



TERMS OF REFERENCE (TOR)

GENERAL INFORMATION

Services/Work Description: Enkopa Lead Consultant

Project/Program Title: Empower, Digitize, and Globalize Entrepreneurs for Ethiopia's Transformation (EDGET)

Post Title: International Consultant

Duty Station: Addis Ababa

Type of the Contract: IC

Consultant Level: Senior Specialist (Level C)

Expected Duration: 40 Days over 4 Months

Expected Start Date: Immediately after signing of contract

I. BACKGROUND

About the Ministry of Labor and Skills

Sustainable job creation and youth employment are critical challenges that Ethiopia is facing today, as the Country aims to transition to a middle-income country by 2025. With about 2 million new entrants to the labor market every year, 49% of employed population being in subsistence employment, and ~70% of the population under 29 years old, a concentrated effort to grow current jobs, create new jobs, improve the quality of these jobs and the inclusiveness of the labor market are necessary. To this end, the Ministry of Labor and Skills (henceforth referred to as MOLS) adopted a holistic approach to tackle the binding constraints to jobs and proposed an ambitious, yet urgent call to create 14 million sustainable jobs by 2025.

The MOLS has worked on developing a Plan of Action for Job Creation (PAJC) that aims to identify the set of policies and programmes required to foster job creation and unleash the potential of the Ethiopian Economy. The Plan of Action for Job Creation proposes holistic interventions to solve the employment and job creation challenges and provides a new vision of employment in Ethiopia. The plan aims to foster the business environment and conditions necessary to create 14 million jobs by 2025, to absorb the currently unemployed, and to ensure that sustainable jobs are created for new entrants to the labor force.

About Empower, Digitize, and Globalize Entrepreneurs for Ethiopia's Transformation (EDGET) program supported by UNDP

The MOLS has identified several areas of intervention for digital entrepreneurship in its Plan of Action from a Policy, Talent and Technology standpoint. These interventions are paving the way for a Digital Economy. Commendable progress has been made on building a startup ecosystem and encouraging digital entrepreneurship in Ethiopia.

Thus, the Empower, Digitize, and Globalize Entrepreneurs for Ethiopia's Transformation (EDGET) program has been launched in August 2020. The Empower, Digitize, and Globalize Entrepreneurs for Ethiopia's Transformation (EDGET)

program, funded by UNDP and implemented by the MOLS, aims to build on progress already made by the MOLS on achieving its Digital Entrepreneurship Vision 2025 and catalyze the production of specific outputs. The objectives of the EDGET programme are to:

- Enable and promote digital entrepreneurship across all sectors of the economy
- Provide entrepreneurs with access to global capital and best-in-class knowledge
- Ensure recovery from the COVID-19 pandemic leveraging digital approaches novel for Ethiopia
- More generally, accelerate economic growth

The EDGET project is planned to culminate in a long-term program to implement Ethiopia's Digital Entrepreneurship Vision 2025 in the coming 3 years.

One of the targets as part of output 3 of the EDGET extension phase in 2022 is to host a summit in Ethiopia with global and local partners in the entrepreneurship and digital space to exchange on policies (e.g., the Startup and Innovative Businesses Proclamation), solidify/scale existing partnerships/investments and attract more.

In addition, the MOLS has kicked off an initiative around FROG and is looking to make Ethiopia a FROG hub. FROG stands for Freelancing, Outsourcing, Gigs (see link [here](#) for more details). In order to scale partnerships with tech firms and attract more to attain FROG objectives hosting all stakeholders is crucial through a platform common and appropriate for all stakeholders.

About Enkopa Movement

Enkopa is a national movement to celebrate and promote Ethiopian Entrepreneurship stories, especially untold ones, to encourage all stakeholders (engineers, startups, ecosystem builders, entrepreneurs, policy makers, educators, etc.) to build a thriving Entrepreneurship ecosystem and it is A movement with pan African ambition, and to increase collaboration between African countries and collectively own the narrative on Entrepreneurship, to essentially re-brand our continent.

II. OBJECTIVES OF THE ASSIGNMENT

Under direct supervision of MOLS, the Consultant is to lead the Enkopa movement to keep momentum. Enkopa movement activities include panel sessions, talks, developing thought leadership (articles), resource mobilization for EDGET as well as ensure the substantive coordination of the Enkopa Summit. The Enkopa Summit objectives include:

- Convene local and continental tech and freelancing/outsourcing leaders to Addis Ababa to announce Ethiopia's strategic direction in expanding freelancing, outsourcing and gigs, including key reforms in the tech sector;
- Announce major progress made by GOE in building a vibrant tech ecosystem through policy changes and direct support to ecosystem players to demonstrate Ethiopia's potential in digital entrepreneurship to local and continental companies
- Attract investments, form new partnerships and increase global access for local freelancing and outsourcing firms as well as startups;
- Facilitate G2B and B2B agreements with local and continental/regional companies;
- Scale existing partnerships already established through the Ethiopian delegation visit to the Silicon Valley (November 2019) as well as through the Ethiopian delegation visit to Europe scheduled for Q4 2022 (pending covid travel restrictions)

III. EXPECTED OUTPUTS/ DELIVERABLES

The following are the expected deliverables from the Consultant:

