



SOUTHERN AFRICAN DEVELOPMENT COMMUNITY (SADC) SECRETARIAT

REQUEST FOR EXPRESSIONS OF INTEREST (REOI) (INDIVIDUAL CONSULTANCY)

NAME OF ASSIGNMENT: CONSULTANCY FOR THE IMPLEMENTATION OF THE COMMUNICATION AND VISIBILITY PLAN FOR THE MACROECONOMIC STABILITY AND FINANCIAL INTERGRATION PROJECT IN SADC REGION-SADC/3/5/4/443

PROJECT NAME: MACROECONOMIC STABILITY AND FINANCIAL INTERGRATION PROJECT IN THE SADC REGION

FINANCING AGREEMENT REFERENCE: 2100155041084

PROJECT ID NO.: P-Z1-KF0-067

DATE: 24th MARCH 2024

1. The Southern African Development Community (SADC) Secretariat has received financing from the African Development Fund towards the cost of the MACROECONOMIC STABILITY AND FINANCIAL INTERGRATION PROJECT IN THE SADC REGION and intends to apply part of the agreed amount for this grant to payments under the contract for **CONSULTANCY FOR THE IMPLEMENTATION OF THE COMMUNICATION AND VISIBILITY PLAN.**
2. The objective of the Macroeconomic Stability and Financial Integration Project is to enhance macroeconomic stability and convergence in the SADC region and to support the development of integrated of financial markets in SADC, to facilitate the most efficient allocation of savings and investment.
3. The overall objective of this assignment is to increase the overall visibility of the project and communicate to the different key stakeholders about the project's achievements.
4. This assignment seeks to provide technical assistance in the field of communications and visibility to the macroeconomic stability and financial integration project as guided by the project's Communications and Visibility Plan and to align practices with the Communication and Visibility of projects financed by the AfDB Bank. This mission has two main objectives: (i) to raise public awareness of the importance of the macroeconomic stability and financial market integration project and its short, medium, and long-term benefits and (ii) to

recognize the contributions of the AfDB bank in building strategic foundations and capacities for SADC regional integration. The detailed scope of work can be obtained in the terms of reference through this **LINK: <https://collab.sadc.int/s/5TqAgNdiPnjZAoN>**

5. The SADC Secretariat now invites eligible individual consultants to indicate their interest in providing these services. Interested individual consultants must provide information indicating that they are qualified to perform the services (i.e., description of similar assignments, experience in similar conditions and availability of appropriate skills and qualifications).
6. The individual consultant must have significant in-depth expertise and knowledge in designing and implementing communication and visibility plans and strategies and must have of proven practical experience in work related to media promotion, communication and/or marketing in the SADC region, including experience in working with regional multilateral organizations like DFIs, regionally focused projects funded by ICPs such as AfDB and EU.
7. Establishment of the short-list and the selection procedure shall be in accordance with the African Development Bank's *Procurement Policy for the Bank Group-funded Operations*, dated October 2015, which is available on the Bank's website at <http://www.afdb.org>
8. Expressions of interest will be evaluated based on the following criteria:

Evaluation Criteria	Points
Level of education in general	10
Educational level compared to the field of mission	30
Years of experience in general	20
Number of years of experience relevant to the mission	40
Total	100

9. Interested individual consultants may obtain further information at the address below during office hours 08h00hours to 16h30hours Botswana time.
10. Expressions of interest must be submitted electronically in PDF format and dully signed via this **LINK: <https://collab.sadc.int/s/wTwENgFXpFardXT>** by midnight Botswana time on or before **21st April 2026** and should mention the name of the consultancy assignment. **Expressions of interest must be submitted as one PDF file or one zipped folder.**
11. Below is the address for obtaining further information:

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