

Joint Integrated Local Development Programme

Terms of Reference

Job title:	National Consultant on Crowdfunding
Duty Station:	Chisinau, Moldova
Section/Unit:	Migration and Local Development Project (MiDL)
Type of Contract:	Individual Contract
Starting Date:	March 1, 2016
Duration of Assignment:	45 working days [within the period March – June, 2016]

Job Content

I. BACKGROUND

The Government of Moldova explicitly acknowledges its commitment to link migration and development at the central and local level. Institutions at all government levels are becoming increasingly aware that migration is one of the main development factors for Moldova. This is especially true for migrants and their potential support to their home communities, through local essential service improvement (water, sanitation, education, health, and social services), skill and knowledge transfer, and income generating opportunities.

Given the stringent need to further advance with the implementation of the Decentralization Strategy and embedding migration aspects into development processes, the State Chancellery together with United Nations Development Programme have designed a new Programme phase of the Joint Integrated Local Development Programme. The project is designed to support Central Public Authorities (CPAs) and Local Public Authorities (LPAs) to develop and implement strategic policies, methodologies and procedures related to temporary, permanent, and circular migration.

The strategies, methodologies and procedures will be linked to local development processes, which will enable further design and implementation of joint service improvement and income-generating initiatives, ensuring equal access for women, children, young people, the elderly, the disabled, and other population groups in selected localities. Moreover, the project is developed with a replicable approach as it has potential for scaling up. Intensive capacity building will strengthen national and local public authorities to better plan, manage, budget, and implement public service management with participation of community members, including migrants.

Integrating migration into local development requires a systematic, tangible and programmatic approach. The current project is proposed on the basis of the results achieved during the implementation of the three phases of JILD (2007-2015), which put a series of methodological approaches and strategic frameworks in place. It supports integrated and systematic local development planning and management, by tackling both central and local levels.

The overall objective of the programme is for communities affected by migration to benefit from improved essential local services, namely water and sanitation, health, social, and education services and have access to income-generating opportunities, including improved employment reintegration support for migrant returnees.

Considering the specific local development context, the current situation, and needs within the country, the project sets two primary outcomes:

Outcome 1: The Ministry of Labour, Social Protection and Family and the National Employment Agency have mandates, capacities, and resources to provide qualitative employment reintegration services to all returnees.

Outcome 2: Local public authorities have the capacities and resources to engage with community members, including migrants, and promote know-how transfer from abroad with a view to improving local essential services and offering opportunities for income-generating activities.

Both areas of the project emphasize national ownership and strengthening capacities at national and local levels to enable a socio-economic environment, secure employment support, reduce disparities and inequalities, provide income generating opportunities, and ensure sustainable local development. The project intervention will apply human rights based and gender equality approaches, including community empowerment and mobilization models with migrants' engagement, and various tools for efficient service provision.

The MiDL project will closely cooperate with BRD/IOM in their efforts to test and implement viable crowdfunding models and the potential adjustments of the crowdfunding/related regulatory framework. The present project will bring value added by identifying viable schemes for migrants' involvement and participation at local level. Members of territorial Home Town Associations (HTAs) – from Moldova and abroad – will be involved in developing innovative support schemes at the community level, through stimulating local development, and improving service provision.

II. SCOPE OF WORK

The **overall objective** of the National Consultant on Crowdfunding (hereinafter Consultant) is to develop a viable and efficient mechanism for applying crowdfunding tools and schemes, at local level by LPAs in Moldova. To that end, the Consultant shall:

- Review the international experience on applying various crowdfunding model options, with a particular focus on how local public authorities have used crowdfunding to allocate funds for local development projects. The review should also look into crowdfunding platforms available and applicable in Moldova and formulate relevant recommendations for using crowdfunding on a local level in the Moldovan context.
- Develop a viable mechanism for applying a donation-based crowdfunding scheme applicable by Moldovan LPAs, based on the existing legal and regulatory framework;
- Draft a Road Map for piloting the use of an existing crowdfunding platform in 25 target communities in Moldova, to be implemented by the MiDL Project, throughout 2016-2017.

III. TASKS AND ESTIMATED WORKLOAD

To ensure adequate implementation of all planned activities, MiDL/UNDP is seeking one qualified and experienced national consultant to perform the assignment by 1st of June 2016.

The assignment will require the completion of the following tasks:

