

TERMS OF REFERENCE

NATIONAL CO-CREATION (MARKET VIABILITY) EXPERT FOR AGS PROGRAMME IMPLEMENTATION

Assignment reference: National Co-Creation (Market Viability) Expert

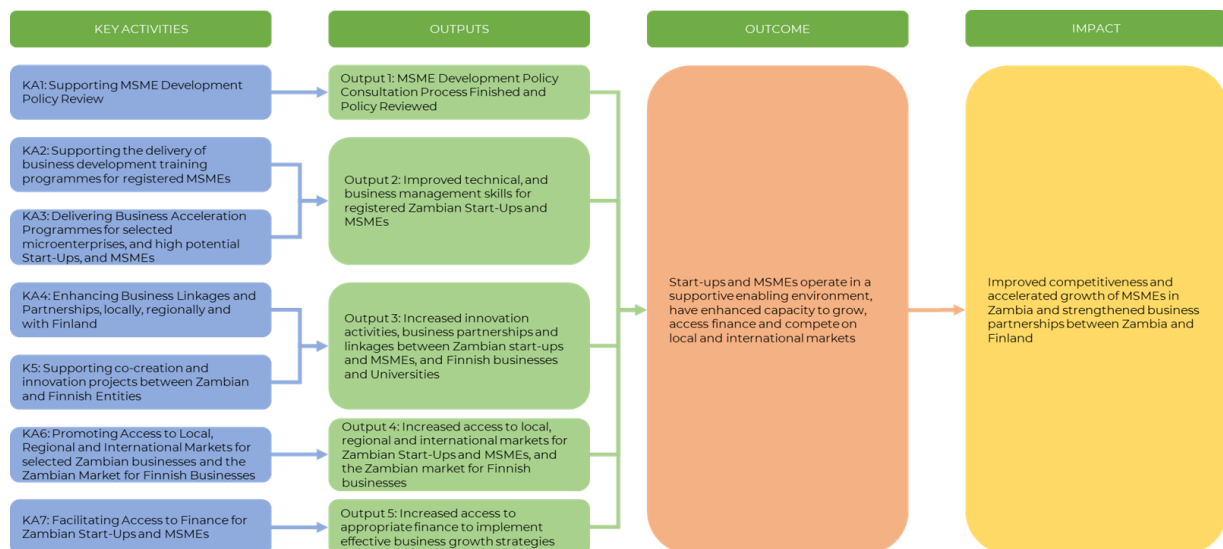
Result Area: KA 5: Supporting co-creation and innovation projects between Zambian and Finnish entities

PROGRAMME BACKGROUND

The Government of Zambia through its Seventh National Development Plan (7NDP) intends to pursue an integrated development approach. The goal of the 7NDP is “to create a diversified and resilient economy for sustained advanced growth and socio-economic development”. The Finnish Country Strategy for Development Cooperation with Zambia (2016-19) explicitly **supports the 7NDP and other policies and strategies of the Government of Zambia**. An important focus of the Country Strategy is to strengthen the Zambian private sector which is critical to promote job creation and competitiveness.

The Accelerated Growth for SMEs In Zambia (AGS) Programme is a Finnish Government funded private sector development initiative implemented in partnership with the Ministry of Commerce, Trade and Industry (MCTI) of the Government of the Republic of Zambia (GRZ). It aims to directly support start-ups, and Micro, Small and Medium Enterprises (MSMEs) to accelerate their growth and expand their contribution to job and wealth creation in the Zambian economy.

The expected Impact of the Programme is: **Improved competitiveness and accelerated growth of MSMEs in Zambia and strengthened business partnerships between Zambia and Finland**. The expected Outcome contributing to the expected impact is: Selected MSMEs have enhanced capacity to grow, to access finance and to compete on local and international markets. The key activity areas and expected outputs of the programme are highlighted in the theory of change hierarchy herein.



