



*Empowered lives.
Resilient nations.*

TERMS OF REFERENCE

Assignment Title	National Consultant: Private Sector Landscape Mapping and Private Sector Strategy
Project	Economic Empowerment of Women and Youth in Myanmar
Type of Contract	Individual Contract (National Consultant)
Contract Period	50 days
Supervisor	Chief of Unit (Sustainable and Inclusive Growth)
Location	Yangon with travel to field locations (Dry Zone, Shan State, Rakhine)
Country	Myanmar

A. BACKGROUND

The private sector is widely acknowledged as a key driver of the achievement of the sustainable development goals (SDGs) across countries and regions. Over the past couple of decades, the private sector is increasingly being acknowledged and recognized for its potential to developing innovative, market-based solutions to address SDG gaps and development challenges in a sustainable manner.

Myanmar has demonstrated a strong political will for moving on the SDGs. The recently launched Myanmar Sustainable Development Plan (MSDP, 2018-2030) for instance, explicitly recognizes a central role for the private sector alongside public entities and the development partners in the achievement of its SDGs. The MSDP specifically mentions the dependence on the 'entrepreneurial and ever-resilient spirit of our people and the participation of our private sector, a main driving force of inclusive and sustainable development' for the achievement of SDGs.

In line with this approach, UNDP Myanmar is also concretely exploring how to work differently to scale up its impact on the SDGs. Aligned with national priorities and the MSDP, UNDP Myanmar's Country Programme Document (CPD) explicitly highlights forging of new private sector partnerships to support the 2030 agenda including in the areas of innovation, economic empowerment, natural resource management, disaster risk reduction, and building resilience to shocks and crises.

As Myanmar rapidly transitions from a relatively closed to an open economy attracting regional and global foreign investments, the role of the private sector both domestic and international with significant investments and presence in Myanmar, is set to be enhanced further. The government recognizes that human rights, rule of law, inclusive and sustainable economic development, and state-building are interconnected and require investments, both foreign and domestic, to be conducted responsibly.

An important objective of the 2016 Myanmar Investment Law is 'to develop responsible investment in the interest of the Union and its citizens which does not harm the natural or social environment'. Also, UNDP is supporting the Myanmar National Human Rights Commission to closely collaborate with

government representatives from different ministries to integrate human rights considerations into all existing and new regulation of business and investment. In order to do so, the country office is advocating for using the UN Guiding Principles on Business and Human Rights.

Globally, while the SDG aligned private investment has been growing, it still remains a small part of the total. The UN Global Compact's call to companies to voluntarily align strategies and operations with universal principles on human rights, labour, environment and anti-corruption and take actions that advance societal goals has seen over 12000 plus signatories. UNDP Myanmar's engagement with the private sector ranges from collaborative and innovative platforms and solutions to support rural communities to move up the value chains, building the capacity of micro, small and medium enterprises to strengthen their competitiveness, promoting a culture of entrepreneurship and start-ups with a focus on women and youth and leveraging innovative financing and partnerships including scoping out impact investing for stepped up private sector investments on SDGs and issue based collaborative action on salient themes such as World Environment Day. UNDP is also seeking to identify entry points across the country office including in the Governance for Peace Unit as well as the Sustainable and Inclusive Growth Unit including opportunities to co-leverage and crowd in private sector finance in designing of its programming including environmental projects funded by vertical funds such as the Global Environmental Facility (GEF) and the Green Climate Fund (GCF) and across its entire programming portfolio.

B. SCOPE OF WORK, OUTPUTS AND DELIVERABLES

In order to operationalize the CPD's approach vis-a-vis strategic engagement with the private sector, the country office recently embarked on its first private sector partnership with a leading telecom service provider in Myanmar. The overall objective of the partnership was to support the achievement of SDGs by leveraging mobile technology to address development challenges in an innovative manner and for advocacy on environmental issues. Building on this initial effort and in order to diversify and expand on the private sector partnerships, the Country Office would like to undertake a systematic landscape mapping of the private sector operating in Myanmar who can play a significant role in contributing to the SDGs and improving the lives of the poor in an inclusive manner.

The National Consultant will support the International Consultant in the following:

- Undertake consultations with key government entities (to be agreed) on the involvement of the private sector in MSDP and any other planned government initiatives for achievement of MSDP goals and SDGs;
- Undertake consultations with donor funded initiatives on the private sector including the DFID funded DANA facility;
- Structured consultations with key private sector entities/ start-ups in key sectors including business associations to map out ongoing investments and engagements by the private sector in Myanmar and scope out potential efforts which can be scaled up and linked to UNDP's programming efforts; this effort would lead to select case studies of ongoing Corporate Social Responsibility (CSR) initiatives, corporate priorities which highlight the scope of the engagements and how they can be linked to UNDP programming portfolio;
- Identification of ongoing private sector projects and initiatives around the SDGs; Mapping ongoing engagements by the private sector in several states and regions where UNDP programming is ongoing. This may include dry zone, Shan, Tanintharyi and Rakhine;
- Identify entry points for strengthened and innovative crowding in and creating opportunities for strategic private sector partnerships across the Country Office;

- Based on the consultations prepare a Country Office strategy, well defined entry points and a concrete practical action plan with timelines to strengthen private sector engagement across the entire programming portfolio for achievement of MSDP and the SDGs.

Proposed Methodology

The methodology would be a combination of desk-based literature review and secondary research, structured and unstructured interviews with government, business associations and private sector players/start-ups. Engage with the Myanmar Young Entrepreneurs' Association and Myanmar Women Entrepreneur's Association to gauge the interest of the domestic private sector in Myanmar including through consultations. The methodology would be further developed during the inception phase and Report. It is expected that the consultant would undertake 2 field missions and would undertake remote desk-based analysis.

