

## TERMS OF REFERENCE Long Term Agreement

### 1. Assignment Information

<b>Assignment Title:</b>	E-Commerce Technical Advisor (Open to National and International with residence in Cambodia)
<b>Cluster/Project:</b>	Policy and Advocacy Unit
<b>Post Level:</b>	Senior Specialist
<b>Contract Type:</b>	Long Term Agreement (LTA)
<b>Duty Station:</b>	Home-Based and Phnom Penh
<b>Expected Place of Travel:</b>	Phnom Penh, Cambodia
<b>Contract Duration:</b>	Initial contract from 01 April 2020 to 31 March 2021 (with possibility up to a total of 120 days for 3 years)

### 2. Project Description

In March 2019, the UN Development Programme (UNDP) and the Cainiao 4PX group - the logistics arm of the Alibaba Group- have signed a three-year Public Private Partnership (PPP) to accelerate the uptake of e-commerce among Cambodian businesses and improve e-commerce logistics solutions in Cambodia, for both domestic and cross-border trade, under the project name "Connect Cambodia."

One of the core objectives of this PPP is to help Small and Medium Enterprises (SMEs) and Micro-Small and Medium Enterprises (MSMEs) to successfully complete their digital transformation, from being exclusively offline, to offer online options, to integrate payment solutions in their online offer and to appear on major B2C and B2B marketplaces.

While having this development project on the ground to directly support the sector, UNDP also joint hand with MoC to support Cambodia e-commerce ecosystem development through the partnership on the project "Go4eCAM", which aims at providing the necessary conditions for SMEs to grow digital and to gain access to much-needed finance. The objective of the project is to increase economic opportunities for Cambodian SMEs to participation in the Digital Economy.

To ensure effective engagement, UNDP is currently looking for an international expert having in-depth experience on e-commerce, to play a role as the **E-Commerce Technical Advisor**.

### 3. Scope of Work

Under the scope of the assignment, the E-Commerce Technical Advisor will support UNDP Cambodia in setting the direction and providing the guidance and high-quality technical inputs related to e-commerce.

S/He will be responsible for providing strategic advice and support to UNDP in quality planning, implementing and managing the delivery of activities to make sure meaningful action on the ground for both projects, and as well as in strategic engagement with e-commerce ecosystem.

In addition, S/He will provide advisory support to the Country Office in exploring innovative solutions to the current projects that UNDP Cambodia is working on and to the emerging issues that would be of interest to potential donors and other stakeholders.

The scope of work shall include:

- 1.) Setting strategic management directions for the effective implementation of the project and guide the project team to achieve the annual targets.
  - a. Analyzing the ecommerce sector developments in Cambodia;
  - b. Liaising with stakeholders to identify opportunities where UNDP can add value;
  - c. Identifying potential partners for project scale up, partnership, and implementation;
  - d. Making recommendations where necessary, i.e. for project planning, implementation, and monitoring to ensure successful project completion.
  - e. Advising innovation approaches in project concepts/implementation to scale up the project implementation and outcomes;
  
- 2.) Leading the project stakeholder mobilization and management for project visibility and upscaling. The consultant will provide policy and partnership advise to UNDP and the project team to ensure efficient stakeholders engagement, and
  - a. Providing high quality technical inputs and assistance to UNDP and its partners on matters related to ecommerce sector, such as logistic solution, e-payment solution, and capacity building and digital training;
  - b. Conducting the reviews of implementation of projects and programmes;
  - c. Reviewing necessary documents (report or studies) and providing advices.
  - d. Leading and organizing stakeholders' meetings or workshops as needed;
  - e. Assisting in proposal preparation for resource mobilization;
  
- 3.) Engaging in other relevant tasks as identified during the exercise of the assignment.
  - a. Documenting and synthesizing key lessons/insights from engaging with various stakeholders throughout lifetime of projects;
  - b. Refining strategies and approaches for working with strategic partners, including identifying new opportunities/partners, new barriers, and solutions/innovations;
  - c. Supporting the development of the key projects and other relevant projects;
  - d. Contributing to project implementation to ensure target outputs are delivered;
  - e. Reviewing and contributing to the interim and final project reports;

A separate ToR will be developed for the specific services needed within the scope of the LTA. The consultant shall ensure confidentiality of all the information received during the assignment.

The contractor will be paid on a lump sum basis as per agreed per assignment/ToR.

#### **4. Institutional Arrangement**

The advisor will work under direct supervision and guidance of the Policy Analyst in charge of Private Sector.

