



REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES – INDIVIDUAL CONSULTANT)

Name of Project: Harmonizing and Improving Statistics in West and Central Africa - Series of Projects 1 (HISWACA - SOP 1)

Grant No: P178497

Assignment Title: Individual Consultant (IC) to perform the Consultancy services to develop a guideline for National, Regional and Continental communication plan for Statistics.

Reference No. ET-AUC-478567-CS-INDV.

1. Background

The African Union Commission (AUC) has received financing from the World Bank toward the cost of Harmonizing and Improving Statistics in West and Central Africa - Series of Projects 1 (HISWACA - SOP 1) and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include Selection of an Individual Consultant (IC) to perform the Consultancy services to develop a guideline for National, Regional and Continental communication plan for Statistics.

Accurate and timely statistical data is essential for evidence-based policymaking, development planning, and public accountability across Africa. However, the communication of statistical information remains a challenge due to technical complexity, lack of harmonization, limited accessibility, and underutilization by the media, civil society, and the public.

The African Union Institute for Statistics and its partners are committed to strengthening the **African Statistical System (ASS)** by enhancing how statistics are disseminated and communicated. To address current gaps, there is a need to develop **Communication Guidelines on Statistical Information** that align communication practices at the **national, regional, and continental levels**.

Currently there are different data sources available with different levels of quality. In addition, the use of digital communication channels is increasing compared to traditional channels. The method of communication to different user groups and use of different communication channels needs to be considered properly for effective communication.



2. Objectives of the assignment

The main objective of this consultancy is to develop a set of practical, harmonized, and user-oriented communication guidelines to improve the dissemination, visibility, understanding, and use of statistical data at all governance levels in Africa.

3. Duration and Timeline

The Individual Consultant (IC) is expected to produce a final document within **90 days** starting from the date of signing the consultancy services contract.

3.1 Reporting and supervision.

The Individual Consultant (IC) will work remotely under the supervision of STATAFRIC staff and will provide regular updates according to the agreed schedule. The contract is proposed under the following terms and conditions:

- The duration of this contract is **three months**.
- The individual consultant must send an updated C.V. and a methodological note on the understanding of the entire assignment and tasks.

3.2 Timeframe.

Activity	Deliverables/ Outputs	Anticipated Duration (Days)
1- Defining the consultant's approach to delivering the guideline.	Methodological report outlines the consultant's approach to undertaking this consultancy. This should be after the submission of an inception report.	10 days
2- Development of the communication guidelines at National, regional and continental level.	Stakeholder engagement report and overview of the guideline.	10 days
	Draft guideline.	40 days
	Stakeholder validation report.	10 days
	In-person meeting with STATAFRIC to present the finalized guideline	10 days
	Final guideline.	10 days



4. Required Qualifications and Experience

The ideal Individual Consultant (IC) should have:

1. Master's degree in statistics, economics, journalism or related field.
2. At least 15 years of experience in statistical data production, dissemination and communication.
3. Familiarity with AU data frameworks and Agenda 2063 monitoring is an added advantage.
4. Understanding of the African Statistical System.
5. Strong communication and writing skills.
6. Experience with international statistics standards.
7. Experience in development of statistical communication guidelines.
8. Experience in working at National, regional and continental level in relation to statistical communication.
9. Language proficiency in at least one of the AU working languages.

5. Evaluation Criteria

The Candidate shall be evaluated based on the following criteria:

Evaluation Criteria	
1. General experience: 10%	Use the general experience indicated in the ToR
2. Specific experience: 40%	Use the specific experience indicated in the ToR
3. Qualifications: 25 %	Use the qualification indicated in the ToR
4. Methodological note: 15 %	Understanding the entire assignment and tasks.
5. Language: 10 %	

The detailed Terms of Reference (TOR) for the assignment are attached to this request for expressions of interest.



The African Union Commission now invites eligible individuals (“Consultants”) to indicate their interest in providing the Services. Interested Individual Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the aforementioned Consultancy Services.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers” July 2016, revised November 2020 (“Procurement Regulations”), setting forth the World Bank’s policy on conflict of interest.

A Consultant will be selected in accordance with the Individual Consultant selection method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours *i.e. 0900 to 1700 hours*.

Expressions of interest must be delivered in a written form following the above shortlisting criteria to the address below (in person, or by mail) before **06th March 2026** at 15:00 Hours Local Time, Addis Ababa, Ethiopia.

Only submitted Expression of Interests (EoIs) mentioning the reference number “**ET-AUC-478567-CS-INDV**” in the subject field of the e-mail, will be considered.

