



WORLD CUSTOMS ORGANIZATION
ORGANISATION MONDIALE DES DOUANES

Terms of Reference

Consultancy assignment
to develop comprehensive training package on the Rules
of Origin

Assignment Reference:
WCO Global Knowledge: Rules of Origin

CALL FOR PROPOSALS

Deadline: 1 November 2024

To submit by email to: Faith MATHENGE: Faith.MATHENGE@wcoomd.org

Table of Contents

1.	BACKGROUND	3
i.	Beneficiaries / Eligible countries.....	3
ii.	Contracting Authority.....	3
2.	DESCRIPTION OF THE ASSIGNMENT	3
i.	Overall concept.....	3
ii.	Target audience	4
iii.	Overall objective	4
iv.	Specific objective	4
v.	Outputs	5
vi.	Requested services.....	5
vii.	Support to the Experts	5
3.	EXPERTS' PROFILES, EVALUATION AND SELECTION	5
i.	Profiles required.....	5
ii.	Evaluation and selection	7
4.	LOCATION, DURATION, PAYMENT	7
i.	Commencement date & Duration of assignment	7
ii.	Suggested Milestones and Submission Dates.....	7
iii.	Location	8
iv.	Payment.....	8
5.	ADMINISTRATIVE INFORMATION	8
i.	Management structure	8
ii.	Facilities to be provided by the Experts	8

1. BACKGROUND

i. Beneficiaries / Eligible countries

All WCO Member administrations, other government agencies involved in matters related to the Rules of Origin (RoO), international organizations and private sector.

ii. Contracting Authority

World Customs Organization (WCO), EU-WCO Programme for the Rules of Origin in Africa (RoO-Africa Programme).

2. DESCRIPTION OF THE ASSIGNMENT

i. Overall concept

Rules of origin are legal instruments that govern application of preferential trade agreements and trade policies. These legal instruments include Specific Annex K of the Revised Kyoto Convention, WTO Agreement on Rules of Origin, WTO Common Declaration on Preferential Rules of Origin, national legislation and free trade agreements. The increased proliferation of preferential trade agreements poses the "sphaghetti bowl" challenge which necessitates comprehensive, up-to-date publications and tools that support capacity building for Customs Administrations, Other Government Agencies and the private sector.

In this regard, the WCO has developed the Origin Compendium as well as numerous studies, practical guides and similar tools. The Origin Compendium provides foundational knowledge that brings understanding to the meaning, types, purpose and impact of rules of origin, as well as discusses in detail core aspects of rules of origin such as origin determination, consignment criteria, procedural aspects and origin irregularities. On the other hand, studies undertaken on rules of origin include comparative study on preferential rules of origin, comparative study on certification of origin, comprehensive study on accumulation/cumulation and origin irregularity typology study. Several practical guidelines have been developed including on related to implementation of AfCFTA rules of origin, preferential origin verification, 2015 Nairobi Ministerial decision, and countering origin irregularities.

The present assignment is aimed at developing an effective, engaging, user-friendly rules of origin training package that will be used to equip Customs officials, Other Government Agencies and Private Sector with required competencies for implementation of preferential rules of origin, thereafter, referred to as "RoO Training Package".

The RoO Training Package is intended to become part of the WCO publications promoting the rules of origin and is intended to be used in conjunction with the existing WCO training tools, in particular, the WCO RoO e-learning course (available on the CliKC! platform) and the WCO RoO compendium. It is meant to be used within national capacity building strategies of WCO Members as a standard methodology to organize entry-level and intermediate-level training programmes on the RoO, both by trainees as a self-study tool and by facilitators as an aid to prepare and deliver training courses.

To facilitate the use of the RoO Training Package, it will be complemented by three other tools, which will be developed as part of this assignment: (i) facilitator pack, (ii) RoO training strategy model and (iii) gamified training tools

Facilitator pack will include: (a) a standard agenda for a workshop of 5 full working days to deliver an introductory course on all the main principles and concepts of rules of origin that a participant needs to master to determine and justify whether goods qualify for preferential tariff treatment, (b) a trainer's guide including a lesson plan and (c) a full set of MS PowerPoint (PPT) slides to be used throughout such a workshop.

