

Terms of Reference – Service Contract

1. ASSIGNMENT SUMMARY

Title of assignment	Artisan Enhancement Programme – Innovation, Design and Market Exposure
Location of assignment	Zambia
Sector	Tourism & Biotrade
Initiative	Landscape & Livelihood
Reports to	Tourism & Biotrade Sector Lead
Anticipated start date	15 September 2022
Duration of contract	6-8 weeks

2. ABOUT PROSPERO

Prospero is an independent not-for-profit organization implementing the second phase of the UKaid- funded Private Enterprise Programme Zambia (PEPZ II). The programme is designed to incentivise investment in innovation that changes the way that market systems work to create new growth opportunities for MSMEs. PEPZ II is focused on the following high-growth potential sectors:

- **Food and Agriculture:** To increase the competitiveness and value of Zambian food products in end consumer markets.
- **Manufacturing and Mining Services:** To increase the sustainable and inclusive economic impact of mining in Zambia.
- **Tourism and Biotrade:** To increase value creation and inclusive economic benefit from Zambia's non-extractive natural assets.
- **Investment Services:** To increase MSME access to appropriate financial services by strengthening the Zambian finance and investment ecosystem
- **Business Services:** To increase MSME access to appropriate non-financial business services to stimulate innovation, market access and growth.

We partner with private sector businesses, government agencies, business organisations and NGOs to support the design and implementation of initiatives that promote innovation (new products, services or business models), investment and job creation. We work at the intersection of market systems development and the impact investment ecosystem, recognising that enterprise growth at scale requires access to substantial and sustainable sources of commercial finance.

3. CONTEXT OF THE ASSIGNMENT

Zambia's Artisanal & Natural Products (ANP) sector has grown significantly in recent years, in part due to Prospero investment and support, but a number of constraints for further market growth are present, which inhibits commercial growth of the industry. Prospero's work in this sector is focused around supporting competitive industry growth and market development so as to provide jobs and income opportunities on scale for Zambian MSMEs. Several of the key sector constraints include:

- Limited commercialisation of the overall industry
- Limited awareness of global demand for artisanal and natural products as well as what products could be competitively developed using Zambian inputs
- Limited commercial connections with larger markets and capacity to engage those markets and buyers effectively and efficiently (though this is improving)
- Limited business and innovation skills relevant to the ANP sector
- A limited entrepreneur base within the industry and limited facilities available to support entrepreneurial growth within this sector.

Prospero is in the final stages of completing an assessment of its work in the ANP space, and one key finding indicates the need for continued capacity building of companies to set groundwork for scaled impact through business growth.

4. OBJECTIVE(S) OF THE ASSIGNMENT

Prospero is seeking a service provider to support broader and faster development of the ANP sector in Zambia through a consultancy that will engage 5-7 MSMEs over the course of 3-5 weeks with intensive technical assistance to:

- Provide support on product innovation and design in line with regional and global market trends
- Provide support on increased production efficiency and strategies
- Provide support on pricing structures, especially with regard to retail and wholesale pricing
- Enhance MSME market exposure and buyer engagement capacity, especially related to the upcoming Zambian Arts and Design Show
- Enhance innovation around bulk consignments, shared shipping and logistics concepts, and other opportunities to lower logistics prices of exports
- Enhance and inspire industry collaboration and leadership skills development

Additionally, the consultant would provide limited support to 10-15 additional (typically smaller) MSMEs in the ANP space over the course of a 3–4-day intensive product and business review workshop (preferably with group and individual sessions). Some of these MSMEs may be suppliers

to the MSMEs that will receive intensive support to ensure that Prospero is building both market intermediary and supplier capacity simultaneously, and that our support is coming from a market-driven perspective.

Finally, the top performing MSMEs (final number TBD) will be invited to participate in the upcoming Zambian Arts & Design (ZADS) show over 18-20 November as a way to increase market awareness, access, connections and innovation. The consultants will help these MSMEs prepare for this show and mentor them through the time leading up to and during the show itself.

5. SCOPE OF WORK

In line with the above objectives, the consultant will be required to carry out the following:

- Work with Prospero to develop criteria to enable for MSME selection
- Develop a MSME profile summary that will enable the consultant to quickly become familiar with selected companies
- Develop and deliver a customised TA programme to MSMEs
- Provide support, organisation and mentorship to top MSMEs to prepare for and display at ZADS

6. DELIVERABLES

The deliverables from this assignment and the due dates for submission are:

Deliverables	Due date
Final report	December 15, 2022

7. PROFILE OF THE SERVICE PROVIDER

REQUIRED/DESIRABLE EXPERIENCE

- Extensive understanding of the global artisanal and natural products industry and market dynamics
- Extensive experience working with MSMEs in the artisanal and natural products sector, with preference for Zambian experience
- Prior experience developing and delivering business incubator-type programmes, and/or skills development entrepreneurship curricula and trainings
- Proven ability to develop key market linkages for artisanal and natural products

8. PROPOSAL SUBMISSION GUIDELINES

Please submit the following to procurement@prospero.co.zm by October 2nd, 2022 at 8:00AM (CAT) with “ANP TA Programme” in the email subject line:

- a proposal of no longer than 4 pages outlining your approach to successful delivery of this assignment
 - we are open to suggestions (and aligned budget submissions) on how to enhance or strengthen this TOR in line with our general scope of work and desired goals
- CVs of proposed individual or team
- a budget inclusive of daily fees, any reimbursable expenses and any relevant taxes.
 - Please do include budget for ZADS-related costs (artisan transport, accommodation, display material, attendance fees, etc.)

Proposals will be reviewed and negotiated based on the strategic value for Prospero, strategic value-add of the proposed consultants, strength of value-for-money factors and technical approaches.

Prospero reserves the right to make the final selection based on its internal procedures and will keep the details of submitted bids internal and confidential unless required by law.

9. APPLICABLE TAXES

Prospero is in full compliance with the tax laws of the Republic of Zambia and will make any necessary deductions for withholding taxes (WHT) or any other applicable taxes when making any payment to an independent consultant or contractor. Guidance on applicable deductions and rates can be obtained on the Zambia Revenue Authority (ZRA) website - www.zra.org.zm/