Expected deliverables

- Landscaping mapping and analysis of the private sector, both domestic and international with significant investments and presence in Myanmar, for the achievement of SDGs highlighting significant CSR initiatives and potential linkages to UNDP's programming portfolio; details of the information to be included include due diligence issues to be agreed upon during inception phase and
- Country office private sector engagement strategy including due diligence considerations, guided by the corporate UNDP Private Sector Strategy, and a practical action plan with timelines to inform CO's private sector partnerships on SDGs over the course of 2019-2020

C. EXPERTISE AND QUALIFICATIONS REQUIRED

Academic Qualifications/Education:

Master's degree in economics, business administration or in any other related field

Experience:

- Around 5-8 years of relevant work experience particularly in the ASEAN region with a demonstrated track record of successful engagement with the private sector and CSR
- Prior experience of working on the private sector in Myanmar would be an asset;
- Advanced IT skills, excellent analytical, report writing and presentation skills

Language skills:

- Fluency in written and spoken English and Myanmar.

D. MANAGEMENT AND IMPLEMENTATION ARRANGEMENTS

- The International Consultant will report to the Chief of Unit, Sustainable and Inclusive Growth Unit of the UNDP Country Office in Myanmar for technical matters, and Project Manager as necessary for administrative purpose

- The consultant is also required to comply with the UN security directives set forth under <http://dss.un.org>
- The consultant will be given access to relevant information necessary for execution of the tasks under this assignment;
- The consultant will be responsible to bring his/her own laptop computer for use during this assignment; the consultant must have access to reliable internet connection
- Payments will be made upon submission/completion of prescribed deliverables and certification of payment form, and acceptance and confirmation by the supervisor

E. DUTY STATION AND DURATION OF ASSIGNMENT

This consultancy will be home-based and with domestic travels to project areas as required; any necessary missions must be approved in advance and in writing by the supervisor. The consultancy will be carried out for 50 days from 1 October until 31 December 2019.

F. PAYMENT ARRANGMENT

Interested persons are requested to submit their financial proposals quoting their *daily fees* noting the following conditions:

- a) The contract price is fixed regardless of changes in the cost components
- b) Payments will be made upon submission of timely deliverables and certification of payment form, and acceptance and confirmation by the supervisor

Deliverable No.	Description of deliverables	Timeline	Payment (USD)
Deliverable 1	Inception Report with clear timelines and methodology.	10 October 2019	20%
Deliverable 2	Final Report: Landscaping mapping and analysis of the private sector, both domestic and international with significant investments and presence in Myanmar, for the achievement of the SDGs, highlighting significant CSR initiatives and potential linkages to UNDP's programming portfolio; details of the information to be included include due diligence issues to be agreed upon during inception phase	30 November 2019	30%
Deliverable 3	Final Report: Country office private sector engagement strategy including due diligence considerations, guided by the corporate UNDP Private Sector Strategy, and a practical action plan with timelines	31 December 2019	50%

	to inform CO's private sector partnerships on SDGs over the course of 2019-2020		
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G. RECOMMENDED PRESENTATION OF OFFER

Interested persons are requested to submit the following documents as part of their application:

- 1) **Brief description/ cover letter** of why the individual considers him/herself as the most suitable for the assignment. Please paste the letter into the 'Resume and Motivation' section of the electronic application
- 2) Duly accomplished **Letter of Confirmation of Interest and Availability** using the template provided by UNDP
- 3) **P11 Form** indicating all relevant experience as well as the contact details (email and telephone number) of the candidate and at least three (3) professional references. Please use the P11 form provided by UNDP
- 4) **Financial Proposal** that indicates the daily fees as per the template provided by UNDP

H. CRITERIA FOR SELECTION OF THE BEST OFFER

The following criteria shall serve as basis for evaluating offers:

Combined Scoring Method:

Where the qualifications and methodology will be weighted a maximum of 70% and combined with the price offer which will be weighted a maximum of 30%

Technical Evaluation of Proposals:

All applications comprising the information/documentation provided will be evaluated to ascertain the suitability of the applicants to carry out the assignment. Candidates who obtain the minimum of 49 points of the full mark (70 points) will be considered technically compliant and their financial evaluations will be evaluated thereafter. Applications will be scored as per the following breakdown (Total 70 points):

Educational background: 10 points

- Master's degree in economics, business administration or in any other related field

Relevant Experience: 55 points

- Around 5-8 years of relevant work experience particularly in the ASEAN region with a demonstrated track record of successful engagement with the private sector and CSR
- Prior experience of working on the private sector in Myanmar would be an asset;
- Advanced IT skills, excellent analytical, report writing and presentation skills

Language skills: 5 points

- Fluency in written and spoken English and Myanmar

Financial Evaluation of Proposals:

The financial proposals of all the applicants who pass the technical evaluation will be scored.

The maximum 30 points will be allotted to the lowest financial bid, and all other bids shall receive points in inverse proportion to the lowest fee e.g. $[30 \text{ Points}] \times [\text{USD lowest}] / [\text{USD other}] = \text{points}$ for other proposer's fees

The contract shall be awarded to the applicant who receives the highest cumulative score.

I. APPROVAL

This TOR is approved by: Biplove Choudhary, Chief of Unit (Sustainable and Inclusive Growth)

Signature:

B. Choudhary

Date:

29/08/19

This TOR is cleared by:

Dawn Del Rio, Deputy Resident Representative

Signature:

Dawn Del Rio

Date:

29 August 2019