RoO training strategy model will outline the fundamental principles of organizing training on the RoO in a sustainable way to ensure that organizations have an adequate capacity to implement preferential rules of origin and ensure that this capacity is maintained and enhanced. The model is intended to be used as a blueprint for Customs administrations (and other organizations) to develop their own national (or corporate) RoO training strategies.

Gamified training tools will include at least three games which enhance internalization of concepts by participants. Examples include playing cards and role play games.

ii. Target audience

The RoO Training Package will primarily address the following target audiences:

- Front-line Customs officers responsible for cargo clearance, certification of origin, verification of origin and related activities;
- Managers in charge of rules of origin work;
- Officials of other government agencies involved in rules of origin matters, including negotiations and drafting of rules of origin;
- Officials of international organizations (in particular, regional economic communities having preferential/ free trade agreements for their Member-countries); and
- Private sector stakeholders involved in international trade.

iii. Overall objective

The overall objective of this assignment is to contribute to the enhancement of knowledge, skills and capacities in the area of origin and consignment determination, administration of rules of origin requirements and countering of origin irregularities within Customs administrations/ Competent Authorities, Other Government Agencies and Private Sector.

iv. Specific objective

The specific objective of this assignment is to enhance the existing RoO training materials described in item 2.i. above by transforming it into an effective, engaging and user-friendly RoO Training Package, which will include:

1. Updated table of contents, list of abbreviations, list of reference material and list of further reading;
2. Foreword outlining how to use the RoO Training Package within organized training activities (for training facilitators) and self-study (for trainees);
3. Introduction with clearly outlined learning objectives for each part of the RoO Training Package;
4. Comprehension check questions;
5. Examples and case studies to illustrate the theory;
6. Charts, infographics, images and other illustrative material;
7. Any other elements considered necessary to further enhance the quality of the RoO Training Package;
8. Facilitator pack (described in item (2.i.) above);
9. RoO training strategy model (described in item (2.i.) above); and
10. Gaming of RoO concepts pack (described in item (2.i.) above).

All visual elements used in the RoO Training Package shall be harmonized and consistent with the WCO RoO e-learning course.

Texts in the RoO Training Package should be stylistically coherent and explain the respective concepts in as simple terms as possible to make them easy to understand for the target audience. Making necessary textual adaptations to the original texts to achieve this is also part of the assignment.

The existing instruments and tools developed by the WCO (in particular, the Origin compendium; various studies, practical guidelines and tools related to rules of origin matters; and the e-learning course) can be used for this assignment as a source of additional information whenever needed.

The RoO Training Package will first be developed in English and thereafter translated into French. The European Commission English Style Guide is to be used as a reference when editing the texts.

v. Outputs

Output 1: First draft of the RoO Training Package in MS Word format

Output 2: Second draft of the RoO Training Package in MS Word format

Output 3: Final edited draft of the RoO Training Package in MS Word and PDF formats

Output 4: Facilitator pack (including a standard 5-day workshop agenda, trainer's guide including a lesson plan and full set of PPT slides)

Output 5: RoO training strategy model

Output 6: Gamification training tools

vi. Requested services

Under this assignment, the Experts to be contracted for this assignment are requested to:

- Conduct a benchmark of existing training material on the RoO (see. item (2.i.) above) and transform it into RoO Training Package as per the present terms of reference;
- Develop a facilitator pack: standard agenda for a workshop of 5 full working days, trainer's guide including a lesson plan and a set of PPT slides (based on the WCO template), to be used for such workshops in conjunction with the RoO Training Package;
- Develop gamification training tools: at least three games which will enhance internalization of RoO concepts by participants.
- Prepare a final brief report on the assignment providing an overview of the activities undertaken and the results achieved.

The training material developed under this assignment will fall under the copyright of the WCO.

The assigned Experts will be provided with relevant WCO material related to this assignment.

vii. Support to the Experts

The assigned Experts will work in close cooperation with the EU-WCO RoO-Africa Programme.

3. EXPERTS' PROFILES, EVALUATION AND SELECTION

i. Profiles required

Three Experts will be selected for this assignment and will work in close cooperation with each other:

1. Curriculum Expert, Team Lead

The Training Design Expert is responsible for overall design and architecture of the RoO Training Package to ensure its pedagogical quality and consistency with the existing WCO training tools. He/she will be a Team Lead responsible for overall coordination of the work and delivery of the outputs.

