



**Recruitment of an individual Knowledge Management Consultant  
for the project « Strengthening the Participation of Women and  
Youth in Cross-Border Trade in West Africa ».**

**AGRA Funding**

**Working language: French and English**

**January 2025**

## 1. Context and justification

The proliferation and persistence of non-tariff barriers contribute enormously to the increase in trade costs and the low formal flows of cross-border trade in West Africa. Indeed, the sustainable development of cross-border trade in agricultural products and the increase in the incomes of women and youth in West Africa are hampered by the persistence of non-tariff barriers (prohibitions, restrictions, specific requirements) that make trade difficult and/or costly for women and youth. Also, the incorrect application of non-tariff measures such as sanitary and phytosanitary (SPS) measures and other technical barriers to trade and the multiplicity of illegal payments on corridors make the business climate very unfavorable for the majority of trade actors, especially women and young people who can no longer make a decent living from their commercial activities. This has a strong impact on (i) trade in small and micro-enterprises owned by young people and women, (ii) the policy to combat food insecurity; (iii) compliance with and application of sanitary and phytosanitary measures; (iv) the increase in the economies of ECOWAS States; (v) the effective fight against the growing insecurity in the subregion and the high cost of living, especially among women and young people<sup>1:2</sup>.

The objectives of the AfCFTA, in particular, the stimulation of intra-African trade, economic growth, industrial development and the improvement of citizens' livelihoods with particular regard to women and youth will be difficult to achieve if the mentioned challenges are not effectively addressed with the strong involvement of government services, the private sector and civil society<sup>3</sup>.

The multiplication and or strengthening of innovative and adapted mechanisms to combat obstacles to cross-border trade, coupled with actions to strengthen the capacities of women and young traders in the mastery of the trade promotion regulations in force in the ECOWAS region, will contribute enormously to (i) the gradual removal of all obstacles to the development of cross-border trade; (ii) facilitating the cross-border movement of agricultural products; (iii) the supply of low-production areas for the effective fight against food insecurity; (iv) improving the livelihoods of business actors, especially women and youth; (v) the sustainable promotion of cross-border trade by women and youth in order to effectively increase intra-African trade<sup>4</sup>.

It is with this in mind that the West African Association of Cross-Border Trade in Food, Agro-Sylvo-Pastoral and Fisheries Products (AOCTAH) has requested and obtained funding from the Alliance for a Green Revolution in Africa (AGRA) to implement the project "Strengthening the participation of women and youth in cross-border trade in West Africa".

The project aims to remove the many barriers that hinder cross-border trade in agricultural products. The main actions of the project include activities related to the development of the Trade Information and Border Assistance Offices (BICAF), the digitization of its Road Traffic Flow Operation (OFR), the sharing of knowledge and experiences, the strengthening of the organizational capacities of young people and institutional support to the Permanent Secretariat of AOCTAH. The overall objective is to reduce cross-border trade barriers, improve knowledge of trade regulations, and promote youth and gender equality in trade policy. The expected

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<sup>1</sup> Mobilizing Trade Operators in West Africa to Eliminate Non-Tariff Barriers - Borderless Alliance, 15 October 2017

<sup>2</sup> Rethinking informal cross-border trade in Africa - Economic Commission for Africa (ECA), November 2023

<sup>3</sup> Enhancing the effectiveness of the fight against non-tariff barriers - SheTrades, AfCFTA paper

<sup>4</sup> Study on Small-Scale Cross-Border Trade in West Africa - ReliefWeb, June 2023

duration of the project is twenty-four (24) months and covers three (03) ECOWAS countries including Benin, Burkina Faso and Togo. In the long term, the project aims to support 100 inter-branch organizations, federations and cooperatives with 15,000 direct beneficiaries, 45% of whom are women and 35% of whom are young people.

A central component of the project is to capitalize on the experiences and innovations implemented in order to develop knowledge products (case studies, guides, policy briefs, articles, etc.). Structured information management and the sharing of good practices are essential to guide decision-makers and build the capacity of economic actors. It is in this sense that under specific objective 4 of the said project, which aims to strengthen the institutional capacities of the Permanent Secretariat of AOCTAH in terms of the integration of women and youth in trade policies at the regional and national levels; There are plans to develop knowledge products. These products will document the innovative initiatives (tools, approaches, experiences) developed within the project, while integrating lessons learned and major recommendations. The contribution of a consultant specialized in knowledge management is therefore crucial to transform the collected data into operational and strategic tools within the framework of the project.

## **2. Mission objectives**

The overall objective of the mission is to support AOCTAH in the development and dissemination of knowledge products, documenting and drawing lessons from the innovative initiatives developed in the framework of the project "Strengthening the Participation of Women and Youth in Cross-Border Trade in West Africa".

