



Terms of reference for developing an interactive online digital platform for continuous sensitization and training of customs agents, freight forwarders and shippers on the revised EAC ROO in East Africa.

I. Background

The Federation of East African Freight Forwarders Associations (FEAFFA) is a regional private sector apex body of the Customs agents and Freight Forwarding (CFA) industry in East Africa representing over 2500 CFA firms. The Federation aims at promoting a professional freight logistics industry for trade facilitation and regional economic growth.

In executing the above mandate, the Federation strives to address some of the challenges experienced by its members at Association and firm levels through provision of training and other aspects of capacity building. It advocates for the removal of barriers that impede the full implementation of the East African Community (EAC) Customs Union. One of such key barriers relates to misunderstanding and lack of proper application of Rules of Origin (ROO) by the industry players in the EAC. These rules need to be simple and user-friendly in order for traders to be able to take advantage of benefits that accrue from regional integration and other trade arrangements. It means that good understanding of the Rules of Origin and proper application is an important factor in strengthening regional trade and integration.

The Federation with the support of East Africa Trade and Investment Hub implemented one-year project on the revised EAC Rules of Origin (ROO) from June 2016 – May 2017. During the year, all planned activities have been executed. The project inception meeting was successful held at the start of the project. The meeting brought together all project stakeholders who were briefed on the project, their expected role and the tentative activity schedule among others. Stakeholder buy-in was secured during this meeting. Sensitization of Clearing and forwarding agents (CFAs) and shippers through national sensitization seminars across the region was also successfully done. 1091 CFAs and shippers were reached through the sensitization seminars, an information booklet on the revised EAC rules of origin was developed, 2000 copies of the booklet printed and distributed across the region to support the sensitization of clearing agents and shippers on the revised EAC ROO. The EACFFPC module on Rules of origin was updated, a training of trainers' course mounted and 590 EACFFPC students trained using the updated module across the region. 1500 copies of the updated module were printed in both English and French.

The key challenges experienced during project implementation included limited time allocated for the national sensitization seminars as well as EACFFPC training, inability to reach all critical industry players

in a convenient manner among others, etc. In addition, the EACFFPC course and the national sensitization seminars on the revised EAC ROO were offered only in the region's major cities and a few at key border points yet customs agents and other private sector players who require this training and sensitization operate everywhere in other areas. This left out a substantial number of potential private sector operators.

To address these challenges, the Federation proposes to leverage on technology to facilitate capacity building for customs clearing agents, freight forwarders and shippers on application of the revised EAC Rules of Origin in the new phase of project extending to 2018. The project will focus on the development of an online platform for training of customs agents, freight forwarders and shippers on the revised EAC ROO.

FEAFFA with support from USAID East Africa Trade and Investment Hub plan to develop an online training platform to provide continuous training opportunities that are flexible, easily accessible and affordable to customs agents and freight forwarders in East Africa. The Federation is therefore seeking services of an Information Technology (IT) Consultancy Firm to develop the platform.

2. Objective of the consultancy

To roll out an interactive online digital training platform to provide continuous training to customs agents and freight forwarders in East Africa.

The training is intended to equip trainees with necessary skills, competencies and values desirable in Customs and freight forwarding in order to:

- Enable them discharge their roles competently as Customs agent;
- Entrench professionalism in the services offered by Freight Forwarders;
- Enhance ethical conduct, good governance and integrity in the profession;
- Facilitate trade; and,
- Keep them up-to-date on industry requirements

3. Tasks to be undertaken by the Consultancy Firm

The Consultancy Firm will undertake the following key tasks;

- a. Conduct an assessment and determine the process and system requirements/specifications for the interactive online digital training platform;
- b. Design and develop an interactive online digital training platform for sensitization and EACFFPC training on Rules of Origin (ROO) based on approved/validated requirements/specifications from the assessment report;
- c. Convert the ROO information and related EACFFPC training materials to digital content;
- d. Develop video clips and other graphics on the revised EAC ROO for online training and sensitization;
- e. Convert the video clips and other graphics (in d above) to French;

- f. Pilot the interactive online digital training platform and manage the entire pilot phase of the platform
- g. Upload validated training materials/content onto the platform;
- h. Develop user manuals to guide the use of the digital platforms for all users;
- i. Develop guidelines for implementation and management of online EACFFPC classes;
- j. Facilitate training of trainers on management of online training platform;
- k. Mount a social media marketing campaign.

4. Reporting

FEAFFA is the recipient of this project; the Consultancy Firm will report to FEAFFA's Program Manager and ICT Manager. Contract management issues will be handled by the FEAFFA Accountant, Samuel Mbucho.

5. Schedule

The assignment will run for a total of 6 months as follows:

Major activity	Estimated time
Conduct an assessment and determine the process and system requirements/specifications for the interactive online digital training platform;	1 month
Design and develop an interactive online digital training platform for sensitization and EACFFPC training on Rules of Origin (ROO) based on approved/validated requirements/specifications from the assessment report;	1 month
Convert the ROO information and related EACFFPC training materials to digital content;	1 month
Develop video clips and other graphics on the revised EAC ROO for online training and sensitization;	1 month
Convert the video clips and other graphics (in d above) to French;	1 month
Pilot the interactive online digital training platform and manage the entire pilot phase of the platform	-
Upload validated training materials/content onto the platform;	1 week
Develop user manuals to guide the use of the digital platforms for all users;	3 weeks

Develop guidelines for implementation and management of online EACFFPC classes;	3 weeks
Facilitate training of trainers on management of online training platform;	1 week
Mount a social media marketing campaign.	5 months

The consultant where possible will undertake some of the activities concurrently to try and maximize on time. All such proposals should be indicated in the proposal.

6. Profile of the Consultancy Firm

The two lead consultants from the firm are expected to have the following minimum qualifications;

ICT Expert: The IT expert must have at least a Degree in computer science/ Information Technology, with expertise in the following web development technologies;

- Developing web applications on Drupal platform or similar web CMS
- Configuration and set up of Websites on Production Web Servers (e.g. set up public sites on Nginx, Apache or IIS)

In addition, the ICT Expert must also have the following experience;

- At least 5 years' experience in developing bespoke web applications
- System Design, Implementation and Testing
- Front end User Interface Design and Development

Subject Matter Expert: The technical expert must have at least a Degree in Agriculture, Economics, Sciences, Public Policy, Business Administration or any other related Social Science degree. He/she must have over 5 years' experience working or undertaking research on Trade. The Consultant must be knowledgeable and experienced in International trade. Knowledge and experience of working with EAC Rules of Origin as well as training will be an added advantage.

Submission of proposals

Interested firms are expected to submit their brief proposals to FEAFFA not later than 22nd September 2017 by 15 00hours East African Standard Time through info@feaffa.com or physically at

9 The Crescent,
The Crescent Rd,
Off Parklands Road, Opp. MP Shah Hospital (after Kalson Towers)
P.O. Box 22694 - 00400,
Nairobi, Kenya.

All inquiries regarding this application should be made before 22nd September, 2017 15 00 hours to info@feaffa.com.