



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 19.01.2022

Country: home-based

Description of the assignment: Identifying BoP segments for inclusive business models in Southeast Asia

Project/Office: Business Call to Action

Period of services (if applicable): 20 February 2022–20 July 2022 (approximately 105 months)

Any request for clarification must be sent by standard electronic communication to the e-mail: gokce.kaya@undp.org. The response will be provided by standard electronic mail.

1. BACKGROUND

Launched in 2008, the Business Call to Action (BCtA) is a unique multilateral alliance between key donor governments including the Dutch Ministry of Foreign Affairs, the Swedish International Development Cooperation Agency (Sida), the Swiss Agency for Development and Cooperation (SDC), the AGFund, and the United Nations Development Programme - which hosts the Secretariat. BCtA aims to accelerate progress towards the Sustainable Development Goals (SDGs) by challenging and supporting companies to develop inclusive business (IB) models that offer the potential for both commercial success and development impact. BCtA aims to enhance the visibility, credibility, scale and effectiveness of IBs as market-based solutions to contribute to the achievement of the SDGs and benefit those at the base of the economic pyramid (BoP).

BCtA's value proposition is to drive the IB agenda globally by engaging the private sector, governments and the development community in joint efforts towards inclusive economic growth and social impact. BCtA members are market leaders and innovators, committed to developing commercially viable business ventures that engage people living at the BoP as consumers, producers, suppliers, and distributors of goods and services. Worldwide, 280 companies have responded to our call to action by making commitments to improve the lives and livelihoods of millions through commercially viable business ventures.

An inclusive business purposefully integrates the BoP into the business by engaging them as suppliers, distributors, retailers, workers or customers in a manner that seeks to generate net positive social impact, such as improved livelihood opportunities, increased income or better access to relevant and affordable goods and services for the BoP. The focus of this consultancy is to reach a wider range of relevant and impactful business models in the agribusiness, health, education, housing, manufacturing and other inclusive finance sectors on a region wide basis, with specific focus on Bangladesh, India, Indonesia, Philippines and Vietnam ("5 target countries").

IB models require intentional and strategic engagement with the target Base of the Pyramid (BoP) segment to generate tangible tracking of improved income earning opportunities, access to affordable goods and

services or other positive social benefits. While private companies in Asia are increasingly adopting such IB models as part of their core business strategies to better serve a large target low-income market segment, they are not often capable of managing the impact measurement and management (IMM) methodologies needed to define the target segment in socio-economic terms – using income or other alternative metrics- in order to capture clear baseline data and measure improvements in socio economic outcomes accordingly.

2. SCOPE, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

Consequently, the consulting assignment is focused on establishing the groundwork criteria for identifying and measuring (BoP segments for IB business models in the 5 target countries, using income and other alternative innovative metrics that enable focused business models to scale social impact. The consultant will also help BCtA and key partners to test the proposed indicators with private sector companies to align their use and prepare for launch of a more adapted impact metrics framework needed to catalyse increased private sector financing of IB models

The services to be provided by the Consultant will cover, but will not be limited to, the following tasks:

Deliverable 1: An inception paper based on the following:

- Review current criteria for impact assessment request for IB borrowers.
- Analyse secondary data from different data sources on poverty income and vulnerability indicators in the targeted 5 countries (e.g. Census, World Bank database, UNDP Human Development Data among others).
- Identify segment proxies for low-income populations to help define alternative metrics for measuring vulnerability and lack of access to quality affordable health, education, manufacturing, finance, and agribusiness supply chain models.
- Identify relevant data points and other suggested approaches to develop relevant IMM metrics for each of the 5 target countries and target sectors, based on national definitions for low-income populations, low-income workers, Micro Small and Medium Enterprises (MSMEs), unbanked population, underserved regions, smallholder farmers, beneficiaries of government social and economic benefits in health and education and housing, amongst others.
- Refine criteria identified and reflect national variables to classify BoP segments beyond income thresholds, using UNDP human development data and other relevant sources for the target countries.

Deliverable 2: A report defining of context based IB indicators for impact management baseline refined and tested

- Validate criteria in the targeted five countries by interviewing policymakers, sector specialists and other stakeholders through one-on-one interviews.
- Identify key performance indicators to measure IB impact, based on impact assessment data request and country-specific parameters.
- Select examples of relevant impact measurement indicators for specific sectors as appropriate for IB models (e.g. agri, health, education, manufacturing, housing et al).
- Identify benchmarks (baseline and targets) as a basis for comparison in each of the target 5 countries. Provide illustration of applications as relevant for IB companies

Deliverable 3: Key parameters for a context based IB impact measurement baseline systematized.