#### **5. Duration of the Work**

Person-days for the total assignment is up to 120 days for three years. The initial assignment is expected from 01 April 2020 to 31 March 2021, with possible of extension up to three years based on the needs and satisfactory performance of the consultant. The proposed professional fee remains valid for up to three years.

## 6. Duty Station

The duty stations for this assignment is Phnom Penh. DSA, air ticket, and all other related actual costs (etc. local travels) will be covered by the project, prior to agreement made prior to each assignment taking place. The reimbursement of the associated costs will be made through F-10.

Selected individual contract(s) who is expected to travel to undertake the assignment is required to undertake the (BSAFE) *training* prior to travelling at below website (<https://dss.un.org/dssweb/WelcometoUNDSS/tabid/105/Default.aspx?returnurl=%2fdssweb%2f>).

## 7. Minimum Qualifications of the Individual Contractor

<b>Education:</b>	Master's degree, in international trade, business administration, economics, trade and development or related field
<b>Experience:</b>	<ul style="list-style-type: none"> <li>▪ Minimum 15 years of practical experience in international trade, services trade in Asia/Pacific LDCs as well as on matters concerning e-commerce, trade in services, trade facilitation among other relevant works;</li> <li>▪ Experience in advising LDC government on trade development, trade policy and e-commerce policies and strategies</li> <li>▪ Experience in the areas of trade-related technical assistance projects targeting economic development, in Asia.,</li> <li>▪ Expertise and proven track record in trade related technical assistance project formulation, management and monitoring;</li> <li>▪ Expertise and proven track record in facilitating and conducting Public Private Partnership dialogue;</li> <li>▪ Prior experience of UNDP programming, policies and operational practices;</li> <li>▪ In-depth understanding of Cambodia e-commerce and digital economy eco-system</li> </ul>
<b>Competencies:</b>	<ul style="list-style-type: none"> <li>▪ Innovation Outreach and Partnerships: Ability to establish and cultivate institutional alliances around new ways of working and new approaches to development.</li> <li>▪ Networking Skills: Builds internal and external partnerships and alliances for the exchange of knowledge, experiences and services for mutual benefit. Builds partnerships for business development opportunities and positions UNDP as a partner of choice.</li> <li>▪ Communicates with Impact: Highly effective written and oral communication skills. Communicates complex topics simply but without losing important nuance and meaning. Understands how to frame messages in a compelling way for a target audience, and articulates these messages credibly, powerfully, and with confidence. Makes a positive impact in all forms of communication.</li> <li>▪ Strategic analysis and creative problem solving: Advanced analytical, problem solving skills are essential for this role. S/he is able to challenge mind-sets and think outside the box, as well as improvise in dynamic situations. Exhibits original and</li> </ul>

	<p>innovative thinking in his/her work. Demonstrates strong development and business insight and sees the big picture.</p> <ul style="list-style-type: none"> <li>▪ <i>Knowledge and expertise:</i>  Knowledgeable of business, economic, digital economy principles, and technology trends influencing the intersection of private, public, finance and development sectors. Applies well-informed perspectives to identify new growth opportunities, address partnership dynamics, and shape innovative yet pragmatic business plans that drive tangible organizational growth and sector impact.</li> </ul>
<b>Language Requirement:</b>	Excellent written and oral English

## 8. Criteria for Evaluation of Level of Technical Compliance of Individual Contractor

Technical Evaluation Criteria	Obtainable Score
Master's degree, in international trade, business administration, economics, trade and development or related field	10
At least 15 years of practical experience in international trade, services trade in Asia/Pacific LDCs	20
Experience in advising LDC government on trade development, trade policy and e-commerce policies and strategies	20
Expertise and proven track record in trade related technical assistance project formulation, management and monitoring;	10
In-depth and comprehensive understanding of Cambodia e-commerce and digital economy eco-system	30
Experience in liaising with various stakeholders, particularly Royal Government	10
<b>Total Obtainable Score:</b>	<b>100</b>

## 9. Payment Milestones

The payment is made based on the actual number of days per each assignment agreed prior to each assignment is taking place. It will be calculated based on the number of actual working days as per assignment (exclude DSA, air-ticket, and other associated costs). The advisor can begin working *only* after a **purchase order (PO)** is issued to him/her each time a service is required and following discussion and agreement between the contractor and the Country Office.

Full payment amount is paid within 30 days after satisfactorily completion of work and receiving of original invoice/CoP. Each payment is subject to acceptance of work, receipt of Certification for Payment, and performance evaluation duly completed (for last payment) and signed by the head of the respective unit requesting the service. Offerors shall quote one rate of daily professional fee. The rate shall be all inclusive and fixed during the contract period. If additional work is needed due to the assignment not meeting the requirements, this will be at no cost to UNDP.