

TERMS OF REFERENCE

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| Job title: | 3 National Consultants to conduct structural analysis of the export potential of the business community in the Transnistria region (3 positions), in the following sectors: <ol style="list-style-type: none"> 1. Consultant in Economics 2. Consultant in Export/Trade Facilitation 3. Consultant in SPS (Sanitary and phytosanitary measures) |
| Duty station: | Chisinau and field trips to Transnistria region |
| Reference to: | Support to Confidence Building Measures Programme |
| Contract type: | Individual Contract (IC) |
| Contract Duration: | July – October 2017, estimated workload: 40 working days/per consultant |

A. BACKGROUND

Since 2006, the Republic of Moldova has benefited from a preferential trade regime with the European Union, starting with the Generalized Scheme of Preferences Plus (GSP+) and moving in 2008 towards the Autonomous Trade Preferences (ATP) scheme. In June 2013, Moldova and EU finalized the negotiations on a Deep and Comprehensive Free Trade Area (DCFTA), as part of the Association Agreement, which provisionally entered into force in September 2014 and was fully activated at the beginning of 2016.

Companies from the left bank of the Nistru have also benefitted from GSP+ and ATP arrangements, registering and obtaining export certificates in Chisinau, hence doubling the region's exports to the EU. At the end of 2015, an agreement was reached on a set of trade facilitation measures that would enable companies from the left bank to benefit from DCFTA provisions.

A practical expansion of DCFTA/trade facilitation provisions on both banks of the Nistru requires **solutions to a host of issues related to customs tariffs regime, companies' compliance with standards and certification of quality of exported goods**, as well as a subsequent elimination of all non-tariff barriers that could obstruct mutual access to markets.

To further facilitate the access of companies from the left bank to new trade opportunities, they have to be integrated in local, regional and global trade facilitation frameworks. This should facilitate cross-river **cooperation and integration of exporters, expand access of left bank's enterprises to export promotion mechanisms** on the right banks, as well as provide tailored support, taking into account specific needs of current and future exporters from the region.

In order to assess the integration capacity of the market participants from the Transnistrian region, there is a need for a structural analysis identifying main industries with export potential in the Transnistrian region, as well as assessing management, capacity, compliance and regulatory bottlenecks among enterprises from the selected industries. This analysis would propose practical solutions to be supported as part of a further technical assistance project. Therefore, based on this, UNDP will further design specific capacity building activities and will identify a number of project beneficiaries (SMEs), classifying the latter according to several criteria such as: industry, type of product, quality standards and export readiness.

B. OBJECTIVE

UNDP seeks 3 consultants (one leading Consultant in Economics, one Consultant in Export/Trade Facilitation and one Consultant in Sanitary and Phyto-Sanitary (SPS) issues - hereinafter the Consultants) to conduct a structural analysis of the export potential of the business community in the Transnistria region, containing an identification of main industries with export potential, an assessment of management, capacity, compliance and regulatory bottlenecks among enterprises from the selected industries as well as practical solutions to overcome them.

The analysis should build upon international methodologies that prioritize sectors and markets for trade development activities based on detailed trade- and market access-data. It should take into consideration the post-conflict setting on both banks of the Nistru River, should identify possibilities for cross-river cooperation, and allow sufficient attention to the needs of women, persons with disabilities and other vulnerable groups.

The Consultants' services will include, inter alia, a desk research, carrying out focus group meetings, interviews with companies from the left bank of the Nistru and the public presentation of the findings.