- Presentation to BCtA and key partners to discuss and validate the framework, criteria and selected indicators for applying in their IB operations

Required Date of Submission	Deliverable Description	Percentage of Payment Due upon Completion
April 25, 2022	Deliverable 1: An inception paper based on the following: <ul style="list-style-type: none">• Review current criteria for impact assessment request for IB borrowers.• Analyse secondary data from different data sources on poverty income and vulnerability indicators in the targeted 5 countries (e.g. Census, World Bank database, UNDP Human Development Data among others).• Identify segment proxies for low-income populations to help define alternative metrics for measuring vulnerability and lack of access to quality affordable health, education, manufacturing, finance, and agribusiness supply chain models.• Identify relevant data points and other suggested approaches to develop relevant IMM metrics for each of the 5 target countries and target sectors, based on national definitions for low-income populations, low-income workers, Micro Small and Medium Enterprises (MSMEs), unbanked population, underserved regions, smallholder farmers, beneficiaries of government social and economic benefits in health and education and housing, amongst others.• Refine criteria identified and reflect national variables to classify BoP segments beyond income thresholds, using UNDP human development data and other relevant sources for the target countries.	40%
June 30, 2022	Deliverable 2: A report defining of context based IB indicators for impact management baseline refined and tested <ul style="list-style-type: none">• Validate criteria in the targeted five countries by interviewing policymakers, sector specialists and other stakeholders through one-on-one interviews.• Identify key performance indicators to measure IB impact, based on impact assessment data request and country-specific parameters.• Select examples of relevant impact measurement indicators for specific sectors as appropriate for IB models (e.g. agri, health, education, manufacturing, housing et al).• Identify benchmarks (baseline and targets) as a basis for comparison in each of the target 5 countries. Provide illustration of applications as relevant for IB companies	40%

July 10, 2022	Deliverable 3: Key parameters for a context based IB impact measurement baseline systematized. <ul style="list-style-type: none"> • Presentation to BCtA and key partners to discuss and validate the framework, criteria and selected indicators for applying in their IB operations 	20%
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3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Academic Qualifications:

- Masters-level qualifications in international affairs, development, business administration, economics, or related fields, or
- Undergraduate qualifications in international affairs, development, business administration, economics, or related fields with at least 10 years of professional experience

II. Years of experience:

- Minimum 5 years of work experience in the development field, minimum 2 of which are within the area of market research and data analysis for socio economic profiling as well as stakeholder engagement activities in the impact measurement and management (IMM) of IB models
- At least 2 years of experience in developing a methodology for monitoring results and analysis and experience in using, analyzing databases, designing indicators and developing proxies.
- A track record of producing high-quality and deeply analytical reports and publications on the theme of IB and socioeconomic impact considered an asset
- Experience with IB companies in the Asian region
- Knowledge of the inclusive business ecosystem in Southeast Asia

III. Language:

- Excellent writing, editing, and oral communication skills in English
- Knowledge of other UN languages is an advantage, but not a requirement.

IV. Competencies:

Corporate competencies:

- Demonstrates integrity by modeling the UN's values and ethical standards
- Promotes the vision, mission, and strategic goals of UNDP;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Treats all people fairly without favoritism;
- Fulfills all obligations to gender sensitivity and zero tolerance for sexual harassment

Functional competencies:

- Strong interpersonal skills, communication and diplomatic skills, ability to work in a team
- Openness to change and ability to receive/integrate feedback
- Ability to work under pressure and stressful situations
- Strong analytical, reporting and writing abilities
- Excellent public speaking and presentation skills

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

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

- a) **Letter of Confirmation of Interest and Availability** using the template provided by UNDP;
- b) **CV** including at least 3 references (or contact information of at least 3 people who could provide a reference upon request);
- c) **Financial Proposal** as per template attached to the Letter of Confirmation of Interest and Availability template;
- d) **Copy/-ies of University Diploma/s**;
- e) **Copies of documents proving language knowledge** for English (if not a native speaker);
- f) **Statement of Good Health** using the template provided by UNDP and indicating medical insurance policy number and insurance provider (a copy of insurance policy is to be attached) shall be submitted prior to contract signing.
- g) **2 sample reports**

Incomplete applications will not be considered. Please make sure you have provided all requested materials.

