
TERMS OF REFERENCE

Job title:	Two (2) Local Business Development Consultants <ul style="list-style-type: none">• One (1) Local Business Development Consultant for Cahul region• One (1) Local Business Development Consultant for Ungheni region
Duty Station:	Cahul and Ungheni regions
Reference to the:	EU4MOLDOVA: Focal regions Programme
Type of Contract:	Individual Contract (IC)
Contract Duration:	May 2021 – December 2023 (estimated workload: up to 230 working days per consultant)

Job Content

I. BACKGROUND

The EU4Moldova: Focal regions Programme (further Programme) is based on the European Commission Implementing Decision on the Annual Action Program 2018 in favour of the Republic of Moldova and is funded by the European Union and implemented by the United Nations Development Programme.

The overall objective of the five-year Programme is to strengthen the economic, territorial and social cohesion in the Republic of Moldova through smart, green, inclusive, sustainable and integrated socio-economic development as well as improving the standards of living of the citizens in the focal regions: Cahul and Ungheni.

To this end, this Programme will address the urban-rural divide and regional disparities, stimulate economic growth and job creation, refurbish and upgrade targeted social and technical infrastructure in selected focal regions (smaller towns and villages) while taking into account climate change and gender perspective in the activities of the Programme.

Specific objectives:

1. To strengthen transparency, accountability of local public authorities and people's participation in local governance processes in the focal regions.
2. To improve citizens' access to quality public services and utilities in the pilot focal regions.
3. To create employment opportunities for men and women in the focal regions and improve the attractiveness of the pilot regions for investors and entrepreneurs.
4. To promote the smart specialization of the economy of the focal regions through the development of the clustering and value chain approach in key economic sectors.

The Program objectives will be achieved through measures targeted at: (i) capacity building to support the implementation and monitoring of local economic development plans; (ii) civil society

engagement in local planning, governance processes and basic social service delivery; (iii) provision of investment funding in support of the creation and/or development of social and technical infrastructure which, combined with the outcomes from interventions (i) and (ii) above, will have an immediate, visible and tangible impact on employment creation, the standard of living of the population in the focal regions.

Specific context

Focal regions of Cahul and Ungheni will receive support to become more attractive for investment, job creation and entrepreneurship. Each focal region will be supported to rise above their current status of 'declining economic periphery' and implement a consistent package of 'economic turnaround' measures, aiming to improve their domestic and international image as 'emerging regional growth poles' with conducive business environment and amplified investment and entrepreneurship activities. The supported activities and actions will follow the most innovative methodological tools and international experiences related to enabling of tangible and intangible business environment factors, place branding, attraction of external investors, expansion of existing firms and start-ups interventions, as well as pro-growth urban revitalization.

The business development components of the programme will focus on attracting new business to appear and exiting companies to flourish. The activities of the programme will aim to support and improve business and a number of Start-ups created and stabilized, as well as existing companies stimulated for expansion and growing, as well as new entrants to look the regions investment. Also, a special attention will be drawn to social entrepreneurs' pilots to address social needs and improve local economic environment. The initiatives will be also focused to boost the efficient use of resources by moving to a clean, circular economy and to restore biodiversity and cut pollution.

Along the above, each focal region will be supported to develop and promote a local brand with an ambitious communication campaign to improve the domestic and international perceptions of Cahul and Ungheni focal regions – as one the most dynamic Moldovan regions in promoting development and economic growth.

II. SCOPE OF WORK

The **overall objective** of the consultancy is to support EU4MOLDOVA: Focal regions Programme in its efforts to provide business development assistance and build capacities of private sector in Cahul and Ungheni regions. The main activity will be related to small and medium enterprises (SME) support mechanism paired with promotion of the regional brand and attraction of national and international investments in the focal regions. It will also ensure synergy between the program and local public authorities, business actors, local business incubation facilities and other stakeholders responsible for economic development of the regions.

To ensure adequate achievement of the specific objectives and implementation of all planned activities, the Programme is seeking for two (2) qualified and experienced Local Business Development Consultants to perform the assignment in Cahul and Ungheni focal regions.