A. Enkopa Panel Sessions (3 in total) –

- 1) Design panel agenda and specific subject matter in line with MOLS objectives
- 2) Propose potential panelist and curate invitation list
- 3) Lead and moderate the panel sessions
- 4) Produce key highlight/Fact sheets on each panel session

B. Enkopa Articles (2 in total)

- 1) Produce 2 thought leadership article on digital economy development ecosystem (specific subject matter to be agreed MOLS leadership)

C. Enkopa Summit (1 in total)

1) Event design and coordination

- a) Design summit agenda and specific subject matter in line with MOLS objectives
- b) Design and coordinate selected site visits to demonstrate Addis startup ecosystem
- c) Propose potential invitees and curate invitation list based on proposed list by MOLS

2) Communication and Public relations

- a) Develop content for a digital e-brochure containing the preliminary program and then the detailed program within agreed timelines
- b) Develop a content for the Enkopa.org containing the preliminary program and then the detailed program within agreed timelines
- c) Produce summit report and follow up action plan

D. EDGET Resource mobilization

- 1) Engage with development partners towards resource mobilization for expansion of EDGET program.

IV. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

The Consultant will be recruited under the UNDP terms and conditions and undertake the assigned tasks and responsibilities under the direct supervision of the MOLS and UNDP.

V. PAYMENT MILESTONES AND AUTHORITY

The prospective consultant is expected to indicate the cost of services for each deliverable in US dollars all-inclusive¹ lump-sum contract amount when applying for this consultancy. The consultant will be paid only after approving authority confirms the successful completion of each deliverable as stipulated hereunder. The qualified consultant shall receive his/her lump sum service fees upon certification of the completed tasks satisfactorily, as per the following payment schedule:

Instalment of payment/period	Deliverables	Estimation Duration to Complete	Approval Should be Obtained	Percentage of Payment
1st Instalment	Upon submission of design and submission of Enkopa panel agenda, confirmed panelist list and 2 draft thought leadership articles	7 working days	UNDP Team Leader	30%
2nd instalment	Upon submission and approval of Enkopa Summit Communication and Public relations collateral, completion of 2 Enkopa panels, completion of 1 thought	13 working days	UNDP Team Leader	40%

¹ The term "All inclusive" implies that all costs (professional fees, international travel costs, living allowances, communications, consumables, etc.) that could possibly be incurred by the Contractor are already factored into the final amounts submitted in the proposal

3rd Instalment	leadership article Upon successful Enkopa summit completion, completion of 3 Enkopa panel discussion sessions, completion of 2 thought leadership articles as well as produce approved summit report and follow up action plan	20 working days	UNDP Team Leader	30%
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VI. CRITERIA FOR SELECTING THE BEST OFFER

Upon the advertisement of the procurement notice, qualified individual consultant is expected to submit both technical and financial proposals. Accordingly, individual consultant will be evaluated based on cumulative analysis as per the following scenario: Responsive/compliant/acceptable, and

- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. In this regard, the respective weight of the proposals are:
 - a. Technical Criteria weight is **70%**
 - b. Financial Criteria weight is **30%**

Criteria	Weight	Max. Point
Technical Competence (based on CV, Proposal and interview (if required))	70%	100
▪ Criteria a. Understanding the Scope of Work (SoW); comprehensiveness of the methodology/approach; and organization & completeness of the proposal		50 pts
▪ Criteria b. Fulfilling the experience requirements		50 pts
Financial (Lower Offer/Offer*100)	30%	30
Total Score	Technical Score * 70% + Financial Score * 30%	

VII. QUALIFICATIONS OF THE SUCCESSFUL INDIVIDUAL CONTRACTOR (IC)

a. Education:

- Master's degree (Combination of MBA and Scientific Degree) - Master's Level with a degree in ICT or engineering accompanied by a degree in business or policy administration

b. Experience:

- 10 years of relevant experience with at least 5 in a leadership role, at least 8 years of international experience, 2 years of local or regional experience

c. Language:

- Multilingual abilities: English and Amharic

d. Functional Competencies:

- Sectoral exposure: private sector in internationally renowned companies, public sector in several geographies, and startup from a mature ecosystem
- Has previous experience in deploying large transformational initiatives
- Has previous experience in managing and growing teams
- Expertise in offshoring, nearshoring and outsourcing and knowledge of best practices
- Functional knowledge: Digital Transformation, Business Process Outsourcing, Startup Ecosystem Development
- Has previous experience in procurement, strategic sourcing, negotiation, project delivery
- Has worked for government offices and understands the decision-making process, including in the Ethiopian context, preferably with experience at MOLS
- Has strong government relationship, client-facing and consulting skills

- Excellent interpersonal, verbal and written communications skills
- Strong network with international and local investors and service providers in digital
- Excellent network within the Ethiopian innovation eco system

e. Core Competencies:

- Demonstrates integrity by modelling 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 favouritism;
- Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassment.

Important Note:

The Consultant is required to have the abovementioned professional and technical qualifications. **Only the applicants who hold these qualifications** will be shortlisted and contacted.

VIII. CONFIDENTIALITY AND PROPRIETARY INTERESTS

The Individual Consultant shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior written consent. Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of UNDP.

This TOR is approved by:

Name:

Designation:

Signature: _____

Date Signed: