



TERMS OF REFERENCE:

Consultant to support Local Authority from Moldova in P4EG Development

Job title:	National Consultant in supporting Local Authority from Moldova in P4EG Development
Reference to:	Mayors for Economic Growth
Contract type:	Individual Contract (IC)
Duty station:	Chisinau
Language requirement:	English, Romanian
Contract Duration:	April 2024 – July 2024, estimated workload: 25 workdays

1. BACKGROUND

Straseni and Stăuceni LPAs are dedicated to catalyzing sustainable economic growth within its jurisdiction, recognizing it as a cornerstone of community prosperity. To realize this vision, the localities are preparing a new generation of local economic development plans called “Pathways for Economic Growth (P4EG)” under the Mayors for Economic Growth (M4EG) Initiative. Hence, we are seeking a senior consultant to provide invaluable guidance and hands-on support in formulating a bespoke Pathway for Economic Growth (P4EG) designed to harness the unique potential and address the specific challenges of the municipality.

This consultancy has several key objectives. It involves a thorough assessment of the local economic landscape, examining strengths, vulnerabilities, opportunities, and threats. It also prioritizes engaging stakeholders, including community leaders, businesses, and relevant parties. Additionally, the consultancy focuses on analyzing data and emerging trends to inform the development of a resilient P4EG framework. Collaboration with the Local Authority ensures the integration of best practices and sustainable strategies. Finally, the consultant will prepare necessary documentation and presentations to expedite the formal presentation and endorsement of the P4EG.

The consultant will review the P4EG Guidance Note and the accompanying P4EG course under the [Urban Learning Center \(ULC\)](#).

2. OBJECTIVES AND EXPECTED DELIVERABLES OF THE ASSIGNMENT

The consultant will undertake the following tasks:

1. **P4EG Guidance Note and ULC Course:** the consultant will learn the P4EG methodology and share suggested tailoring and translations in close consultation and collaboration with the municipality team (and UNDP if applicable).

2. **Lead the Comprehensive Local Economic Landscape Assessment:** The consultant will conduct a comprehensive analysis of the local economic environment along the 8 building blocks of the P4EG. This includes identifying the area's strengths, vulnerabilities, opportunities, and threats. The assessment should encompass various sectors, demographics, and geographic factors that influence the local economy.
3. **Support Stakeholder Engagement:** Engaging with key stakeholders is a central component. The consultant will support the municipality team in facilitating meaningful interactions with community leaders, businesses, and other relevant parties. This involvement may include conducting interviews, surveys, and focus groups to gather diverse perspectives and input.
4. **P4EG Framework Development:** Based on the assessment and analysis, the consultant will lead the drafting of the P4EG framework. This P4EG will be in line with the P4EG Guidance, including Template and its Action Plan.
5. **Collaboration with Local Authority:** Close collaboration with the Local Authority is essential. The consultant will work closely with municipal officials to ensure alignment with existing policies, regulations, and community development plans. This collaboration will help integrate proven practices, innovative strategies, and sustainable methodologies into the P4EG.
6. **Documentation and Presentation:** The consultant will prepare all necessary documentation and presentations to facilitate the formal presentation and subsequent endorsement of the P4EG. This includes clear and compelling materials that can be used for communication, education, and decision-making purposes.
7. **Knowledge Transfer and Capacity Building:** The consultant should actively engage in knowledge transfer by providing training and capacity-developing sessions for municipal staff and stakeholders. This ensures that the municipality can sustain and implement the P4EG independently in the long term.
8. **Timely Reporting and Milestones:** Regular reporting on project progress and milestones is essential. The consultant will provide updates to the municipality, outlining achievements, challenges, and recommendations for course corrections as necessary.

Deliverables :

Deliverable	Description	Specifics	Deadline
Local Economic Assessment Report (5 w/d)	Conduct a detailed economic analysis including for 2 municipalities – Straseni and Stăuceni in line with the P4EG methodology needs	Minimum of 3 field visits to each LPA to analyze local economic conditions and gather community insights.	April 30, 2024
P4EG Framework Draft (5 w/d)	Develop an initial P4EG based on the economic assessment and stakeholder input.	Tailor the LEDP to the unique challenges and strengths of as identified through fieldwork.	May 31, 2024
Final and visually appealing LEDP (5 w/d)	Prepare a printable version of the LEDP that is visually appealing and has a professional design	Final version must be approved by both the M4EG secretariat and the LPA team	June 30, 2024
Finalized P4EG Implementation Plan (5 w/d)	Finalize the P4EG framework with detailed implementation plans for each LPA	Include a tailored action plan for validated by final field consultations. (2 field trips to each LPA)	June 30, 2024
Design and conduct training sessions and capacity-building workshops (5 w/d)	Develop and deliver training materials and sessions to municipal staff and key stakeholders.	Deliver capacity-building workshops during 5 separate day for each.	July 31, 2024

All activities under this assignment shall be performed in a gender sensitive manner.

3. INSTITUTIONAL ARRANGEMENTS

Performance Evaluation

The contractor's performance will be evaluated against timeliness, responsibility, initiative, accuracy, and overall quality of the delivered products.

Organisational Setting

The consultant will work under the supervision of the Project's National Coordinator. The consultant will work in the office/remotely and the communication will be conducted via email, MS TEAMS, and phone.

Financial Arrangements

Payments will be disbursed in installments on a lump-sum basis, upon submission and approval of deliverables, and certification by the supervising Project's National Coordinator, that the services have been satisfactorily performed.

Travel and other logistic arrangements

The contract given represents an activity to be carried out remotely (in the office/at home) with the possibility for field visits, taking into consideration the epidemiological conditions and in strict adherence to the safety restrictions. All the costs for eventual in-country trips to and from the duty station shall be covered by the M4EG. Any travel will have to be coordinated with and approved in advance by the UNDP.

4. SKILLS AND EXPERIENCE REQUIRED

Education:

- A master's degree or higher in economics, urban planning, business administration, or a related field.
- Specialized training in economic development, community development, or sustainable development is a plus.
- Specialized training in visual design is considered an advantage

Professional Experience:

- Proven experience in developing local economic development plans, particularly in diverse municipal contexts.
- A track record of successful projects that demonstrate a deep understanding of economic analysis, stakeholder engagement, and data-driven decision-making.
- Experience working with local governments, municipalities, or similar entities.

Economic Analysis Skills:

- Strong analytical skills, including the ability to analyse economic data, identify trends, and draw actionable conclusions.
- Proficiency in economic modelling and forecasting techniques.

Stakeholder Engagement:

- Expertise in facilitating stakeholder engagement processes, including the ability to conduct effective interviews, surveys, and focus groups.
- Excellent communication and interpersonal skills to engage with diverse stakeholders.

Strategic Planning:

- Experience in developing strategic plans, including the ability to set clear objectives, key performance indicators (KPIs), and timelines.

Knowledge of Sustainable Development:

- Familiarity with principles of sustainability, including the 2030 Agenda and its SDGs, and the ability to integrate sustainable practices into economic development strategies.

Project Management:

- Strong project management skills, including the ability to manage timelines, budgets, and resources effectively.

Adaptability and Innovation:

- A forward-thinking approach to embrace innovation and experimentation as part of the development process.

Communication and Reporting:

- Proficiency in preparing clear and persuasive documentation and presentations for diverse audiences, including municipal officials and the public.
- Strong reporting skills to provide regular updates and progress reports.

Capacity development:

- Experience in providing training and capacity-building sessions to transfer knowledge and build the capabilities of municipal staff and stakeholders.

Language skills:

Romanian is required;

English is required;

5. Documents to Be Included When Submitting the Proposals

Interested individual consultants must submit the following documents/ information to demonstrate their qualifications:

- Offeror's letter to UNDP confirming interest and availability for the individual contractor (IC) assignment, incorporating Financial proposal in Annex 2
Upload the signed version of the filled in Offeror's letter to UNDP confirming interest and availability for the individual contractor (IC) assignment. Annex 2 to the Offeror's letter, incorporating the Financial Proposal, shall be filled in mandatorily and includes the detailed breakdown of costs supporting the all-inclusive financial proposal.
The Financial Proposal shall be additionally submitted directly in the system. Please ensure there are no mathematical errors and that amounts from Offeror's Letter to UNDP Confirming Interest and Availability match with your offer in the system.
- Proposal (Motivation Letter): explaining why he/ she is the most suitable candidate for the assignment, including previous experience.
- Duly completed and updated personal CV and at least 3 (three) references.

