



TERMS OF REFERENCES

Position: Short term Consultant - Programming and Fundraising Expert

Department: Partnerships Management and Coordination Division (PMCD)

1. BACKGROUND

Following the decision of the Bureau International des Expositions (BIE) General Assembly in Paris, on 27 November 2013, to award Dubai the hosting rights for a Universal Exposition, the Government of the United Arab Emirates (U.A.E) has been preparing to host Expo 2020 Dubai, which will run from 1 October 2021 until 31 March 2022, in Dubai with an expected attendance of about 195+ countries and 25 million visits. The upcoming Expo 2020 Dubai will be the 34th Edition and the first World Expo to take place in the region spreading over the Middle East, Africa and South Asia (MEASA), since its inception in 1851. It intends to bring participants and businesses closer to the world's fastest growing markets and create opportunities for accessing a region of more than 3.2 billion people with a collective GDP of more than US\$ 6.5 trillion.

In advancing the collaboration between the United Arab Emirates and the African Union (AU), the AU has been invited by the Government of the U.A.E to participate in the Dubai Expo 2020 and designated by the U.A.E Government as a key partner and stakeholder through the provision of a pavilion and strong spirit of collaboration and co-creation during every step leading to Expo 2020 Dubai.

As a continental organization consisting of 55 Member States on the African continent, the AU was established on 26 May 2001 in Addis Ababa, Ethiopia, and launched on 9 July 2002, in South Africa replacing the Organization of African Unity (OAU). In 2013, as part of its 50th Anniversary, the AU adopted Agenda 2063, a blueprint for achieving an *“an integrated, prosperous and peaceful Africa, driven by its own citizens and representing a dynamic force in the global arena”*.

The AU's participation at Expo 2020 Dubai is justified by the opportunity for the organization's quest to develop relevant partnerships to support the implementation of its Agenda 2063. Moreover, the AU will aim to capitalize on the strong concordance between

the Expo 2020 sub-themes of “*Sustainability, Mobility and Opportunity*” and the Agenda 2063 flagship initiatives and priority programs.

2. Scope of the assignment

In order to ensure a successful participation, the AU will need to develop a programming plan and also mobilize resources for its preparation and to sustain its participation at the Expo.

In this regard, it is proposed that an Expert in Programming and Fundraising be identified and recruited to support the AU Commissioner General (AU CG) at Expo 2020 Dubai. . He/she will be guided by the AU Agenda 2063 Framework Document and its First Ten-Year Implementation Plan 2014-2023. He/she will assist the AU Commissioner General at Expo 2020 Dubai in close collaboration with AUC Directorate for Programming, Budget, Finance and Accounting (PBFA) and other relevant stakeholders to develop the programming and resource mobilization aspects of the AU’s participation at Expo 2020 Dubai.

3. Objectives of the assignment

The overall objective of the proposed consultancy is to provide technical support to the Partnerships Management and Coordination Division in coordinating all programming activities of AU participation at the Expo 2020 Dubai and mobilize resources from AU stakeholders and partners to sustain AU participation.

Acting in his capacity of Programming and fundraising Expert under the Supervision of the AU Commissioner General at Expo 2020 Dubai, the Consultant will be required to perform the following activities:

- Develop a Calendar of Programmes detailing the various activities, events, personalities attending, venues and schedules, for the duration of the Expo;
- Assist the AU CG in planning and execution of pre-events/roadshows and AU programming;
- Work closely with the AUC Expo Core Team and Secretariat;
- Ensure seamless coordination with the AU Pavilion Director, AUC Expo Secretariat, Pavilion Staff, technical and service departments staff of the AUC, Experts handling important responsibilities with regard to AU Programmes and other AU stakeholders at all times for the duration of the Expo (and pre-event period);
- Develop a list of potential Speakers, Panelists and Dignitaries from AU Members States/International Participants, Organizations, Private Sector Institutions and other key stakeholders attending the AU events;
- Prepare briefing notes for panelists and guest speakers for AU events;
- Organize practical arrangements for VIP Guests in close collaboration with AUC Directorate of Protocol Services and Division of Safety and Security (DSS);

