Call for engagement of Market System Development (MSD) Advisor/s back stopping support to IISEE project

I. Background

We Effect is a development organisation founded by the Swedish cooperative movement in 1958 to support the development of democratic organisations and societies. In our international development cooperation programmes, we are applying a human rights-based approach supporting people living in poverty to secure their rights. We Effect works in more than 20 countries in Africa, Asia, Europe, and Latin America through our regional offices in partnership with local CSOs, farmer organisations, cooperative federations, and other democratic organisations. For more information, see www.weeffect.org.

We Effect Regional Office for Europe was established in 2017 in Skopje, North Macedonia. Europe region is supporting 11 partner organisations in the region under the programme Empower Europe. The support is directed for North Macedonia, Albania, Kosovo, Bosnia & Herzegovina, and Moldova.

With financing from Sida (Swedish International Development Cooperation Agency), a new project for rural development aiming for a Market System Development (MSD) approach is being implemented in North Macedonia - Income Increase and Socio-Economic Empowerment of Vulnerable and Marginalized Groups from Rural and Sub-Urban Areas 2021–2023 (IISEE), in collaboration with several national organisations in North Macedonia.

The main outcomes of the project are:

**Outcome 1.** Rural enterprises, small farmers/producers grow and provide more income and employment opportunities for the people from the rural area, women, and youth in particular.

**Outcome 2.** Local communities are resilient and sustainable, providing support in rural development, especially for poor members of the communities in the selected market systems.

**Outcome 3.** More Roma people have the capacities and the access to the job market, to take up employment and business opportunities in the selected market systems.

**Outcome 4:** Organisational development.

We Effect Regional Office Europe is hiring a Market System Development (MSD) advisor/ back-stopper for the provision of high-quality technical services in We Effect’s growing portfolio in MSD programming and to support the implementation of the IISEE project.

The MSD Advisor will work with the Project Implementation Unit (PIU). The PIU consist of the regional management, project manager, facilitators, co-facilitators (National Federation of Farmers and Rural Development Network) monitoring and result measurement (MRM) personnel, and finance and admin personnel.
II. Scope of the assignment and main tasks

- The Advisor will work in close collaboration with the PIU
- Will support the further development of Monitoring and Result Measurement (MRM) System
- Provide of on-the-job as well as formal trainings on MRM, division of duties between different team members related to MRM, implementation of monitoring and evaluation activities
- Support the process of revision and update of existing Market Sector Strategies with special emphasis on analysis of underlying causes and identification of relevant market players
- Support in identification of new intervention areas, development of interventions and evaluation of their potential for scalability and sustainability
- Strategy for scalability and sustainability of interventions
- Support in preparation of Terms of Reference for interventions impact pre-assessment
- Support in preparation of periodical and annual reports

Prior the start of the assignment, the MSD Advisor (back-stopper) will design and submit the Action Plan for realisation of the main tasks listed above.

III. Expected deliverables

- Fully operational MRM system
- Delivered on-the-job and formal trainings in MRM related topics
- Revised semi-annual and annual MRM reports
- Revised and updated Market Sector Strategies
- Revised and updated Project Theory of Change
- Revised and approved intervention plans
- Delivered Strategy for scalability and sustainability of interventions
- Final version of the Terms of Reference for interventions impact pre-assessment
- Periodical and annual report(s)

IV. Eligibility of applicants

Any Legal entity – national and/or international for profit and/or non-for-profit registered in the country is considered as eligible applicant

A partnership of more than one legal entity, identifying the lead partner, is considered as eligible applicant as well.

V. Requirements and skills

The advisor shall provide the expertise listed below. In case of proven experience, one expert can cover more than one required expertise.

Expert in MRM system shall have:
- Relevant degree in Business, Economics, Entrepreneurship, Development or similar
- Hands-on experience utilising the Donor Committee for Enterprise Development (DCED) Standard for Results Measurement in market systems or value chain programs
- Experience in design, maintenance and upgrade of MRM system and monitoring programme/project results
- Experience in development and revision of the intervention and MRM plans, design and implement base line studies
- Design, plan and undertake evaluation of programme/project results, outcomes and objectives and impact assessment
- Excellent oral and written communication skills in Macedonian and English