Important Note: The potential applicants shall clearly indicate the position they are applying for:

- **Position 1:** Local Business Development Consultant for Cahul Region
- **Position 2:** Local Business Development Consultant for Ungheni Region

III. KEY ACTIVITIES AND EXPECTED OUTPUTS

The main role of the Consultants is to assist the local business actors and Programme team, act as primary focal point for business actors, prepare briefs, working papers, concept papers related to private sector support mechanisms, investments attraction and branding. Also, the consultants will be responsible for collecting and disseminating information related to the mentioned areas, ensure on-site visits, supervision, and monitoring of implemented business projects, and arrange meetings with all needed local actors involved in business development area.

The specific areas of work for the Business Development Consultant in every region (Ungheni/Cahul) will envisage providing support for the:

1. Implementation of the Small and medium enterprises (SME) support mechanism and social entrepreneurship pilot component which will be split in 2 rounds (calls): 2021 and 2022. Each round consists of 6 main phases:
 - Preparation – establishment of all necessary documentation, evaluation and selection criteria and other documents needed for call launch
 - Launch – the information is published in the media and potential applicants are invited to apply to the current call
 - Competition – potential applications are informed and trained through various information events by the competition deadline, all applications are collected
 - Evaluation – received applications and aggregation of data needed to technically evaluate the proposals and selection of beneficiaries
 - Implementation - selected beneficiaries receive the non-reimbursable financial assistance and targeted coaching
 - Post-implementation – monitoring of goods received and further support in long-term mentorship

NOTE: The Business Development consultant for each region is expected to be involved in the competition' launch, evaluation, and post-implementation phases of the programme.

2. Promotion of the positive place branding among business community and other stakeholders.
3. Ensure the correlation of local actors with the 'Portfolio of Investment Opportunities'.

For the given purpose, the Local Business Development consultants will carry out the following tasks (the level of effort is indicated per consultant):

#	Tasks & Activities	Estimated work volume <i>(used at the submission stage)</i>
1	<p>Small and medium enterprises (SME) support mechanism and social entrepreneurship pilot component during the launch, competition, and evaluation phases for 2 calls of applications:</p> <ul style="list-style-type: none"> • Provide support in organizing local events and meetings, as contributing to elaboration of documents necessary for the activity (e.g concept of the event, agenda, aggregated list of invited persons, presentations, contacting local media), as follows: <ul style="list-style-type: none"> - Launch phase: Promotion event (conditions allowing)/activities at start of Call for applications, - Competition phase outreach events, initial trainings, - Evaluation Phase: Award ceremony. <p>The Consultant will be responsible for: conceptualisation of the events, identification and invitation of participants, elaboration of agenda and required presentations. Logistical arrangements (technical support for online events) for carrying out presentations/trainings will be provided by the Programme.</p>	<p>Total = 82 days</p>
	<ul style="list-style-type: none"> • Act as a focal point during the launch, competition, and evaluation phases, for the call for application and be able to guide and respond to questions coming from the applicants in compliance with the Application Guideline and forms. Respond to queries from general public and partners involved. 	2 calls *12 days = 24 days
	<ul style="list-style-type: none"> • During Competition and Evaluation phase - prepare a clarification register in order to organize and collect the missing information/documents and clarification from the initial applications. 	2 calls *10 days = 20 days
	<ul style="list-style-type: none"> • During Evaluation phase - prepare a clarification register in order to organize and collect the missing information/documents and clarification from the initial applications. 	2 calls *5 days = 10 days
	<ul style="list-style-type: none"> • During Evaluation phase - organize interview sessions with short listed candidates by inviting selected candidates and providing logistical support. 	2 calls *5 days = 10 days
	<ul style="list-style-type: none"> • During Evaluation phase - assist programme team and selection committee in order to select the winning applications by completion of the necessary information, compilation of tables to ensure accurate presentation of the potential beneficiaries. Programme will be in charge of initial evaluation and ranking of the applications. 	2 calls *3 days = 6 days
	<ul style="list-style-type: none"> • During Competition and Evaluation phase - prepare a clarification register in order to organize and collect the missing information/documents and clarification from the initial applications. 	2 calls *4 days = 8 days