C. SCOPE OF WORK AND EXPECTED OUTPUT

1. Methodology development: prepare and submit for UNDP approval the methodological approach and detailed work plan for the implementation of the contract.
 - a) Common tasks for the Consultants
 - Perform, under the guidance of the Lead Consultant, a desk research of the export potential of the business community in the region, containing an identification of main industries with export potential, an assessment of management, capacity, compliance and regulatory bottlenecks among enterprises from the selected industries as well as practical solutions to overcome them;
 - Provide a first draft outline of the final report;
 - Develop the methodology, tools & work plan for carrying out interviews and focus group meetings, including questionnaires, list of topics to be discussed, proposed selection criteria for interviewees, etc.
 - b) Specific tasks for each Consultant
 - b.1. Consultant in Economics (with responsibilities of Lead Consultant)
 - Organize the team of consultants to perform the desk research of the export potential of the business community in the region;
 - Develop the general methodological approach, compile and deliver the first draft outline of the final report; methodology, tools & work plan for carrying out interviews and focus group meetings; questionnaires, list of topics to be discussed, proposed selection criteria for interviewees, etc.
 - Supervise the quality of deliverables.
 - b.2. Consultant in Export/ Trade facilitation
 - perform a desk research of the export potential of the business community in the region, including DCFTA/trade facilitation provisions to identify existing best practices;
 - identify main industries with export potential, based an assessment of management, capacity, compliance and regulatory bottlenecks among enterprises from the selected industries as well as propose practical solutions to overcome them;
 - provide qualitative inputs for the project deliverables.

b.3. Consultant in SPS

- perform a desk research of SPS-related compliance and regulatory bottlenecks of the business community in the region, as well as propose tentative practical solutions to overcome them;
- provide qualitative inputs for the project deliverables.

2. Field Research: carry out research activities, based on earlier approved tools & methodologies, to provide an in-depth understanding of the export potential of the business community in the region.

a) Common tasks for the Consultants

- Hold at least:
 - 20 interviews with large business operators from the left bank of the Nistru;
 - 20 interviews with small business operators from the left bank of the Nistru;
 - 10 interviews with representatives of various stakeholders, including representatives of public institutions.
- Organize Focus Group meetings: Carry out detailed discussions with 2 groups of 10-12 participants each (4 meetings in total, 2 meetings per group), to secure an in-depth and detailed insight over the issues concerning export promotion, based on the earlier approved tools & methodology.
- Perform an Online Survey: draft and distribute an online survey questionnaire for companies on the left bank to assess their needs in terms of management, capacity, compliance, as well as regulatory bottlenecks. The questionnaire would be made using existing available free tools (e.g. SurveyMonkey, SmartSurvey, LearnDash) or based on a UNDP-provided software platform. Analyze the provided information and incorporate in the final report.

The lists of interviewees and focus group participants, as well as the questionnaires have to be presented for approval in advance to UNDP. Gender balance and the representation of the most vulnerable groups have to be ensured whenever possible.

b) Specific tasks for each Consultant

b.1. Consultant in Economics (with responsibilities of leading consultant)

- organize the team of consultants to hold the interviews;
- organize and perform Focus Group meetings and Online Survey;
- analyze the provided information and incorporate in the final report;
- supervise the quality of deliverables.

b.2. Consultant in Export/Trade Facilitation

- hold the interviews with large and small business operators, stakeholders, including representatives of public institutions;
- perform Focus Group meetings, concerning export promotion, based on the earlier approved tools & methodology;
- perform an Online Survey using available tools;
- analyze the provided information and provide qualitative inputs for the final report.

b.3. Consultant in SPS

- hold the interviews with large and small business operators, stakeholders, including representatives of relevant public institutions;
- perform Focus Group meetings, concerning SPS issues, based on the earlier approved tools & methodology;
- analyze the provided information and provide qualitative inputs for the final report.

3. Presentation of the study: prepare a presentation of the findings to key stakeholders and organize a public event to deliver it (all the costs related to event organization will be supported by UNDP).
 - a) Common tasks for the Consultants
 - Develop a report, which will provide an identification of main industries with export potential, an assessment of management, capacity, compliance and regulatory bottlenecks among enterprises from the selected industries, as well as practical recommendations to overcome them, based on the findings of the research, interviews, focus group meetings and the international methodology used. The recommendations should have a clear confidence-building impact, ensure the inclusion of the most vulnerable groups, and be able to produce measurable changes;
 - prepare a presentation of the findings to key stakeholders and organize a public event to deliver it.
 - b) Specific tasks for each consultant
 - b.1. Consultant in Economics (with responsibilities of leading consultant)
 - organize the team of consultants to develop a final report;
 - analyze the provided information and incorporate in the final report;
 - organize a public event and delivery a presentation of the findings to key stakeholders
 - supervise the quality of all deliverables.
 - b.2. Consultant in Export
 - participate in the development of final report and presentation of findings;
 - provide qualitative inputs for the final report.
 - b.3. Consultant in SPS
 - participate in the development of final report and presentation of findings;
 - provide qualitative inputs for the final report.