African Union Commission,
Attn: Head, Supply Chain Management Division - Operations Support Services
Directorate
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P.O Box 3243, Roosevelt Street
Addis Ababa, Ethiopia
Tel: +251 (0) 11 551 7700 – Ext 4305
Fax: +251 (0) 11 551 0442; +251 11-551-0430
E-mails: tender@africanunion.org



Terms of Reference

Individual Consultant (IC) to perform the Consultancy Services to develop a guideline for National, Regional and Continental communication plan for Statistics

1. Background

Accurate and timely statistical data is essential for evidence-based policymaking, development planning, and public accountability across Africa. However, the communication of statistical information remains a challenge due to technical complexity, lack of harmonization, limited accessibility, and underutilization by the media, civil society, and the public.

The African Union Institute for Statistics and its partners are committed to strengthening the **African Statistical System (ASS)** by enhancing how statistics are disseminated and communicated. To address current gaps, there is a need to develop **Communication Guidelines on Statistical Information** that align communication practices at the **national, regional, and continental levels**.

Currently there are different data sources available with different levels of quality. In addition, the use of digital communication channels is increasing compared to traditional channels. The method of communication to different user groups and use of different communication channels needs to be considered properly for effective communication.

2. Objectives of the assignment

The main objective of this consultancy is to develop a set of **practical, harmonized, and user-oriented communication guidelines** to improve the dissemination, visibility, understanding, and use of statistical data at all governance levels in Africa.

3. Scope of work

The Individual Consultant (IC) will do the following but not limited to:

- 1) Do desk review for preparing the communication guideline at different levels by:
 - a. Analyze current practices and tools used by NSOs, RECs, and the PAOs disseminate statistical data.
 - b. Review international best practices (e.g., UNICEF, PARIS21, IMF DQAF, SDMX communication standards).
 - c. Identify gaps, strengths, and opportunities.



- 2) Stakeholder consultation: Engage with stakeholders to:
 - a. capture user needs, expectations and communication challenges. Key stakeholders include; National Statistics Offices (NSOs), Regional Economic Communities (RECs), key stakeholders (e.g. STATAFRIC, AfDB, UNECA, UN agencies, etc), Media organizations, Civil society.
 - b. Identify the communication needs of various audiences (policy-makers, journalists, public, researchers, etc.).
 - c. Assess digital literacy, media usage, language diversity, and access constraints.
- 3) Draft the communication guideline at National, regional and continental level taking into account:
 - 3.1 Create a tiered set of guidelines that:
 - a. Define principles for statistical communication (e.g., accuracy, accessibility, transparency).
 - b. Recommend tools, platforms, and formats (e.g., infographics, data stories, dashboards, press kits).
 - c. Standardize key messages and branding.
 - d. Address data privacy and ethical considerations.
 - e. Provide messaging templates for major statistical releases (e.g., GDP, inflation, census, labor force).
 - 3.2 Structure the guidelines for:
 - a. National level (e.g. NSO to citizens/government).
 - b. Regional level (e.g. REC aggregating and sharing regional statistics).
 - c. Continental level (e.g. AU publishing pan-African indicators).
 - i. The different user groups at different levels.
 - ii. The different communication channels including traditional and digital communication.
 - iii. New data sources.
- 4) Validation:
 - a. Undertake validation with STATAFRIC/stakeholders on the draft communication guideline.
 - b. Facilitate regional and/or virtual workshops for feedback.
- 5) Prepare the final communication guideline by:
 - a. Finalize the guidelines by incorporating feedback.



4. Deliverables:

- 1) **Methodological report** outlines the consultant's approach to undertaking this consultancy. This should be after the submission of an inception report.
- 2) **Stakeholder engagement report**: Highlighting findings from stakeholders' consultations.
- 3) **Draft communication guideline** at National, regional and continental level.
- 4) **Stakeholders' validation report**.
- 5) **Final communication guideline** at National, regional and continental levels.

5. Duration and Timeline

The Individual Consultant (IC) is expected to produce a final document within **90 days** starting from the date of signing the consultancy services contract.

4.1 Reporting and supervision.

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	Final guideline.	10 days



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5. Language: 10 %



6. Payment Terms and Milestones

Payments will be made in installments based on the delivery of the following milestones:

No	Activities and deliverables	Remuneration Percentage
1.	<u>Methodological report</u> outlines the consultant's approach to undertaking this consultancy. This should be after the submission of an inception report.	10%
2.	<u>Stakeholder engagement report and overview of the guideline.</u>	10%
3.	<u>Draft guideline.</u>	40%
4.	<u>Stakeholder validation report.</u>	10%
5.	<u>In-person meeting with STATAFRIC to present the finalized guideline.</u>	10%
6.	<u>Final questionnaire and user guide.</u>	20%