#	Tasks & Activities	Estimated work volume <i>(used at the submission stage)</i>
	<ul style="list-style-type: none"> Handover and coordination of information contact base and aggregated data to the company responsible for implementation phase of the programme to be contracted by the Program. 	2 calls *2 days = 4 days
2.	Monitoring goods usage and mentorship coordination of the Small and medium enterprises (SME) support mechanism and social entrepreneurship pilot component during post-implementation phase of the programme for 2 calls of applications:	Total = 78 days
	<ul style="list-style-type: none"> Provide support in monitoring of the business plans implementation and proper use of goods or services received by the beneficiaries after one year, between 2022 – 2023, each region having 24 beneficiaries – 13 for 2022 and 11 for 2023 (2 days per each beneficiary). 	24*2 days= 48 days
	<ul style="list-style-type: none"> Mentorship support and connect with necessary thematic consultants for the beneficiaries' specific needs. 	2 calls *5 days = 10 days
	<ul style="list-style-type: none"> Organize and provide assistance during press visits. 	2 calls *5 days = 10 days
	<ul style="list-style-type: none"> Assist in other business development activities related to SME support and other related fields. 	2 calls *5 days = 10 days
3	Promotion of the positive place branding among business community and corelate with investment opportunities, tourism attraction:	Total = 70 days
	<ul style="list-style-type: none"> Provide support in organizing all local events and meetings (as competitions, concerts, thematic exhibitions) related to brand promotion, especially where business community is involved, necessary for the activity implementation at all stages. 	36 days
	<ul style="list-style-type: none"> Ensure wide dissemination of the information materials, brand promotion, social media posts and user guide/brand book with local authorities and business actors, as well as beneficiaries of all EU4Moldova programmes and initiatives. 	6 days
	<ul style="list-style-type: none"> Assist the LPAs from the focal region (Mayor's office contact point) on brand administration, right transfer to businesses willing to promote, monitoring brand usage. 	9 days
	<ul style="list-style-type: none"> Participate in quarterly meetings with cluster consultants and other business consultants and contractors to ensure coordination of activities. 	6 days
	<ul style="list-style-type: none"> Provide support to local actors in identifying and responding to investment inquiries and opportunities, ensure a continuous correlation between local authority and investment opportunities portfolio identified within the Programme. 	13 days

#	Tasks & Activities	Estimated work volume <i>(used at the submission stage)</i>
	TOTAL/ per consultant	up to 230 days

Note: The indicated tentative timeframe has been estimated as being sufficient/feasible for the envisaged volume of work to be completed successfully and is proposed as a guideline for the duration of the assignment. The provision of the envisaged deliverables approved by the Programme shall be the only criteria for Consultant's work being completed and eligible for payment/s.

All activities under this assignment shall be performed in a gender-sensitive manner and applying human rights-based approach. All the required analysis and activities should be focused on Circular Economy approach considering environmental challenges and trends.

The timeframe for the delivery of each activity/output per community/project shall be coordinated and agreed prior with the EU4MOLDOVA: Focal regions Programme.

Reporting and deliverables:

As the areas of work proposed for the consultants will interfere at some stages of activity implementation, the consultant shall provide reports on quarterly basis, subject to approval from the Business Development Manager.

The expected outputs are as follows:

No.	Deliverables <i>(provision of deliverables of required content and quality is the only criteria for consultant's payment)</i>	Quantity
1.	Deliverable 1. Reports on provided support to the Small and medium enterprises (SME) during the launch, competition, and evaluation phases Report on provided support to the launch phase of the Small and medium enterprises (SME) support mechanism and social entrepreneurship pilot component. Report on provided support to the competition phase of the Small and medium enterprises (SME) support mechanism and social entrepreneurship pilot component. Report on provided support to the evaluation phase of the Small and medium enterprises (SME) support mechanism and social entrepreneurship pilot component	2 reports 2 reports 2 reports
2.	Deliverable 2. Reports on monitoring goods usage and mentorship coordination of the Small and medium enterprises (SME) during post-implementation phase of the programme Report on provided support in monitoring of the business plans implementation and proper use of goods or services received by the beneficiaries of the SME support programme in the post-implementation phase (2 calls x 2 biannual reports)	4 reports
3.	Deliverable 3. Reports on Promotion of the positive place branding among business community and corelate with investment opportunities, tourism attraction (3 annual reports)	3 reports
4.	Deliverable 4. Quarterly reports comprising all components of the present assignment and time sheets	11 reports
5.	Deliverable 5. Final report	1 report

Language of the deliverables: All deliverables shall be submitted in Romanian language.