D. EXPECTED DELIVERABLES, TENTATIVE TIMEFRAME AND OTHER ARRANGEMENTS

Deliverables, activities, and milestones will follow this tentative schedule:

| Deliverable/milestone | Indicative timeframe |
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| 1. Preparatory Work - detailed work plan, methodology and timeframe, primary desk research, draft outline of the report, proposed list of interview and focus group participants submitted to and agreed with UNDP; | By July 14, 2017 |
| 2. Field Research - carry out research activities, based on earlier approved tools & methodologies, to provide an in-depth understanding of the Business Development Services sector on both banks of the Nistru River, and to organize the following interviews: <ul style="list-style-type: none"> – At least 20 interviews with large business operators from the left bank of the Nistru; – At least 20 interviews with small business operators from the left bank of the Nistru; – At least 10 interviews with representatives of various stakeholders, including representatives of public institutions. | By August 11, 2017 |

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| 3. Online Questionnaire drafted, distributed, completed by at least 50 companies from the left bank, and analyzed; | By August 31, 2017 |
| 4. Four (4) Focus Group Meetings, with groups of 10-12 participants each, to secure an in-depth and detailed insight over the issues concerning the Business Development Service sector organized; | By September 15, 2017 |
| 5. Final report of the findings incorporating all comments and suggestions, containing an in-depth assessment of the export potential of the Transnistrian region, containing an identification of main industries with export potential, an assessment of management, capacity, compliance and regulatory bottlenecks among enterprises from the selected industries, and concrete recommendations to overcome them, submitted for approval to UNDP; | By September 30, 2017 |
| 6. One final event to present the main findings as well as a set of recommendations to the key stakeholders successfully carried out. | By October 15, 2017 |

NOTE:

1. All written deliverables should be provided in English, in a succinct and user-friendly language, hard and electronic copies. The deliverables require the endorsement by the UNDP Programme Manager.
2. All reports shall include fact-sheets on disaggregated data (fact-sheet by sex, age, ethnicity, type of business, etc).
3. The Consultants are expected to work in close contact and cooperation with each other and shall present deliverables specified above jointly.
4. Payment will be made in several instalments upon the successful completion of the tasks assigned.

E. ORGANIZATIONAL SETTING

This is a part-time consultancy. The National Consultants will work under the direct supervision of and in cooperation with the UNDP Programme Manager and project staff. The Consultants will work outside the project premises and will participate in all assignments related working meetings organised by the project.

The Consultants are expected to carry out field research that involves extensive travel into the Transnistrian region, and should budget the travel accordingly.

Performance evaluation

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

Travel and other logistic arrangements

Travel outside duty station (Chisinau), other administrative costs and logistical aspects (except the presentation event for the study) should be arranged by the Consultants and budgeted accordingly in the financial offer of the Lead Consultant.

Financial arrangements

Payments will be disbursed in instalments, upon submission and approval of deliverables, and certification by UNDP Programme Manager that the services have been satisfactorily performed.

F. INPUTS

The UNDP will provide the Consultants with the available information and materials for the fulfilment of

tasks and will provide support with the facilitation of meetings where necessary.

G. CONFIDENTIALITY

Materials provided to the Consultants and all the 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.

Important Note: National Consultants shall clearly indicate the position/SECTOR AREA they are applying for.

