**Terms of reference   
and technical Specifications**

1. **General information**

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| Assignment name | **Estimating the Size and Scope of Parcel Trade in the African Union** |
| Beneficiary | **AU Commission** |
| Country | **Ethiopia** |
| Total estimated number of days | **6-month implementation period** |

1. **Context and justification of the need**

Expertise France is a French public international cooperation agency. It designs and implements projects which aim to contribute to the balanced development of partner countries, in line with the Sustainable Development Goals (SDGs) of the 2030 Agenda and the priorities of France’s external action. Expertise France’s mission is to meet the demand of partner countries seeking to enhance the quality of their public policies in order to address the environmental, social, economic and security challenges they are facing. The agency achieves this goal by implementing projects in the main areas of public action:

- Democratic, economic and financial governance;

- Stability, international security and peace Stability, international security and peace

- Sustainable development, climate and agriculture

- Health and human development

In order to give substance to this dialogue and to enshrine it in the long term and with a specific focus on the second theme of his declaration of intent, a total of EUR 2.75 Million in funding have been granted by the French Development Agency ‘AFD) to Expertise France in the form of a technical assistance and capacity-building facility to support the AU on issues within its area of expertise.

Based on a request from different departments from the AU Commission, the French Facility for Technical Assistance to the African Union facilitated the conduct of a number of studies, strategy and policy papers aimed at supporting the African Union Commission on topics related to economy and commerce.

**The Digital Transformation Strategy for Africa (2020-2030)**

Africa presents a sea of economic opportunities in virtually every sector, and the continent’s youthful population structure is an enormous opportunity in this digital era and hence the need for Africa to make digitally enabled socio-economic development a high priority.

Digital Transformation is a driving force for innovative, inclusive and sustainable growth. Innovations and digitalization are stimulating job creation and contributing to addressing poverty, reducing inequality, facilitating the delivery of goods and services, and contributing to the achievement of Agenda 2063 and the Sustainable Development Goals. Furthermore, Africa has fewer legacy challenges to deal with and is therefore adopting digitized solutions faster out of necessity. For Africa, the current moment offers a leapfrogging opportunity. Today’s technologies indicate the scale and speed at which technology is transforming traditional socioeconomic sectors.

Recognizing the efforts of the continent’s leadership to prioritize and accelerate digital transformation, and building on the vision of many African leaders, African countries are ready for a comprehensive digital transformation strategy to guide a common, coordinated response to reap the benefits of the fourth industrial revolution. Based on African Union Executive Council Decisions related to ICT1 , ECA Resolution (812 –XXXI) on the African Information Society Initiative and the Smart Africa Board meeting held on the margins of the 32nd African Union Assembly of Heads of State and Government that highlighted the need for the ICT sector to lead the process, the AU Commission undertook to develop a comprehensive Digital Transformation Strategy for Africa in collaboration with the UN Economic Commission for Africa, Smart Africa, AUDA-NEPAD, Regional Economic Communities, African Development Bank, Africa Telecommunications Union, Africa Capacity Building Foundation, International Telecommunication Union and the World Bank.

This support falls under that Strategy which aims to identify and strengthen all the crucial components of digital trade.

1. **Objectives and desired results**
   1. **General objective**

Parcel trade, which refers to the exchange of small packages weighing less than 50 kilograms, is a crucial component of digital trade. The physical delivery of digitally ordered goods in the African Union, facilitated through e-commerce platforms and delivered by postal and courier services, has grown in popularity in recent years and has the potential to drive economic growth and development within the AU. However, the lack of robust data on parcel trade within the AU presents a challenge for policymakers seeking to understand and support this sector.

One approach to addressing the data gap is to leverage the information provided by major delivery services. Many of the leading delivery companies operating in the AU, such as DHL, FedEx, UPS, and Aramex collect data on the volume and value of small parcels they handle. While this data may not capture the entirety of small parcel trade within the AU, it can provide valuable insights into trends and patterns within the sector.

In addition to delivery company data, other proxies could also be used to estimate the size and scope of small parcel trade within the AU. For example, in some cases customs data could be used to track the flow of small parcels across borders. Online marketplaces, such as Amazon and Alibaba, may also be able to provide data on the volume of small parcel trade facilitated through their platforms.

To accurately estimate the size and scope of small parcel trade within the AU, it will be necessary to consider a range of data sources and to triangulate the information obtained from these sources. This will require the development of appropriate statistical models and the use of advanced data analytics techniques.

In addition to quantifying the size and scope of parcel trade within the AU, it will be important to understand the economic, social, and environmental impacts of this trade. This will require the development of metrics to measure these impacts, as well as the collection of data on a range of relevant factors, including the types of goods traded, the locations of producers and consumers, and the transportation modes used.

* 1. **Specific objectives**

In this context, the scope of the work will focus on the following:

* ***Developing a framework for the measurement of parcels trade***
* ***Collecting the required data from data providers***
* ***Provide estimates about the size and scope of parcel trade within the African Union***
* ***Develop recommendations for AU policy makers***
  1. **Outcome**

The experts should provide the following:

An accurate estimate of the size and scope of small parcel trade within the AU as the development of novel modes of quantitative estimates for small parcel trade in the AU has the potential to inform policy decisions and to support the growth and development of this important sector of the digital economy. By leveraging data from major delivery services and other proxies, it will be possible to better understand the trends and patterns within parcel trade and to identify opportunities for improvement.

