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TERMS OF REFERENCE

**HIRING AN INDIVIDUAL CONSULTANT FOR THE STUDY
ON THE LINGUISTIC AND INTERCULTURAL
CHALLENGES OF THE FREE MOVEMENT OF ARTISTS
AND THEIR ARTWORKS IN CENTRAL AFRICA**

May 2025

I- CONTEXT AND RATIONALE

The theme of the African Union for the year 2023 was: “Acceleration of the African Continental Free Trade Area Implementation” The African Continental Free Trade Area is an agreement that establishes a single continental market for goods (Article 3), which will be created through the progressive elimination of tariffs and non-tariff barriers to trade in goods (Article 4). The main objective of the AfCFTA is therefore to Create a single market for goods, services among African Union member states facilitated by movement of persons to deepen the economic integration of the African continent and in accordance with the Pan African Vision of “An integrated, prosperous and peaceful Africa” enshrined in Agenda 2063.

Beyond the liberalisation of goods and services or the free movement of physical persons and capital, the AfCFTA lays the foundations for a continental customs union, promotes industrial development and resolves issues that hamper regional and continental integration processes. In the context of creating a non-discriminatory liberalised market (duty-free and quota-free movement of goods), trade in goods and services is considered.

Regarding trade in goods, the process will involve the progressive elimination of import and export duties, quantitative restrictions, non-tariff barriers and tariffs. With regard to trade in services, priority will be given to the following five sectors: business and professional services, communication services, financial services, tourism services and transport according to the World Trade Organisation (WTO) classification.

The liberalisation of services will be achieved through four modes of supply, namely cross-border supply, consumption abroad, commercial presence and the movement of natural persons. As envisaged in the AfCFTA, trade liberalisation will provide opportunities for the free movement of goods and services.

As one can see, cultural actors such as artists and their works are also affected by the implementation of the AfCFTA and the free movement of people and goods. This freedom of movement of persons, the right of residence and the right of establishment in the Member States of the African Union are inspired by the principles guiding the organisation and referred to in Article 4 of the Constitutive Act. This refers to non-discrimination, respect for laws and policies and transparency in the treatment of individuals. More particularly, there shall be no discrimination against nationals of other Member States entering, residing or established in a territory on grounds of nationality, race, ethnicity, colour, sex, language, religion, political or other opinion, national origin, property, birth or other status under Article 2 of the African Charter on Human and Peoples' Rights. Yet we know that discrimination is often fueled by prejudices and stereotypes based on beliefs and perceptions that are often closely related to culture. The latter is a complex concept that refers to a set of knowledge, beliefs, customs, values, norms, practices and ways of life shared by a group or society. One cannot therefore deal with the movement of people without looking at what might be the intercultural pitfalls that could slow down its flow.

It is in view of all this that CELHTO, following the study on West Africa in 2023, CELHTO is initiating this study to identify the linguistic and intercultural challenges of the circulation

of artists and their works in Central Africa¹ for an optimal contribution of artistic products to the development of the continent's economy in the context of the implementation of the African Continental Free Trade Area (AfCFTA).

II- INTRODUCTION TO CELHTO

The Centre for Linguistic and Historical Studies by Oral Tradition (CELHTO) was founded in 1968 as Research and Documentation Centre for Oral Tradition (CRDTO). Jointly created by the Republic of Niger and UNESCO, the CRDTO has been integrated, since 1974, into the organisation chart of the African Union under the name of The Centre for Linguistic and Historical Studies by Oral Tradition (CELHTO) and has its headquarters in Niamey (Republic of Niger).

CELHTO's vision is to contribute to African integration through the development and promotion of African languages and a better knowledge of the continent's history through oral traditions.

From its inception, CELHTO was given the initial mission of coordinating research programmes on languages and oral traditions on the African continent.