Tasks and deliverables	Working days	Indicative Timeframe
<p>I. Review the international experience on applying crowdfunding by local public authorities:</p> <ul style="list-style-type: none"> ▪ International recommendations and directives in the field of crowdfunding for public purposes (international organizations and forums if applicable) ▪ International experiences on applying crowdfunding by Local Public Authorities. To be assessed the relevant experiences of Romania, Bulgaria, Albania, Poland, Russia, Ukraine, Albania, Ireland and others (both national legislation and local best practices). ▪ The international and Moldovan experience in using crowdfunding platforms in local development (available platforms, suitability for public authorities, security, and certification instruments, etc.). ▪ Appraise the conceptual and legal applicability of international experience to the context of Moldova and provide recommendations for Moldova. ▪ Assess the national legal and institutional framework related to applying crowdfunding by LPAs: permissibility and constrains. ▪ Assess, if any, schemes and mechanisms, available and applicable in Moldova, as potential IT platforms to be used by Moldovan LPAs, for Moldovan migrants' involvement and participation at local level (national and international) ▪ Assess to what extent LPS and migrants are expected to use IT platform for crowdfunding <p>Deliverable I: Report (in English) on international experience on applying crowdfunding by LPAs: relevance, applicability and recommendations for Moldova including challenges, legal & regulatory gaps, and opportunities (max 8-10 pages report, including conclusions and recommendations).</p> <p>Note: "The report on international experience on applying crowdfunding by LPAs will be developed in close collaboration with BRD/IOM expert on assessing the crowd-funding relevant legislation and the Colombia University SIPA team."</p>	20	March – April, 2016
<p>II. Develop the mechanism for applying crowdfunding by LPAs in Moldova</p> <ul style="list-style-type: none"> ▪ Design the mechanism of applying crowdfunding by the LPAs in Moldova, responding to the bellow questions, but not limited to: <ul style="list-style-type: none"> ✓ <i>Is it feasible for Moldovan LPAs to use crowdfunding?</i> ✓ <i>What are the potential risks?</i> ✓ <i>What are the potential benefits?</i> ✓ <i>What existing crowdfunding platforms could be used? Why?</i> ✓ <i>Who could be the owner and administrator of the crowdfunding platform to ensure sustainability?</i> ✓ <i>What should be the necessary legal documentation to be ensured by LPAs?</i> ✓ <i>What are the concrete steps to be followed by LPAs in the process of preparing, launching and implementing a crowdfunding campaign?</i> ✓ <i>How can LPAs ensure transparency and accountability?</i> <p>Deliverable II: The Mechanism of applying crowdfunding by Moldovan Local Public Authorities (a maximum 8-10 pages report of</p>	15	April – May, 2016

Tasks and deliverables	Working days	Indicative Timeframe
practical conclusions, recommendations and advises in English language)		
III. Draft a Road Map of piloting the use of an existing crowdfunding platform by 25 target communities in Moldova. <ul style="list-style-type: none"> ✓ <i>Design the Concept of Piloting Crowdfunding by LPAs in Moldova (timeframe, required actions, tentative budgets, related activities, etc.)</i> ✓ <i>Recommendations for capacity building measures for targeted LPAs</i> ✓ <i>Recommendations for best solutions concerning the use of existing IT crowdfunding platforms, to ensure security, safety, and sustainability of the process.</i> ✓ <i>Recommendations for awareness raising and communication campaigns related to crowdfunding, given the IT literacy and usage of local communities.</i> ✓ <i>Recommendations on legal and regulatory framework developments necessary to facilitate a crowdfunding mechanism at local level in Moldova</i> <p><i>Note 1: the assessment of the expectations of targeted LPAs will be performed with the support of MiDL local facilitators (based on questionnaires).</i></p> <p><i>Note 2: The recommendations on the legal and regulatory framework will be developed in close collaboration with BRD/IOM expert on assessing the crowd-funding relevant legislation and the Colombia University SIPA team. The BRD/IOM-commissioned expert on legislation and the SIPA team, on behalf of BRD/IOM, will look into the regulatory legal framework to efficiently implement crowdfunding business platforms in Moldova. The BRD/IOM expert on legislation will closely study the completed piloting of crowdfunding by LPAs following the consultant's road map and make recommendations for amending the legislation based on practical cases analysis and lessons learnt.</i></p> <p><u>Deliverable III:</u> The Road map on piloting crowdfunding by 25 target communities in Moldova (maximum 15 pages report in English language)</p>	10	15 June, 2016
Total number of days	45	

Note: Exact dates for deliveries will be confirmed upon the selection of the candidate. The volume of work has been estimated at up to **45** working days for whole assignment during which all the activities and outputs/results envisaged under the present assignment are expected to be performed. The mentioned number of working days 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 assignment, and it cannot be used as criteria for completion of work/assignment. The provision of envisaged deliverables approved by the Project Team would be the only criteria for the Contractor's work being considered completed and eligible for payment/s.

All deliverables shall be endorsed by the MiDL/UNDP Project Manager. The Consultant will work closely with the MiDL/UNDP Local Public Service Provision Officer and other relevant Programme officers and experts.

IV. QUALIFICATIONS AND SKILLS REQUIRED

I. Qualifications:

- University Degree in Finance, Economics, Banking or other relevant fields

II. Experience:

- At least 5 years of professional working experience with substantial recent work experience in financial management;
- Understanding the opportunities of using crowdfunding mechanisms by Moldovan LPAs
- Knowledge of the Moldovan local finances system;
- Knowledge of the Moldovan migration and Diaspora background;
- Experience with activities related to policy formulation design;
- Previous experience in the crowdfunding related fields is an advantage
- Previous experience in development assistance or related work for a donor organization, consulting company, or NGO. Previous experience in working with UN agencies or international organizations is an asset.

III. Competencies:

- Demonstrated capacity of team-orientation work, excellent planning and organizational skills;
- Strong analytical, research, communications and writing skills;
- Fluency in Romanian and English;
- Sensitivity and respect for human rights and gender equality;
- Ability to achieve results and deadlines in a timely manner, maintaining a high standard throughout.
- Proven commitment to the core values of the United Nations, in particular, respecting differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or other status

The United Nations Development Programme in Moldova is committed to workforce diversity. Women, persons with disabilities, Roma and other ethnic 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.