5. FINANCIAL PROPOSAL

Lump sum of the contract is all-inclusive and takes into account various expenses incurred by the consultant/contractor during the contract period (e.g. fee, health insurance, vaccination, office costs and any other relevant expenses related to the performance of services). All envisaged travel costs must be included in the financial proposal.

Payment to the individual contractor will be made based on the actual number of days worked, deliverables accepted and upon certification of satisfactory completion by the manager.

#	Description of Deliverables	Due Date	Payment (% of the total contract amount)
1	Upon satisfactory submission and acceptance of Deliverables 1;	5 May 2022	40%
2	Upon satisfactory submission and acceptance of Deliverables 2;	10 July 2022	40%
3	Upon satisfactory submission and acceptance of Deliverables 3.	20 July 2022	20%

Travel

All travel expenses related to this mission must be included into the consultant's contract lump sum amount.

6. EVALUATION

Individual consultants will be evaluated based on cumulative analysis.

When using this weighted scoring method, the award of the contract should be made to the individual consultant whose offer received the highest score out of a pre-determined set of weighted technical and financial criteria:

Total score = Technical Score + Financial Score

Example

* Technical Criteria weight; [70%], maximum 700 points

* Financial Criteria weight; [30%], maximum 300 points

All the offers of individual consultants who scored 490 (70% from 700) and more points during the desk review/interview are acceptable for the financial evaluation.

The lowest technically qualified proposal receives 300 points and all the other technically qualified proposals receive points in inverse proportion according to the formula:

$P=Y*(L/Z)$, where

P=points for the financial proposal being evaluated;

Y=maximum number of points for the financial proposal;

L= price of the lowest price proposal;

Z=price of the proposal being evaluated.

Criteria	Weight	Max. Points - 1000
<u>Technical</u>	70%	700
• Academic qualifications:	13%	130
<i>Masters-level qualifications in international affairs, development, business administration, economics, or related fields, or Undergraduate qualifications in international affairs, development, business administration, economics, or related fields with at least 10 years of professional experience</i>	13%	130
• Professional experience:	44%	440
<i>Minimum 5 years of work experience in the development field, minimum 2 of which are within the area of market research and data analysis for socio economic profiling as well as stakeholder engagement activities in the impact measurement and management (IMM) of IB models</i>	20%	200*
<i>At least 2 years of experience in developing a methodology for monitoring results and analysis and experience in using, analyzing databases, designing indicators and developing proxies.</i>	8%	80*
<i>A track record of producing high-quality and deeply analytical reports and publications on the theme of IB and socioeconomic impact considered an asset (please provide at least 2 reports)</i>	2%	20*

Experience with IB companies in the Asian region	8%	80*
Knowledge of the inclusive business ecosystem in Southeast Asia	6%	60*
• Language	16%	130
Excellent writing, editing, and oral communication skills in English	10%	100*
Knowledge of other UN languages is an advantage, but not a requirement.	3%	30*
<u>Financial</u>	30%	300
<i>Unit price as per Financial Proposal</i>		300

**Applied scoring system:*

Degree of compliance Supporting Evidence Scoring scale (% from maximum available score for the given sub-criteria)	Degree of compliance Supporting Evidence Scoring scale (% from maximum available score for the given sub-criteria)	Degree of compliance Supporting Evidence Scoring scale (% from maximum available score for the given sub- criteria)
<i>Excellent</i>	<i>Excellent evidence of ability to exceed contract requirements</i>	80-100%
<i>Good</i>	<i>Good evidence of ability to exceed contract requirements</i>	60-80%
<i>Satisfactory</i>	<i>Satisfactory evidence of ability to support contract requirements</i>	40-60%
<i>Poor</i>	<i>Marginally acceptable or weak evidence of ability to comply with contract requirements</i>	10- 40%
<i>Very poor</i>	<i>Lack of evidence to demonstrate ability to comply with contract requirements</i>	0-10%
<i>No submission</i>	<i>Information has not been submitted or is unacceptable</i>	0%

Annexes:

Annex I – Letter to UNDP Confirming Interest and Availability including Finance Proposal

Annex II – Individual Consultant Contract Form

Annex III –Individual Consultant General Terms and Conditions

Annex IV – Statement of Good Health