This mission was reiterated and strengthened by the third Executive Council held from 4 to 8 July 2003 in Maputo. Consequently, CELHTO will have to take an interest in everything that concerns African cultures in their richness, diversity and convergence. Therefore, it should provide AU organs such as the Pan-African Parliament, the Economic, Social and Cultural Council and the Court of Justice with reliable and up-to-date information to enable them to participate effectively in the AU's decision-making process.

The institution's tasks include

- Supporting the promotion of cultural industries.
- Supporting grassroots approaches to economic, political and socio-cultural integration of the African continent and
- To undertake linguistic, historical and sociological studies of African communities.

These three objectives are more than enough to justify CELHTO's choice to conduct a study on the linguistic and intercultural challenges for the free movement of artists and their artworks in the context of the accelerated implementation of the African Continental Free Trade Area (AfCFTA).

III- AIMS OF THE CONSULTANCY

3.1. GENERAL PURPOSE

This work aims to identify the linguistic and intercultural challenges of the free movement of artists and their artworks in Central Africa for an optimal contribution of artistic products to the development of the continent's economy.

¹ According to the geographical distribution of the African Union defined in 1976 by the OAU (CM/Res.464QCXVI), Central Africa includes the following countries: Burundi, Cameroon, Central African Republic, Chad, Congo Republic, DR Congo, Equatorial Guinea, Gabon and São Tome and Príncipe.

3.2. SPECIFIC TARGETS

- Establish an exhaustive literature review on scientific works and studies carried out on the free movement of cultural goods and services in Africa and specifically on the region concerned.
- Make an inventory of the linguistic and intercultural challenges for the free movement of artists and their artworks in Central Africa;
- Conduct a study of each of these challenges to facilitate their understanding and impact on the free movement of artists and their artworks;
- Make some recommendations to overcome the linguistic and intercultural challenges inherent in the free movement of artists and their artworks in Central Africa for the acceleration of the African Continental Free Trade Area (AfCFTA).

3.3. EXPECTED RESULTS

At the end of this study, a full consultation report is expected with the following results

- A comprehensive literature review on scientific works and studies on the circulation of cultural goods and services in Africa and specifically in the region concerned is available.
- an exhaustive literature review on scientific works and studies carried out on the free movement of cultural goods and services in Africa and specifically on the region concerned is made available.
- A study of each of these challenges to facilitate their understanding and their impact on the free movement of artists and their artworks is carried out ;
- Recommendations are made to the AU Commission to address the linguistic and intercultural challenges inherent in the free movement of artists and their artworks in West Africa for the acceleration of the African Continental Free Trade Area (AfCFTA).

IV- DURATION OF THE STUDY

The study will last for 100 calendar days. This includes fieldwork and report writing.

V- METHODOLOGICAL GUIDELINES AND CHRONOLOGY

To carry out this mission, the service of a consultant is called upon through a call for applications.

To achieve the above objectives, the consultant will have to make a technical offer in which a clear working methodology and the tools used will be presented. The methodology should be considered but not be limited to the following elements:

- A survey questionnaire.
- Interviews with key stakeholders (state authorities, cultural centres, cultural journalists, etc.);
- Discussions with artists;
- References of cultural sites and platforms

After recruitment, the following indicative steps will be agreed between the consultant and CELHTO, including the duration of each step. The total duration of the assignment (excluding restitution and integration of amendments) should not exceed 3 months.

First step: Framing meeting with the sponsors.

Second Step: Literature review

Documentary review: the documentary review will cover documentation on scientific works and studies carried out on the free movement of cultural goods and services in Africa and specifically in the region concerned, studies on similar themes... Other documents deemed useful by the consultant may be used.

It will last for 15 calendar days.

Third step:

Field surveys and data analysis:

Drafting of the progress report:

It will last for 85 calendar days.

This stage will be entirely the responsibility of the consultant who may consult the sponsor at any time for further information.

60 calendar days after the signature of the contract, the consultant will make a progress report and present to the sponsor, the level of progress of his work with documents.