The AGS Programme works with **growth orientated MSMEs** in the following sectors: **agribusiness, mining services, forestry, renewable energy, and the circular economy**. ICT and education have been included as cross-cutting, horizontal sectors that will add value to other sectors. The geographical focus of the AGS programme is limited to the Lusaka, Copperbelt and North-Western provinces.

The expected results of the AGS programme include.

- The creation of 1,000 new decent jobs,
- Participating companies achieve a 20% increase in annual revenue,
- The participation of 300 companies in various business development training activities and the Business Acceleration Programme,
- The creation of 45 new Zambia-Finland business partnerships,
- The participation of 300 companies in networking and partnering activities between Zambia and Finland, and
- The achievement of commercial agreements in new markets by 100 companies.

RATIONALE OF THE ASSIGNMENT

The AGS Programme will create concrete opportunities for co-creation, technology / knowledge transfer and commercialisation of innovation among the private sector and academia through its LEAP Innovation Challenge. The goal is that business partnerships are developed between Zambian and Finnish businesses and learning institutions, the newly developed products and services enter the Zambian market, and that Zambian MSMEs learn methods for research and product or service development. The main expected outcome of the LEAP Innovation Challenge is increased capacity to further develop the created concept and cooperate with other stakeholders. Outcomes of the co-creation process include concrete demonstration of the developed service or product concept, concept description and business logic rationale.

Aimed overall impact is to nurture innovation ecosystems, university – private sector cooperation culture and to strengthen the mindset among all participants towards more ambitious objectives. AGS will partner with learning institutions and Universities to develop innovation and linkages between academia and business. In addition, AGS Programme will assist Zambian stakeholders to continue the development of their own cooperation and innovation models. Read more about LEAP at <https://agsprogramme.org/zambian-businesses/leap/>.

The overall objective of the assignment is to ensure the market viability of the products/services developed during co-creation workshops.

OBJECTIVES AND SCOPE OF THE ASSIGNMENT

The short-term Co-creation Expert will contribute to the successful implementation of the AGS Programme and more specifically KA5 LEAP. The AGS Programme requires a Co-creation Expert to support the LEAP Service provider, local partner, TA team and other stakeholders to plan and implement co-creation workshops.

Specific tasks of the consultant include, but are not limited to:

1. Provide support to the teams during and between workshops;
 - Ensuring bankability, market viability and revenue model of the products/services developed in AGS key sectors: agribusiness, forestry, renewable energy, circular economy, mining services (ICT or education).

DELIVERABLES AND REPORTING

The Expert is expected to provide the following:

1. Provide inception report describing actions undertaken during and between co-creation workshops;
2. Provide report supporting data collection by the Service Provider on the progress and results of each team with recommendations and next steps on engagement/follow up

METHODOLOGY

The STE works and communicates closely with AGS TA team/BPE, and will report to the AGS Team Leader. Each task will be coordinated and agreed with BPE

REQUIRED QUALIFICATIONS AND EXPERIENCE FOR THE EXPERT(S)

The selected Expert(s) should encompass the following requirements:

- Minimum Bachelors' degree in relevant field
- At least 5 years work experience with market potential in Zambia
- At least 5 years of experience with a focus on facilitating workshops for a wide cross section of stakeholders including private sector
- Demonstrated understanding and experience in at least two core sectors that AGS is premised on (renewable energy, circular economy, agribusiness, forestry, or mining services as well as ICT and/or education in relation to previous)
- Experience in event management
- Excellent communication, interpersonal and facilitation skills
- Fluency in spoken and written English language and ability to write clear reports.
- Ability to work within a tight time frame and meet deadlines.

TIME SCHEDULE

The intended implementation period of this assignment is between September 2021 – June 2022.

Duration of the contract: Maximum of 21 consultancy days during the before mentioned period.

TECHNICAL INPUTS NEEDED FROM AGS

AGS will mobilise companies to the co-creation and innovation activities. AGS will also facilitate interaction of the Expert with the AGS service provider responsible for the co-creation and innovation process as well as with relevant AGS stakeholders.