**Expert in MSD market analysis and strategic planning** shall have:
- Relevant degree in Business, Economics, Entrepreneurship, Development or similar
- Hands on experience in setting a strategic framework for programmes/projects using MSD approach including defining the poverty reduction objective, identification of broad opportunities to benefit the target group and access the feasibility of system level change
- Extensive experience in Market sector research and analyses, including verification of selected market systems validity, mapping of the selected market systems, identification, and prioritization of system-level constraints (root causes)
- Experience in development and revision of MSD approach-based vision considering the effectiveness, sustainability, and scale concepts
- Excellent oral and written communication skills in Macedonian and English

**Expert in MSD interventions and management** shall have:
- Experience in design and implementation of effective pilot interventions
- Experience in design, revision and implementation of strategies and methods for scaling up and securing sustainability of the interventions results
- Experience in design, revision and implementation of intervention concept notes, intervention plans and reports
- Experience in MSD programme/project adaptive management including facilitation of experimentation processes, establishment, and management an excellent monitoring processes that include all involved parties as well as ability to change in response to identified market changes.
- Excellent oral and written communication skills in Macedonian and English

**VI. Duty travel & accommodation**

For this specific assignment, travels for field activities will be handled and organized in coordination with the PIU. As for accommodation, should such need arise under this assignment, it will be organized and covered by We Effect. Reimbursement of additional costs for travel and accommodation will not be accepted under this assignment.
VII. Coordination & reporting
All of the planning, timing, implementation, and reporting of the activities will be in coordination with the PIU and approved by the Project Manager.

VIII. Time frame
The assignment period covers the period from signing of contract until 31 December 2023 with a possibility for prolongation.
The minimum estimated average number of working days per month is 5.
The total number of working days for the entire assignment will not exceed 260 working days during the entire contracted period.

IX. Process of application
The Applicants should submit the following documents to these email addresses: maja.deliolanova@weeffect.org, natasha.l.angjelikj@weeffect.org and info_roeu@weeffect.org latest by August 19th, 2022.

The Applicants shall submit the following:

− Cover letter describing how you would best match the tasks listed and the requirements and skills
− Proposed methodology for realisation of the main tasks of the assignment, describing division of tasks and responsibilities among team members
− Copy of a valid registration from the Central Register of RNM (not older than one year) (required for all partners in case of partnership)
− Copy of annual financial statements for 2022 (required for all partners in case of partnership)
− CV of the advisor(s) team members who will be performing the assignment
− Partnership agreement, in case of partnership of more legal entity
− Reference table of the legal entity(ies) experience listing the MSD projects/assignments that will include information on:
  a. brief description of the project / assignment (no more than 100 words);
  b. value of contract in Swedish Crones (SEK);
  c. donor/contracting party;
  d. year of realization; and
  e. links to projects/activities reports
− Financial offer for an all-inclusive daily fee expressed in SEK including all applicable local taxes (including VAT).
− Declaration of relationships (signed)

Selection Criteria
The selection of the application will be based on the following criteria:

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<th>Quality of the application including experience and qualifications of the applicant(s)</th>
<th>60%</th>
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<tbody>
<tr>
<td>Quality of proposed methodology</td>
<td>15</td>
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Quality of proposed team:

- MRM expert
- Strategy and market analyses expert
- Interventions and management expert
- MSD related experience

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<tr>
<th>Quality of proposed team</th>
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**Financial Offer**

The offer with the lowest price shall receive the highest grade.
The other offers with higher prices shall receive the respective score according to the following formula:

\[ \text{highest grade} \times \left( \frac{\text{Lowest Bid}}{\text{Proposed Bid}} \right) \]

X. **Terms of payment**

The amount for this engagement will be indicated in the contract for cooperation and respective annexes. Payment will be made upon submission and approval of reports and documentation. Payment will be made in MKD as per the average exchange rate of NBRM on the date of deliverable approval.

XI. **Declaration of relationships**

The Applicant shall describe if their organization/employees have any business or personal relationships with closely associated party from We Effect, its Regional Office in Skopje, its governing bodies, and employees or with any of the co-facilitating organization (National Federation of Farmers, Rural Development Network).

A closely associated party (persons, physical or legal) as per We Effect’s definition is considered a person who has the possibility to exert control over, or significant influence on, the other person when it comes to financial and operative decision-making concerning an activity. The purpose of the Declaration is to disclose such information which makes the application and evaluation process more transparent and supports the bids in their relevance according to conditions on the open market.

XII. **Additional information**

The contract will be signed only by prior approval by the back-donor Sida.

XIII. **Contact**

We Effect’s contact person for this procurement is Natasha Ljubeckij Angjelic IISEE Project Manager (natasha.l.angjelikj@weeffect.org) or (info_roeu@weeffect.org)