Important notice: The applicants who have the statute of Government Official / Public Servant prior to appointment will be asked to submit the following documentation:

- a no-objection letter in respect of the applicant received from the Government, and;
- the applicant is certified in writing by the Government to be on official leave without pay for the entire duration of the Individual Contract.

6. Evaluation

At first, individual consultant will be selected according to the following minimum qualification criteria:

- Citizen of the Republic of Moldova.
- Master's degree or higher in economics, urban planning, business administration, or a related field.
- At least 2 years of proven experience in developing local economic development plans, particularly in diverse municipal contexts.

Thus, selected applicants will then be further assessed according to the following methodology:

Cumulative analysis

The contract will be awarded to the individual consultant whose proposal was assessed and defined as:

- a) clear/appropriate/acceptable, and
- b) which obtained the highest score according to the weighted technical and financial criteria, formulated for this request.

* Specific weight of technical criteria – 60% (300 p.);

* Specific weight of financial criteria – 40% (200 p.).

Only candidates who scored a minimum of 210 p. are allowed to participate in the financial assessment.

Criteria	Scoring	Maximum achievement points
Technical		
A master's degree or higher in economics, urban planning, business administration, or a related field.	Master's degree – 30 pts., PhD degree – 40 pts.	40
Minimum 2 years of demonstrated experience in developing local economic development plans, particularly in diverse municipal contexts	2 years – 40 pts., each additional year – 5 pts.; up to max. 65 pts.	65
Previous experience working on social projects	1 project – 20 pts.; each additional project – 5 pts.; up to max. 40 pts.	40
Subtotal desk review Scoring		145
Interview (Demonstrated technical knowledge and experience - strong analytical skills, including the ability to analyse economic data, identify trends, and draw actionable conclusions, experience in developing strategic plans, including the ability to set clear objectives, key performance indicators (KPIs), and timelines). Only the first 5 applicants that have accumulated the highest technical score shall be invited to the interview.		
Experience working with local governments, municipalities, or similar entities and a track record of successful projects that demonstrate a deep understanding of economic analysis, stakeholder engagement, and data-driven decision-making.	2 years – 15 points, Each additional year – 5 points up to maxim 30 points	150
Expertise in facilitating stakeholder engagement processes, including the ability to conduct effective interviews, surveys, and focus groups	extensive – up to 30 pts; satisfactory – up to 20 pts; limited – up to 10 pts;	

and excellent communication and interpersonal skills to engage with diverse stakeholders.	no experience – 0 pts.	
Strong analytical skills, including the ability to analyse economic data, identify trends, and draw actionable conclusions and proficiency in economic modelling and forecasting techniques.	very strong skills – up to 30 pts; good skills – up to 20 pts; fair skills – up to 10 pts; limited skills – 5 pts	
Strong project management skills, including the ability to manage timelines, budgets, and resources effectively.	very strong skills – up to 30 pts; good skills – up to 20 pts; fair skills – up to 10 pts; limited skills – 5 pts	
Experience in providing training and capacity-building sessions to transfer knowledge and build the capabilities of municipal staff and stakeholders.	1 year - 5 points Each additional year – 5 points up to maxim 20 points	
Fluency in English, Romanian	Each language – 5 pts.	
Belonging to the group(s) under-represented in the UN Moldova and/or the area of assignment*	(No – 0 pts., Yes – 5 pts.)	5
Subtotal Interview Scoring		155
Maximum Total Technical Scoring		300
Financial		
Submitted financial proposals will be assessed according to the following formula: S = Fmin / F * 200 S – the achieved result of the financial assessment; Fmin – the lowest financial proposal of all those submitted, which were qualified during the technical assessment; F – the financial proposal to be reviewed.		200

* Under-represented groups in UN Moldova are persons with disabilities, LGBTI, ethnic and linguistic minorities, especially ethnic Gagauzians, Bulgarians, Roma, Jews, people of African descent, people living with HIV, religious minorities, especially Muslim women, refugees, and other non-citizens. **Please specify in CV, in case you belong to the group(s) under-represented in the UN Moldova and/or the area of assignment.**

Winner

The winner is the candidate who cumulatively scored the maximum number of points (technical result + financial result).