- Develop a roadmap and strategy in rolling out fundraising activities of the AU Commission in collaboration with AUC Expo Secretariat and relevant departments of the AUC;
- Ensure the effective implementation of the Fundraising Strategy and Programming Plan during the pre-event period and event time;
- Implement activities that promote and support in-continent and international fundraising in collaboration with identified key Stakeholders;
- Review the overall budget for AU participation at Expo and funding proposals to potential sponsors in close collaboration with AUC Expo Secretariat;
- Revise and implement the AU sponsorship proposal under the guidance of Directorate of Information and Communication (DIC) and AUC Expo Secretariat;
- Observe the AU financial rules and regulations when undertaking her/his duties ;
- Submit monthly reports on assigned responsibilities and their implementation to the AU CG;
- Carry out other responsibilities as may be assigned by the AU Commissioner General at Expo 2020 Dubai.

4. KEY DELIVERABLES AND SCHEDULE

The consultant shall submit a monthly progress report on the implementation of activities listed above.

REPORTING AND COMMUNICATION:

The Consultant will report to the Dr. Levi Uche Madueke, AU Commissioner General at Expo 2020 Dubai.

5. Duration of the assignment and consultancy fees

- The appointment will be made as a consultancy agreement for a period of six (6) months, starting from 1 April 2021 and ending 30 September 2021, with possibility for extension.
- The Remuneration package will be USD \$36,000 for the stipulated period payable on a monthly basis, upon satisfactory delivery in accordance with the Terms of Reference and as certified by the AU Commissioner General at the Expo 2020 Dubai.
- The AUC will be responsible for providing the necessary resources related to the successful implementation of assigned responsibilities.
- The AUC will also provide an economy class return ticket to Addis Ababa, Ethiopia, to the successful applicant.

6. Duty Station

Alternatively Addis Ababa, Ethiopia and Dubai, United Arab Emirates

7. Qualifications and Requirements

- A Master's Degree in Communication, Business Administration, combined with Project Management or a related field, with a minimum of previous experience in private sector and Stakeholder engagement, project management, fundraising and managing similar projects in other related fields in Africa;
OR
- A Bachelor's Degree in Communication, Business Administration, combined with Project Management or a related field, with a minimum of 15 years previous experience in private sector and Stakeholder engagement, project management, fundraising and managing similar projects in other related fields in Africa;
- Knowledge of multi-stakeholder engagement processes and AU programmes will be an advantage;
- Knowledge and experience in working on development and implementation of a Fundraising Strategy and Programmes is an advantage;
- Experience and expertise regarding global partnership for effective development and cooperation based on previous work experience in a multilateral institution;
- Knowledge and experience in planning, monitoring and evaluation of projects and programme management;
- Conversant with the working culture and environment of the AUC and African Financial Institutions and ability to engage with the leadership and staff of the AUC;
- Proficiency in at least one of the AU working languages (English, French, Arabic and Portuguese) is a must (oral and written);
- Teamwork: Demonstrated ability to lead and work in a multicultural environment and good interpersonal skills;
- Planning and organizing: Good planning, multitasking and capacity for timely delivery;
- Be willing to travel outside of duty station when requested;
- Be a citizen of one of the AU Member States or Diaspora (as per AU definition).

8. Evaluation and Qualification Criteria

For evaluation of the expression of interest the following criteria will be applied:

- a) General Education Qualification and Relevant Training (20 points);
- b) Experience Related to the Assignment (35 points);
- c) Communication and Writing skills (25 points);
- d) Knowledge of the African Union (20 points).

Further information can be obtained at the address below during office hours 8:00-13:00hrs and 14:00-17:00 hours Local Time.

Proposal must be delivered in a written form to the address below not later than 15:00 hours local time, **22 March 2021.**

African Union Commission,

Attn: Carine Toure Yemitia (Mrs.)

Head of Procurement Travel and Store Division

Building C, Room 327

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OR

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