



TERMS OF REFERENCE (TOR)

A PRIVATE FIRM TO COORDINATE THE 1ST EASTERN AFRICA BIOECONOMY CONFERENCE TO BE HELD VIRTUALLY ON 21ST AND 22ND OCTOBER 2020

1. Background

The East Africa Science and Technology Commission (EASTECO), together with several partners have organised the **first regional bioeconomy conference**, under the auspices of BioInnovate Africa - a Sida¹ funded programme of the International Centre of Insect Physiology and Ecology (*icipe*).

The conference will be held virtually on **21st and 22nd October 2020**, with the locus for coordination in Nairobi, Kenya and Kigali, Rwanda under the theme '*Bioeconomy growth prospects for Eastern Africa*'. It brings together regional and international stakeholders such as government officials, scientists, innovators, entrepreneurs, investors, policy makers, civil society among others from academia, public and private sector to network and share experiences on bioeconomy development in Africa including appropriate enabling environment to foster its growth. More importantly, the Eastern Africa regional innovation-driven bioeconomy strategy will be launched during the conference to solicit stakeholder support for its implementation. The conference will also showcase bioinnovations that have potential to attract investment opportunities regionally and globally. The conference is expected to have 300 participants, including speakers.

Specifically, the conference aims to achieve the following outcomes:

- a. Increased momentum for adoption of bioeconomy as a sustainable development pathway for the region.
- b. Modalities for implementing regional and national strategies discussed and agreed
- c. Networks and linkages established for implementing bioeconomy strategies in the region.

BioInnovate Africa intends to hire the services of an event management firm, to coordinate the conference. The firm will render a seamless, well-coordinated conference event, in preparation to and during the conference.

¹ Swedish International Development Cooperation Agency

2. Objectives of the assignment

The objectives of the assignment are:

- i. To coordinate the 2-days conference event.
- ii. To set up an online platform and coordinate its use before, during and after the conference.
- iii. To manage communication of the conference for targeted audiences in consultation with the organisers.

3. Scope of the assignment

The firm will work closely with BioInnovate Africa, with support from the organising committee to achieve the deliverables under section 5. The firm will implement the assignment within the framework of the concept note and programme for the conference and have access to any relevant documentation to facilitate preparation and management of the conference. The firm is also expected to employ relevant innovative measures for the successful execution of the conference.

4. Description of the assignment

The assignment will be carried out in three parts namely:

- a. **Preparation (Before the conference):** This will involve planning and logistical activities including but not limited to:
 - i. Coordinating regular planning meetings with the organising committee.
 - ii. Establish an integrated virtual solution suited to the conference of this magnitude, preferably in both web-based and mobile platforms.
 - iii. Coordinate invitations and online registration of participants and speakers.
 - iv. Effectively coordinate the communication of the conference to targeted audiences through a dedicated website and other various channels including social media.
 - v. Organise for translation services (French to English and vice-versa).
 - vi. Plan and organise the online exhibition (e-booths) and Bio-to-business (B2B) pitches (including highlights that may be used during health breaks).
 - vii. Organise a 'demo' day to test the functionality of the virtual conference platform (including IT support tests, breakout sessions, exhibition among others).
- b. **Execution (During the conference):** This will involve activities conducted during the two-day conference including but not limited to:
 - i. Coordinate the logistics of the programme in liaison with the organisers (including breakout sessions, timekeeping and coordinating speakers, participants, moderators, and exhibitors).

- ii. Document actual participation during the conference.
 - iii. Coordinate and analyse participants' feedback based on online survey tools.
 - iv. Address any technicalities related to the virtual platform including assisting speakers, participants and organisers during presentations.
 - v. Coordinate and organise online networking sessions (including profiling, messaging, and scheduling).
 - vi. A debriefing session with the organisers before, during and after the conference.
- c. **Completion (After the conference):** This will entail:
- i. A meeting with the organising committee to evaluate the conference.
 - ii. A final report on service delivery.

5. Responsibilities

Private firm

- i. Prepare and submit a technical and financial proposal.
- ii. If successfully selected, prepare an inception report detailing the plan for preparation, execution, and completion of the conference.
- iii. Coordinate and deliver a two-days' conference as described in section 4.
- iv. Organise planning meetings in close liaison with the organising committee.
- v. Recommend improvements to the designated website to facilitate coordination of the conference.
- vi. Prepare a final report.

6. Qualifications and Experience

The firm should have at least 5 years demonstrable relevant experience of managing and implementing an event of a similar nature and magnitude. Preference will be given to firms with sufficient experience in managing events for international organisations with links to local, regional, and international audiences.

7. Deliverables and Timelines

The assignment will be executed over a two (2) months period as follows:

Deliverable	Timelines
An inception report	21 st Sep 2020
A Conference 'demo'	5 th Oct 2020
Deliver a 2-days conference	21-22 Oct 2020
A final report	31 Oct 2020

8. Focal Point

BioInnovate Africa in liaison with the organising committee will serve as the focal point for the firm and will provide the relevant information and any support required for the assignment.

9. Budget

The firm shall be compensated subject to the provisions of the assignment based on deliverables as follows:

Deliverable	Compensation
Approved inception report	30%
Approved 'demo' and delivery of a 2-days' conference	40%
A final report	30%