IV. ORGANIZATIONAL SETTING

The Consultants will work under the direct supervision of the Business Development Manager.

Both Consultants will work closely with assigned Programme staff, especially with Business Development Officer, Investment Attraction Officer and Local Development Manager, as well as Contractor in SME procurement and coaching support, Brand promotion Contractor, National Consultant on Cluster Development and other business-related consultants, during entire duration of the assignment.

The Consultants will be located in the Cahul and Ungheni regions, so that they may easily intervene for urgent issues and report daily on works from sites. The work is based on desk research and field visits. The Consultants will receive all necessary information for the fulfilment of his/her tasks.

Logistical arrangements (technical support for online events) for carrying out presentations/trainings will be provided by the Programme.

The Consultants will include in her/his financial proposal all relevant expenses, including communication, internet etc., necessary for the contract performance.

Performance evaluation

The Consultant's performance will be evaluated against such criteria as timeliness, responsibility, initiative, communication, accuracy, and quality of the documents delivered.

Travel and other logistic arrangements

There are no travels planned under this assignment. However, if any travel outside duty station (Ungheni/Cahul) will be required, the administrative costs, and logistical aspects will be covered by and arranged with the support of the EU4Moldova: Focal Regions Programme team.

Financial arrangements

Payments will be made post factum on a lump-sum basis (periodicity will be agreed with the selected Consultant), upon submission and approval of progress reports, and certification by the Programme Manager that the services have been satisfactorily performed. The payments shall be processed based on the daily fee and the total number of days worked and reported during that particular period.

Confidentiality

Materials provided to the consultants and all proceedings within the consultancy contract shall be regarded as confidential, both during and after the consultancy. Violation of confidentiality requirements may result in immediate termination of contract.

V. QUALIFICATIONS AND SKILLS REQUIRED

Academic Qualification:

- University Degree in economics, business administration, public administration, financial management or other relevant related area.

Experience:

- At least 5 years of work experience in providing services to business environment, local business capacity development, investment attraction (working with public/private actors);
- Experience in implementation of business/economic/social development projects, at least 2;
- Experience collaborating with the relevant multi-stakeholder economic environment in the targeted focal region, including Business Associations and/or Business support organizations. Such experience in the targeted focal region would be an advantage (*evidence: list of relevant institutions the Consultant has been cooperating with, including the topic and year must be presented together with the application package*);

- Experience in providing logistical arrangements for events: including identification of participants, concept note development, agenda of the events (*evidence: list of events, including the topic and year must be presented together with the application package*);
- Experience in evaluating and monitoring projects/activities would be an advantage;
- Capacity to process, arrange data in spreadsheet forms, statistical analyses would be an advantage (*evidence: an Excel spreadsheet with data developed by the candidate must be presented together with the application package*);
- Experience in facilitating/coaching/mentoring/delivering trainings in the fields of local economic/business/social development would be an advantage;
- Experience in communication/marketing/promotion of activities would be an advantage;
- Experience of working with UN agencies and/or international organizations, and/or European/donor funded development projects/programmes will be considered a strong asset.

Competences:

- Computer proficiency, including knowledge of MS Office products (Word, Power Point) as well as e-mails literacy;
- High level of responsibility and organization capacities, creative approach to solving issues;
- Excellent communication and reporting skills;
- Ability to meet deadlines and prioritize multiple tasks;
- Ability to maintain the confidentiality of information obtained on a business basis and to protect the interests of the employer (in this case UNDP).

Language requirements:

- Excellent command of written and spoken Romanian and Russian are required. Knowledge of English is an asset.

The United Nations Development Programme in Moldova is committed to workforce diversity. Women and men, persons with different types of disabilities, LGBT, Roma and other ethnic, linguistic or religious minorities, persons living with HIV, as well as refugees and other non-citizens legally entitled to work in the Republic of Moldova, are particularly encouraged to apply.