Fourth step: Restitution of the study:

The consultant will put the results of the survey in the form of an interim report which will be validated at a workshop to be organized by the sponsor.

The participants will make amendments to the document submitted to them with a view to improving it.

Fifth step: Incorporation of amendments.

The consultant will consider the amendments resulting from the validation workshop. After the consultant has taken the amendments into account, a final version of the document will be sent to the sponsor. The Consultant shall submit two physical copies of the final version and one digital copy.

It will last for 15 calendar days.

The consultancy work starts no later than 10 days after the contract is signed. The final report and its annexes should be submitted to the CELHTO within a reference period of 90 days after the start of the service.

The contractor will submit a proposal for an implementation schedule.

VI- CONSULTANT'S PROFILE

The consultant must be either a researcher, teacher researcher or African cultural professional with a solid knowledge of African cultures. More specifically, it should have the following profile:

- be a national of one of the 9 member states of the target region.
- be fluent and able to write English or French and have a good knowledge of the second language.
- be a historian, sociologist, anthropologist, literary scholar or an expert in African culture, with a university degree of at least fourth-year university level;
- have at least 5 years of experience in research, field data collection and/or in conducting studies in the field of culture;
- have excellent knowledge of the running of international institutions.
- have a good knowledge of the issues surrounding the free movement of cultural goods and services
- Have a good knowledge of the African artistic landscape.
- be computer literate and have a good synthetic capacity to present results for use by decision-makers.

VII- REMUNERATION

The amount of the service is distributed as follows:

1. Seven thousand (7,000) US Dollars as fees. Especially for this study, the payment will be made according to the following terms:

- 40% of the total amount when the contract is signed;
- 40% to the submission of the interim report;
- 20% on submission and acceptance of the final report.

2. Two thousand seven hundred (2 700) US Dollars as additional costs directly managed by the by the client (some travel and accommodation expenses, document printing costs, etc.).

VIII- SUBMISSION OF THE PROPOSAL

The document required for the submission of a proposal should include:

- **an up-to-date CV of the consultant;**
- **the methodological framework:** Its main purpose is to ensure a common understanding of these terms of reference, including its objectives and expected results. In doing so, the consultant will outline his or her understanding of the assignment to the sponsors and the approach he or she intends to take in carrying out the study, including the fieldwork. If necessary, clarifications will be made by the sponsors.
- **the intervention plan and the organisation of data collection and protocols;**
- **the work plan and schedule;** -

- **a detailed financial proposal** for carrying out the survey. The financial proposal should include the countries to be visited if applicable, travel and accommodation costs and other applicable budget lines;
- **list of deliverables.**

IX- ETHICAL CONSIDERATIONS

The contractor must be able to demonstrate its ability and commitment to avoid conflicts of interest and to ensure its objectivity and impartiality in carrying out the assignment.

The contractor is responsible for the clarity, accuracy, coherence and truthfulness of the oral or written presentation of the information provided and the results of the study.

X- CALENDAR

May 26, 2025: launch of the call for applications
 June 16, 2025: closing date for applications
 June 23, 2025: Notification of results.
 June 30, 2025: Virtual framing workshop
 July 15, 2025: Submission of the final chronogram by the consultant.
 July 18, 2025: Signing of the contract
 October 18, 2025: Submission of interim report
 October 31, 2025: Study submission/Validation workshop
 November 15, 2025: Submission of final report

Proposals should be sent by e-mail to celhto@africa-union.org, avec with copy to, tubluk@africa-union.org and ANDEGUEN@africa-union.org and shall specify, among other things, the technical characteristics and delivery times.

For further information, please contact CELHTO at the following address
po box: 878 Niamey (Niger) Tel.: (227) 20 73 54 14 - Fax (227) 20 73 36 54
Email: celhto@africa-union.org with copy to gnalegab@africa-union.org

CELHTO reserves the right not to proceed with this call for tenders.