More specifically, the consultant will be responsible for:

- Identify and select priority themes to be documented in connection with the project's initiatives.
- Collect, structure and analyze data and information from stakeholders (institutional actors, companies, associations, etc.).
- Write and develop a series of knowledge products in different formats (case studies, guides, policy briefs, articles).
- Facilitate the validation of documents with project teams and sector experts, through feedback workshops and feedback sessions.
- Ensure the dissemination of knowledge products through institutional and digital channels to maximize their impact.

## **3. Expected deliverables**

At the end of the mission, the following deliverables are expected:

- A start-up report, specifying the methodological approach, the work plan, and the timetable of the mission;
- Ten (10) knowledge products (in different formats including: case studies, guides, policy briefs, articles, etc.) documenting initiatives developed in the framework of the project



"Strengthening the Participation of Women and Youth in Cross-Border Trade in West Africa".

- A final report summarizing the lessons learned, proposing recommendations for the continuous improvement of knowledge management, and including a dissemination and sustainability plan.

#### **4. Methodological approach**

The mission will use a number of methods, including:

- Review of existing documents and benchmarking.
- Interviews with staff and stakeholders.
- Any other method deemed appropriate by the consultant.

The consultant will work under the supervision of the project management committee which will facilitate access to the necessary documentation and contacts with the structures and resource persons for the conduct of the mission. The execution phases of the mission essentially include:

- A scoping meeting that will take place at the beginning of the assignment between the consultant and the project management committee.
- Various times of exchange with the field actors as well as the members of the project implementation team, in particular for the data and information collection stages aimed at feeding the processes of developing knowledge products.
- Discussion sessions of the draft versions (and if necessary final versions) of the products developed with a view to collecting amendments and enrichments from the identified actors and resource persons of the AOCTAH in connection with the topics/themes addressed by the products.

#### **5. Profile and qualification of the consultant**

The ideal candidate should possess the following qualifications and experience:

- Hold a Master's degree in Information Management, Management, Economics, Agricultural Sciences or a related field, with at least four years of experience in knowledge management, project management, problem analysis and structuring, data collection and analysis; Strategic Communication
- Have demonstrated experience in the development and implementation of experience capitalization processes;
- Have a minimum of 3 years of experience in the development of knowledge products (policy briefs, case studies, methodological guides, policy syntheses, articles etc.) preferably for inter-professional organisations in the agricultural/rural world;
- Have excellent writing skills in French and English, with proven experience in writing knowledge products;
- Have excellent writing skills in French and a good command of English.
- Have a proven track record in knowledge management and corporate communication.

- Have a good command of collaborative digital tools (Microsoft Office, Trello, Notion, artificial intelligence).
- Have knowledge of cross-border trade, trade facilitation and trade policies in West Africa.
- Have skills in the preparation of strategic documents, monitoring and critical analysis of trade policies.
- Experience working with government organizations, NGOs, or development institutions.
- Ability to work in a team and communicate effectively with various stakeholders, including local partners and project beneficiaries.

## 6. Evaluation criteria

Proposals will be evaluated according to the method of selection of individual consultants. The evaluation committee will take into account responsiveness to the terms of reference, with a minimum score of 70 points required.

No.	Criteria	Scores max
1	Hold a Master's degree in Information Management, Management, Economics, Agricultural Sciences or a related field, with at least four years of experience in knowledge management, project management, problem analysis and structuring, data collection and analysis	15
2	Have experience in knowledge management and capitalization	25
3	Have experience in project management and strategic analysis	20
4	Relevance of professional experience	15
5	Mastery of digital and collaborative tools	10
6	Excellent written and oral communication skills in French	15
<b>TOTAL</b>		<b>100</b>

## 7. Submission of applications

Anyone interested in this mission is invited to submit an expression of interest file consisting of:

- A letter of expression of interest specifying the consultant's qualifications
- The detailed and up-to-date CV of the consultant.
- Confirmation of the consultant's availability for the project period.

Applications should be sent by e-mail to the following address: [aoctah.wactaf@gmail.com](mailto:aoctah.wactaf@gmail.com) ; [aoctahwactafregionale@gmail.com](mailto:aoctahwactafregionale@gmail.com)

Copy: [justinmatitoma@gmail.com](mailto:justinmatitoma@gmail.com); [cyrilleabilimi@gmail.com](mailto:cyrilleabilimi@gmail.com) ; [agbovianani7@gmail.com](mailto:agbovianani7@gmail.com)

## 8. Miscellaneous provisions

- Confidentiality: The consultant agrees to maintain the confidentiality of all information shared in connection with the assignment.
- Progress reports: Regular updates, either monthly or bi-monthly, will be scheduled to assess the progress of the mission and make any necessary adjustments to the work plan.
- Intellectual property: All deliverables produced during the mission will be the property of AOCTAH and may be distributed in accordance with the terms outlined in the project.

## 9. Deadline

The deadline for submitting applications is **March 30, 2025 at midnight (GMT)**. Successful candidates will be contacted for an interview.

**AOCTAH reserves the right not to follow up on this call for expressions of interest.**

