



COUR DE JUSTICE

محكمة العدل

COMESA



COURT OF JUSTICE

**TERMS OF REFERENCE FOR A CONSULTANT TO DEVELOP A  
COMMUNICATION STRATEGY FOR THE COMESA COURT OF  
JUSTICE**

**ANNEX 1: TERMS OF REFERENCE**

## **BACKGROUND**

1. The Court of Justice of the Common Market for Eastern and Southern Africa (CCJ) was established in 1994 under Article 7 of the COMESA Treaty (the Treaty) as one of the Organs of the Common Market. The Court is comprised of two Divisions, the Appellate Division with five Judges and the First Instance Division with seven Judges. The Judges are drawn from twelve different Member States.
2. The Court's primary function is to uphold the rule of law in the operation of the COMESA Treaty, by ensuring adherence to law, in the interpretation and application of the Treaty.
3. The CCJ recognises the need for developing a comprehensive Communication Strategy. This strategy will serve as a critical tool in implementing the CCJ Medium-Term Strategic Plan (MTSP) 2021 – 2025 and will be specifically aligned to the Court's strategic objective to increase its visibility among key stakeholders.

## **OBJECTIVES**

4. The specific objectives of this consultancy are as follows:
  - (i) Propose innovative methods to enhance the communication capacity of the CCJ, enabling the effective packaging and communication of key messages to stakeholders.
  - (ii) Outline practical approaches for optimizing new media (digital media) to promote the role of the CCJ in promoting the rule of law in the COMESA region.
  - (iii) Identify the type of key messages and information needed by each key stakeholder group and recommend effective communication pathways, including digital communications.

- (iv) Propose appropriate strategies for sharing impacts, lessons learned, and best practices of the CCJ activities with stakeholders through various communications channels, including both conventional and new media.
- (v) Outline approaches to assess and document the contributions of the CCJ to regional integration.

## **TASKS OF THE CONSULTANT**

5. The selected consultant will assist the CCJ in developing a Communication Strategy for the period 2024 - 2029. The tasks will include the following:

- (i) Analyse existing best practices in communication and visibility strategies within the region.
- (ii) Review the implementation of the Court's programs, identifying strategic approaches, and providing recommendations for enhancing visibility among stakeholders.
- (iii) Outline the methodology, taking into account key stakeholders, communication channels, monitoring and evaluation mechanisms, and an implementation plan, including budget considerations.

### **Methodology and Approach:**

The consultant will apply the following methods:

- (i) Conduct a desk review of relevant documents, including the COMESA Treaty, CCJ MTSP 2021 -2025 and communication strategies of comparable organisations.

- (ii) Hold consultations with the Management of the Court.
- (iii) Present a draft strategy to the Administrative Meeting of the Court for validation.

## **DELIVERABLES**

6. The Consultant shall deliver:

- (i) An Inception Report outlining the recommended approach for developing the Communications Strategy for the CCJ shall be submitted by 22 January 2024 prior to commencing the actual process of developing the Communication Strategy.
- (ii) A Draft Strategy Report containing objectives, key stakeholders and target audience, key messages, communication techniques and tools, activities, an implementation plan, and a monitoring and evaluation matrix, including relevant indicators.
- (iii) Validation sessions with CCJ staff and Judges.
- (iv) Final Draft Communication Strategy for the CCJ.

## **DURATION OF THE ASSIGNMENT**

7. The consultancy is expected to be completed within two months of being awarded the Contract, with planning and scheduling of specific activities carried out in consultation with the Registrar and in accordance with an agreed schedule.