H. QUALIFICATIONS AND SKILLS REQUIRED

For the Consultant in Economics (with responsibilities of leading Consultant)

I. Education:

- Advanced University degree **or Bachelor's degree with 5 years** of experience in Economy, Public Administration, Business Administration, Law, or other relevant fields;

II. Working experience:

- At least 8 years of relevant experience in the field of Economics, development of analytical reports in the socio-economic field, including programmes and projects;
- At least 3 years of experience in supervising/team leading similar projects;
- Proven familiarity with the Transnistrian region setting, knowledge and in-depth understanding of the working environment, its sensitivities, economic and political challenges. Ability to build solid ground for joint work between the two sides are strongly desirable;
- Previous work for UNDP/ major multilateral/ or bilateral development support programmes will be an asset.

III. Competences and skills

- Proven familiarity with the Transnistrian region setting, knowledge and in-depth understanding of the working environment, its sensitivities, economic and political challenges, ability to build solid ground for joint work between the two sides are strongly desirable;
- Strong communication and presentation skills, ability to facilitate discussions;
- Ability to analyze, plan, communicate effectively with stakeholders and present ideas clearly and effectively;
- Ability to enter new environments, adapt quickly and produce immediate results;
- Fluency in Russian is compulsory. Knowledge of English is an asset;
- Computer literacy - competent user of Microsoft Office programs.

For the Consultant in Export/Trade promotion

I. Education:

- Advanced University degree **or Bachelor's degree with 5 years of experience in Economy, Public Administration, Business Administration, Law, or other relevant fields.**

II. Working experience:

- At least 6 years of relevant experience in the field of export promotion, development of analytical reports in the socio-economic field, including programmes and projects;
- Proven familiarity with the Transnistrian region setting, knowledge and in-depth understanding of the working environment, its sensitivities, economic and political challenges, ability to build solid ground for joint work between the two sides are strongly desirable;
- Proven experience of developing studies/assessments related to international trade/DCFTA;
- Previous work for UNDP/ major multilateral/ or bilateral development support programmes will

be an asset.

III. Competences and skills

- Strong communication and presentation skills, ability to facilitate discussions;
- Ability to analyze, plan, communicate effectively with stakeholders and present ideas clearly and effectively;
- Ability to enter new environments, adapt quickly and produce immediate results;
- Fluency in Russian is compulsory. Knowledge of English is an asset;
- Computer literacy - competent user of Microsoft Office programs.

For the Consultant in SPS (Sanitary and phytosanitary measures)

I. Education:

- Advanced **University degree or Bachelor's degree with 5 years of experience in Economy, Business Administration, Law, or other relevant fields;**

II. Working experience:

- At least 6 years of relevant experience in the field of SPS, development of analytical reports in the SPS field, including programmes and projects;
- Proven experience of working with and international agreements related to SPS measures;
- Previous work for UNDP/ major multilateral/ or bilateral development support programmes will be an asset.

III. Competences and skills

- Strong communication and presentation skills, ability to facilitate discussions;
- Ability to analyze, plan, communicate effectively with stakeholders and present ideas clearly and effectively;
- Ability to enter new environments, adapt quickly and produce immediate results.
- Fluency in Russian is compulsory. Knowledge of English is an asset;
- Computer literacy - competent user of Microsoft Office programs.

Personal qualities (for all candidates):

- Proven commitment to the core values of the United Nations; in particular, is respectful of differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or other status;
- Responsibility;
- Flexibility;
- Punctuality.

All the costs related to carrying out the field research, interviews, needed travel and organization of focus group meetings, shall be borne by the Consultants and be included in the financial proposal of the Lead Consultant.

Documents to be included when submitting the proposals:

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

1. Proposal: explaining why they are the most suitable for the work and providing a list of relevant publications and a brief methodology on how they will approach and conduct the work;
2. Financial proposal in lump sum, USD. For fair comparison of the proposals, the travel related costs are required to be included in the financial proposal of the Lead Consultant;
3. The duly filled Personal History Form (P11 – template attached to the announcement) including past experience in similar assignments and the contact details of at least 3 reference persons.

The United Nations Country Team in the Republic of 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.