

## **Recruitment of a communication agency to support the development of advocacy materials on Codex targeting key stakeholders in Mauritius**

### **Introduction**

The Codex Alimentarius Commission (CAC) is an intergovernmental body that develops food standards at the international level. Global food standards such as those developed by the Codex Alimentarius Commission are increasingly important in a world with an ever-growing international food trade to ensure the availability of safe and nutritious food for all and promote fair practices in the food trade and to allow more countries to participate in international food trade.

Codex texts (standards, guidelines and codes of practice) are voluntary in nature but they are referenced in the World Trade Organization Agreement on Sanitary and Phytosanitary Measures (WTO-SPS Agreement) as the benchmark standards in the event of a trade dispute. They are also an invaluable source of science-based standards readily available for countries to use to enhance food safety at country level.

Effective engagement in the work of Codex is important for all countries to ensure that Codex texts take account of global, regional and national needs, perspectives and data. Member countries are therefore encouraged to actively participate and contribute to the standards setting process of the Codex and a broad range of issues.

Recognizing the importance of Codex, Mauritius became a member of CAC in 1971 and the Ministry of Agro-Industry and Food Security is the designated Codex Contact Point (CCP) for Mauritius. A National Codex Committee has also been established since 2010, with multi-sectoral representation from both the public and private sector. There is need however to increase awareness, visibility and widen interest to codex related activities at the national level in order to secure long term political and economic support and effective engagement of all relevant stakeholders.

### **Purpose of the services from the advert agency**

To develop advocacy tools targeting key stakeholders in Mauritius that will contribute to enhancing awareness, visibility and understanding of the role and importance of codex in setting of standards and advancing national goals related to health, food, trade and development.

### **Tasks to be undertaken**

Under the supervision of the CCP and the World Health Organization Mauritius Country Office, the consultant will undertake the following tasks:

- i. Develop short promotional videos to boost visibility of codex activities of the Codex Contact Point, the national codex committee and to highlight the importance of codex for advancing national trade , implementing of codex standards and guidelines in the industry and health objectives in the country as per specifications annexed.
- ii. Develop and design appropriate brochures, flyers and banners for promoting awareness on codex activities, standards and guidelines in Mauritius

### **Deliverables of the consultancy**

- i. Short promotional videos , brochures , flyers and banners on codex activities in English, French and Mauritian Kreol.

Please note the supplier shall bear all costs associated with the preparation and modifications (upto 5 rounds).

## Duration of the consultancy

The consultancy is expected to be carried out for a period of 4 weeks and as per timeline:

Start date	02 May 2023
Submission of draft campaign materials (video, brochure, flyers and banners)	19 May 2023
Submission of products (video, brochure, flyers and banners) for final approval	26 May 2023
Delivery of final products (video, brochure, flyers and banners)	31 May 2023

## Qualifications and professional experience

The suitable communication agency should;

a. Have experience in developing educational and promotional videos, brochures and flyers

**b. Experience**

At least 5 years of relevant professional experience in this type of service.

Should provide evidence of previous similar work carried out

**c. Competencies of representative of the Communication agency:**

- i. Demonstrates professional competence to meet responsibilities and task requirements, and is conscientious and efficient in meeting commitments, observing deadlines and achieving results;
- ii. Extensive experience in video production, graphic design and in developing advocacy materials.