1. **Description of the assignment**
   1. **Anticipated deliverables**

The mission will deliver an inception report, an interim report including the draft of the study and a final version validated the Beneficiary and French-AU Technical Facility.

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| **Name of report** | **Content** | **Time of submission** |
| Inception report | Submission of a conceptual report that looks at other policy work on parcels trade and data availability, etc. | No later than 4 weeks after the signature of the contract |
| Interim report | Submission of an update on data collection and measurement | No later than 3 months following the signature of the contract. |
| Final report | Submission of a final report that integrates the conceptual work, estimates, and policy recommendations | No later than 6 months following the signature of the contract |

* 1. **Submission and approval of reports**

Electronic versions of the reports referred to above must be submitted to the Coordinator of the French-AU Technical Facility. The reports must be written in English. The coordinator is responsible for approving the reports.

AUC (ETTIM Department) will be involved in commenting on and approving the reports. In the absence of comments or approval by the partner country 15 working days, the reports are deemed to be approved.

* 1. **Language requirement**

Proficiency in one of the African Union working languages, proficiency of two or more other working language(s) would be an added value. The ability to communicate in both English and French (oral and written) will be an asset.

* 1. **Evaluation criteria**

Interested candidates must provide information demonstrating that she/he has the required qualifications and relevant experience to perform the services. Consulting firms may propose individual consultant/s, but only the experience and qualifications of individuals shall be used in the selection process, and that his or her corporate experience shall not be considered, and the contract would be signed with the proposed individual.

Interested candidates are requested to submit their CV together with the copies of their diploma, employment certificates and possibly the references.

* 1. **Coordination**

The service provider shall designate a single contact person for project implementation purposes.

M. Kervin Kumapley, Project Coordinator of the AU Facility, will be the service provider’s contact persons.

Name: **Kervin Kumapley**

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1. **Place, duration and terms of performance**
   1. **Implementation period**: From the date the contract is awarded to latest 30/09/2023
   2. **Start date:** From the date the contract is awarded
   3. **Latest end date:** 30/09/2023

Mission location: The mission is home based.

The duration of the assignment is six (6) months, starting from the date of contract signing.

1. **Required expertise and profile**
   1. **Number of experts per assignment:** 2
   2. **Profile of the designated expert(s) responsible for contract execution**

**Team leader: 40 days**

The Team Leader will provide advice and technical support to the French-AU Technical Facility stakeholders on the elaboration of the study. In addition, she/he will be responsible for the day-to-day management of the mission, including planning, coordination of inputs, ensuring that outcomes are delivered, and that the overall quality of the services provided is maintained. The Team Leader will have overall responsibility for the smooth running and timely implementation of the project. She/he will be responsible for coordination with the main stakeholders and networks approached during the mission.

***Qualifications and skills:***

• The consultant must hold at least a Master’s degree in, Economics, Public Policy and Administration, Statistics, Law, Business Administration, or a related field, with at least ten (10) years’ experience in trade policymaking and/or administration in government or international organization;

• Excellent communication and leadership skills and experience in establishing strong working relationships with a wide range of stakeholders;

• Be proficient in the use of Word, Excel and Power Point;

• Effective written and oral presentation skills, particularly ability to present information in a concise and accurate manner;

• Fluency in English, including excellent speaking, presentation, and written reporting abilities. Other languages (French, Portuguese…) is an advantage.

***General professional experience:***

• Strong abilities to develop policies, strategies and to formulate programmes/projects, including action plans, budgeting, implementation, and monitoring of the activities;

• Proven leadership skills and successful experience in project coordination and team management.

***Specific professional experience:***

• Extensive knowledge of the African digital policy landscape;

• Knowledge and experience in interacting with senior government officials and international partners;

• Strong analytical and research skills.

**Junior expert: 40 days**

***Qualifications and skills:***

• The consultant must hold at least a Master’s degree in, Economics, Public Policy and Administration, Statistics, Law, Business Administration, or a related field, with at least two (2) years’ experience in a professional positions dealing with the economic and legal analysis of digital trade policy.

• Excellent communication, leadership skills and experience in establishing strong working relationships with a wide range of stakeholders.

• Fluency in English, including excellent speaking, presentation, and written reporting abilities. Other languages (French, Portuguese…) is an advantage.

***General professional experience:***

• Be proficient in the use of Word, Excel and Power Point;

• Excellent writing, interpersonal and communication skills necessary; and

• Effective written and oral presentation skills, particularly ability to present information in a concise and accurate manner.

* Solid analytical, writing skills, and communication skills

***Specific professional experience:***

• Extensive knowledge of the African digital policy landscape;

• Strong analytical and research skills.

1. **Budget**

The maximum budget of the assignment is XXXX euro. The experts will submit their daily rate fees.