificates to participants at the end of the training session.

8. Desired Outcome

By the end of the training, it is expected that staff will be able to act in line with the internationally accepted practices of etiquette and protocol. In addition to this, they are expected to be able to confront challenging and new situations confidently particularly when dealing with high ranking officials.

9. Training Delivery Details

<table>
<thead>
<tr>
<th>Activity/Training Topic</th>
<th>No of Participant(s)</th>
<th>Duration of training</th>
<th>Language of Delivery</th>
<th>Estimated Cost</th>
<th>Training venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diplomatic Etiquette and Protocol</td>
<td>40</td>
<td>5 days</td>
<td>English and French</td>
<td>TBD</td>
<td></td>
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