I. BACKGROUND

Despite weak institutional and policy support, micro, small and medium enterprises (MSMEs) remain key drivers of economic growth and job opportunities in Sub Sharan Africa (SSA). COVID19 pandemic intensified pre-existing challenges of this vital segment of the economy, especially in relation to access to finance. A recent survey by the International Trade Center (ITC) focusing on francophone Africa shows that 63% to 79% of MSMEs have experienced loss of revenue and 32% of MSMEs consider the risk of shutting down within 6 months. Zooming into the Union Economique et Monétaire Ouest Africaine (UEMOA) region, a survey carried out by the Chambre Consulaire Regionale (CCR)\(^1\) finds that due to loss of revenue, 71% of MSMEs are concerned about their ability to recover economically from the pandemic.

While immediate relief measures were adopted throughout the UEMOA region, often in the form of temporary tax exemptions as well as direct disbursements and/or payment of arrears (typically utility and related) their relatively short-term in nature appears insufficient to alleviate MSMEs concerns. However, there are significant body of knowledge and experiences in the market that could be adopted and scaled up by governments to bridge MSMEs financing gap. In order to garner support from Governments, Development Finance Institutions (DFI), development partners and the private actors, the UNDP in Africa in partnership with the Government of Benin and BADEA will organize a public-private dialogue (PPD) under the theme of Financing strategies and practical solutions for COVID-19 relief, recovery and resilience of MSMEs and Informal Enterprises in UEMOA region.

This PPD is aimed at showcasing solutions successfully implemented in SSA to address the supply and demand side bottlenecks, identify best-practices of collaborative interventions involving the public sector, the private sector, traditional and innovative financial service providers, development partners and DFIs. The dialogue will purposefully aim at determining entry-points and formulating an appropriate strategy to scale-up the identified tools and ultimately improve the functioning of financial markets for MSMEs and informal enterprises.

The dialogue will gather representatives of the Banque Centrale des Etats d’Afrique de l’Ouest (BCEAO), Finance Ministers of the UEMOA region, representatives of DFIs, including the African Development Bank (AfDB), the Arab Bank for Economic Development in Africa (BADEA), the International Finance Corporation (IFC), the Islamic Development Bank (IsDB) and leading foundations especially the Mastercard Foundation and the Bill and Melinda Gates Foundation. Representatives of

the financial sector in the region will also be invited: traditional banks and microfinance institutions as well as institutions specializing on informal finance including the ROSCAs, Moneylenders and others; and critically, representatives of the Fintech enterprise and relevant e-commerce players in the sub-region.

In this context, UNDP RBA would like to engage an international consultancy firm to support the PPD preparation and undertake the following specific activities.

II. SCOPE OF THE WORK

The consultant will map out and identify successfully implemented MSMEs targeted financing strategies, models and tools including de-risking mechanisms to mention a few. The assignment also involves mapping of relevant stakeholders involved in digital finance market and documenting case studies and information on fintech and e-commerce solutions for discussion at the PPD for adoption and scale up as part of COVID19 MSMEs recovery effort.

III. EXPECTED DELIVERABLES AND PAYMENT SCHEDULE

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<th>Deliverables</th>
<th>Estimated Time</th>
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<td>• A brief inception report detailing workplan and list of targeted interviewees.</td>
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<td>• The production of an infographic booklet containing the findings and recommendations of the mapping.</td>
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<td>• A technical PowerPoint document to be presented during the event.</td>
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<td>• A brief Concept Note, spelling-out precisely the scope of the PPD based on the findings of the mapping exercise, the PPD event structure, and other relevant material to accompany invitation to stakeholders</td>
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<td>• A draft action plan to be validated during the PPD;</td>
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<td>• A finalized action plan and declaration following the PPD.</td>
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<td>• Final PPD outcome report, that will include an overview of country level resource mobilization models &amp; strategies to support SMEs and informal enterprises development, financing, and transition to formalization as applicable.</td>
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<td>• Communication material for dissemination with traditional and social media;</td>
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IV. METHODOLOGY / APPROACH OF THE WORK

The consultant will work closely and coordinate with the UNDP AFSH team in Pretoria and RBA project focal person.

The consultant will develop and propose own methodology to carry out the tasks described above. However, this will include:
• Desk review: review publications, reports, documents, online resources produced by financial institutions, foundations, governments, and development partners on the topic.
• Key informant interviews and dialogue with key stakeholders from the public, financial sector and private sector related to MSMEs in Africa.
• Preparation of relevant questionnaires for policymakers and the private sector to inform the mapping and the action plan.

V. AREA OF CORPORATE SPECIALIZATION OF PROPOSING CONSULTANT

- Has at least 5-10 years of experience providing similar services to international organizations,
- Expert knowledge on development finance and issues of MSMEs in Africa
- Experience organizing public private dialogues
- Experience with UN or other international organizations beneficial

i. QUALIFICATION AND EXPERIENCE OF LEAD CONSULTANT

Academic Qualification:

- At least Master’s Degree in development finance, development economics, business management, social Science, or related field.

Work Experience:

- A minimum of 10 years’ experience related to financial sector and development finance especially in Africa.
- Practical consulting experience conducting research, mappings, collecting and analyzing data, identifying gaps, and making recommendations for solutions in relation to access to finance, digital finance, de-risking instruments, e-commerce, mobile money.
- Experience with de-risking guarantees design and implementation is an asset.
- Experience in upskilling financial service providers in modern credit-scoring methods using data and fintech is an asset.
- Exposure to fintech and digital commerce solutions is an asset.
- Experience in resource mobilization strategy development is an asset.
- Proven strong analytical aptitude and writing skills is needed.
- Proven experience in developing knowledge products and presenting data and information for use by wider audiences.
- Strong communication, facilitation, and presentation skills, including outstanding communication skills in French and English.
- Hands on work experience in fields related to the assignment in SSA in general, and West Africa and UEMOA region is an asset.

Proven and solid knowledge and experience in providing similar service to international organizations, especially experience with Public Private Dialogue organization and facilitation processes is an advantage.

ii. OTHER
The consultant is expected to produce high quality documents and to mobilize all the required capacity to produce infographics-rich documents, knowledge products and the required communication materials.

VI. SELECTION CRITERIA

- Technical criteria - 70%
- Financial criteria - 30%