



## **Terms of Reference (TOR)**

### **Development of a Toolkit for Trade Union Engagement in Trade Facilitation, Promotion of Labour Provisions, and Inclusion in the AfCFTA**

#### **Background and Rationale**

The African Continental Free Trade Area (AfCFTA) is an opportunity for economic integration, growth, and social development in Africa. To ensure fair representation and equity, it is critical for national trade union centres to engage actively in the trade facilitation and negotiation processes, especially to secure labour provisions within AfCFTA protocols. This toolkit will serve as a practical, step-by-step guide for trade unions to conduct effective advocacy and lobbying, specifically to secure representation on National Implementation Councils (NICs) within the AfCFTA structure, as well as to shape trade policies that support workers' rights and fair labour practices in their individual countries.

#### **Objective**

The primary objective of this TOR is to commission the development of a toolkit designed to guide national trade union centres on engaging in advocacy, lobbying, and participation in AfCFTA trade-related activities. Specifically, the toolkit will:

- Equip trade unions with a roadmap for participating in trade facilitation and promoting labour provisions within AfCFTA protocols.
- Provide a structured approach for lobbying governments and AfCFTA NICs to ensure trade unions' inclusion.
- Supply effective tools for influencing policy and legislation at the national level to reflect labour interests.

#### **Scope of Work**

The consultant or organization will be responsible for the following tasks:

- Advocacy and lobbying guide development. Create a step-by-step guide tailored for trade unions, detailing how to engage with governments, NICs, and other stakeholders.
- Sample advocacy letters and templates. Develop sample advocacy letters, meeting requests, and position statements for outreach to government bodies and NICs.
- Step-by-Step lobbying roadmap. Outline key actions for engaging with policymakers, participation of trade unions in NICs, and other stakeholders, covering:
  - Planning and preparation of advocacy actions.
  - Identifying and targeting relevant stakeholders.
  - Structuring meetings, negotiations, and follow-up actions with government representatives and NIC members.
- Case studies and best practices. Include relevant case studies from African countries or international examples that illustrate successful trade union participation in trade negotiations.
- Effective communication tips. Provide guidance on effective messaging and framing to maximize impact in lobbying and advocacy.
- Infographics and visual Aids. Design infographics and visual aids to simplify complex concepts, supporting easy comprehension and retention for lobbying action ie effective guides.

#### **Deliverables**



- Toolkit Document. A comprehensive toolkit in English, with subsequent versions translated into French and Portuguese. Copies must be printed for project countries.
- Infographics and Visual Aids. Visuals to enhance each section and support easy comprehension and usability.
- Advocacy and Lobbying Templates. Customizable templates (letters, position statements, meeting requests) to aid trade unions in effective engagement with NICs and policymakers.

### **Expertise Required**

- Proven experience in developing advocacy and lobbying toolkits, particularly within trade unions or labour advocacy sectors.
- Familiarity with AfCFTA protocols and the structure of NICs.
- Multilingual capability to deliver content in English, French, and Portuguese.
- Experience in creating visually engaging infographics to support toolkit usability.

### **Timeline**

The toolkit development is expected to be completed within three weeks, with a final deadline of November 28, 2024. Key milestones are as follows:

- Week 1 (Nov 6–Nov 10): Initial research and drafting of toolkit outline, including preliminary content and design ideas.
- Week 2 (Nov 13–Nov 17): Content development, infographic creation, and sample template drafting.
- Week 3 (Nov 20–Nov 28): Finalization of toolkit content, translations into French and Portuguese, and completion of final edits.

### **Budget**

The budget for this project will cover content development, translations, and the creation of infographics.

### **Application Process**

Interested consultants are requested to submit:

- An Expression of Interest to [alrei@ituc-africa.org](mailto:alrei@ituc-africa.org) by November 4, 2024

### **Evaluation Criteria**

Selection will be based on:

- Demonstrated experience in developing advocacy and lobbying materials.
- Understanding of the trade union landscape and AfCFTA requirements.
- Quality and relevance of previous work.