The Expert should have relevant qualifications, skills and experience, in particular:

Qualifications and skills

- Fluency in English
- Excellent drafting, coordination and communication skills
- Project management skills

Professional experience

- At least 5 years of work experience in project management
- At least 10 years of work experience in designing curricula and training packages (including training strategy, trainer's and trainees' guides, presentation slides etc.)
- Knowledge of the WCO Training Development Strategy and existing WCO training tools
- Good overall understanding of the Rules of Origin
- Work experience in the area of Customs modernization and international cooperation will be an advantage
- Recent experience in the development of WCO or other relevant organizations' training material and strategies

2. RoO Technical Expert

The RoO Technical Expert is responsible for the technical accuracy of the content of the RoO Training Package and the provision of the required additional information as per the specific objective of the assignment. He/she will work under the direction of the Curriculum Expert, in coordination with the WCO RoO-Africa Programme team.

The Expert should have relevant qualifications, skills and experience, in particular:

Qualifications and skills

- Fluency in English
- Excellent drafting, coordination and communication skills

Professional experience

- At least 10 years of work experience in the area of rules of origin application and management
- In-depth knowledge of the RoO, RoO-related WCO instruments and organizational issues related to RoO management
- Proven track record in designing training materials on the RoO or related areas
- Good understanding of the WCO Training Development Strategy
- Experience in conducting training courses related to Customs matters
- Work experience in the area of Customs modernization will be an advantage
- WCO RoO accreditation and experience with WCO working bodies on RoO would be considered an advantage

3. Graphic Designer

The Graphic Designer is responsible for the development of graphic elements, charts, infographics, images and other illustrative material needed for the RoO Training Package. He/she will work under the direction of the Curriculum Expert and the RoO Technical Expert, in coordination with the WCO RoO-Africa Programme team.

The Expert should have relevant qualifications, skills and experience, in particular:

Qualifications and skills

- Fluency in English
- University degree with a major in graphic arts, graphic design and relevant information and communication technology applications
- Communication skills

Professional experience

- At least 5 years of work experience in graphic design
- Previous experience in graphic design for training materials
- Work experience or assignments for the WCO, other international organizations or academia will be an advantage.

ii. Evaluation and selection

Evaluation and selection will be made based on proposals that demonstrate that the applicant has all the required profiles with the relevant qualifications, skills and professional experience. Proposals should include a financial offer presented in EUR as a lump sum. A curriculum vitae for each profile should be submitted together with the proposal.

Evaluation grid

Content of the offer	Max Points
Proposal: Up to 5 pages offer, excluding reference projects	30
CV in annex: - Qualifications and skills - Professional experience	20 25
Financial offer: - Financial offer must include all services required (expertise for content-writing, editing, designing, communication costs, etc.) and should be presented in EUR as a lump sum - Most cost-effective offer gets 25 points	25

4. LOCATION, DURATION, PAYMENT

i. Commencement date & Duration of assignment

The tentative commencement date is **25 November 2024** and the period of execution of the contract will be 120 calendar days from this date, with an estimated total of 55 working days (30 working days for the curriculum development component, 15 working days for the RoO technical expertise component and 10 days for graphic design). The information on the milestones and related timing is summarized in the table below.

ii. Suggested Milestones and Submission Dates

Milestone/Output	Due date
1. Mobilization of the Experts / Briefing meeting	to be confirmed in the contract
2. First draft of the RoO Training Package in MS Word format	to be confirmed in the contract
3. Second draft of the RoO Training Package in MS Word format	to be confirmed in the contract
4. Final edited draft RoO Training Package in MS Word and PDF formats	to be confirmed in the contract
5. Facilitator pack; RoO training strategy model	to be confirmed in the contract

6. Final validation	to be confirmed in the contract
---------------------	---------------------------------

iii. Location

All working days can be delivered remotely.

iv. Payment

Payment will be made upon satisfactory completion and submission of outputs as per the timeline above, on the basis of a final evaluation report, and defined in the contract.

5. ADMINISTRATIVE INFORMATION

i. Management structure

The Contracting Authority is the World Customs Organization.

The EU-WCO RoO-Africa Programme will liaise with the assigned Experts and will be the focal contact point for this assignment.

ii. Facilities to be provided by the Experts

The assigned Experts shall ensure that they are adequately equipped with the technical means (computers, printers, etc.) to conduct the assignment.

DEADLINE FOR SUBMISSION OF APPLICATION IS 1 NOVEMBER 2024
