Terms of Reference

Consulting Assignment for the Development of an app-based self-assessment and e-learning toolkit on Environmental Management for Food and Beverage SMEs

Supervised by: Tha Bar Wa Project Manager
Work location: Flexible
Duration: Starting date: as soon as possible | End date: 30 June 2022

WWF-Myanmar is looking for a company to develop and launch a digital environmental management toolkit for Food and Beverage (F&B) Small and Medium Enterprises (SMEs) in Myanmar. Using this toolkit, targeted SMEs shall be able to collect relevant data, analyse and evaluate their production-related negative environmental impacts in both online and offline mode. The goal is to assist these enterprises in complying with national as well as international environmental standards.

1. Background and rationale

On the contractor: WWF-Myanmar was established in 2013 and is working to conserve the country’s biodiversity and build a sustainable future for people and wildlife. The focus is on promoting green economy within national policies, and sustaining and protecting biodiversity and ecological connectivity of the landscape through an integrated landscape approach, and the Ayeyarwady river basin through an integrated river basin approach. Find out more at www.wwf.org.mm

In order to support the Food and Beverage sector in its ongoing transition (see below), WWF is partnering with the Myanmar Food Processors and Exporters Association (MFPEA) and Deutsche Sparkassenstiftung für internationale Kooperation (German Sparkassenstiftung für International Cooperation - DSIK) under the “Tha Bar Wa” project. Co-funded under the European Union’s SWITCH-Asia Programme, between 2018 and 2022, the intervention seeks to improve the legal framework for cleaner production in Myanmar, strengthen awareness and capacities among Food & Beverage (F&B) small and medium-sized enterprises (SMEs), train experts to build an environmental services market and promote access to capital for green investments through the development of dedicated loan products.

On the assignment: The manufacturing sector in Myanmar is at a crossroads: Whilst industrial development is progressing and remains critically important for economic growth, if not managed responsibly, it will have significant negative impacts on the country’s natural environment and undermine Myanmar’s long-term sustainable development. Accounting for over 60 per cent of registered businesses in the entire industry, the F&B industry plays a significant role in this process. Since 2019, the government has stepped up efforts to enforce environmental regulations in the manufacturing sector. As to date, few F&B enterprises’ production standards are fully compliant with applicable environmental standards and duties of documentation, this jeopardises SMEs’ licence to operate. The lack in compliance is to a large degree due to a lack of awareness and
understanding of applicable environmental regulations, as well as a lack of capacity to assess and document their environmental footprint, on the part of SMEs.

The key instruments for environmental protection in the manufacturing sector under Burmese law are the so-called Environmental Impact Assessment (EIA) or Initial Environmental Examination (IEE) and Environmental Management Plan (EMP), the legal basis for which are set down in the Environmental Conservation Law (2012) and, more specifically, the Environmental Conservation Rules of 2014 (Art. 2, Art. 51-61). Emission thresholds for air and water pollution are laid down in the National Environmental Quality Emission Guideline (2015). In 2019, F&B companies have been called on to submit to the Environmental Conservation Department (ECD) EMPs documenting their current environmental performance, including compliance with the Emission Guideline, as well as any measures taken to prevent environmental emergencies, mitigate negative impacts and improve environmental performance.

Tha Bar Wa project partners are seeking to build the capacities of businesses and consultants regarding the development of EMP. Recurring lockdowns, however, currently impede the delivery of face-to-face capacity building and practical assistance, while the use of digital tools and the availability of devices to use them have become more widespread in Myanmar. Digital tools can and should fill part of the gap in environmental support services for F&B enterprises in Myanmar.

2. Consultancy objectives

The goal of the consultancy is to develop a digital toolkit on environmental management that helps F&B SMEs in Myanmar both to learn about environmental management and their legal duties as well as to assess their production’s environmental impact and their legal compliance. In the following, these two functionalities will be referred to as “[self-assessment] app” for the self-assessment and “e-learning [package order modules]” for the training.

Desirable features: The following features would be highly desirable with a view to uptake and usability, but their realisation may depend on the time and resources needed for implementation. Bidders are requested to clearly indicate in their tender a) if these features can be developed/implemented within the given duration of the contract, and any conditions this may depend on, b) the additional cost and time required to implement them:

1. Given limitations in internet connectivity in Myanmar, it is important that the toolkit be usable both in online and offline mode. This should at least cover local storage of data entered into the self-assessment app on the device, at least until access to an online database is possible, so that interruptions in connectivity do not lead to the loss of data entries.

2. To allow for data entry on the production site, it should be usable on mobile devices, like a smart phone or tablet, with different operating systems, specifically Android and iOS.

Any online/remote storage of sensitive private and business data needs to conform with national (Myanmar) and international data protection standards.

The goal of the consultancy is also to popularise the toolkit among F&B SMEs in Myanmar, to which end the consultancy shall include a series of 3 orientation or introductory workshops that can be recorded for further views in the future.
3. Scope of work and deliverables

Scope of work: The scope of work is defined by the above goals:

The functionalities of the toolkit should enable SMEs from the F&B sector to:

a) Input environmental performance data on-site, in order to assess and monitor their environmental performance in the fields described below, and obtain a report comparing current performance against their own (or industry) baseline and any self-defined targets;

b) Gain a good understanding of related legal requirements/standards under national law and their own level of compliance with them;

c) Develop EMPs in compliance with Myanmar national law;

d) Access an introduction to best practices in energy- and water-efficiency, renewable energy use and waste prevention, as guidance for the improvement of their environmental performance; and

e) Plan and implement relevant measures and actions to improve their environmental performance.

In terms of structure, the digital toolkit should have three main menus:

1. Knowledge Resources (e.g. e-guidebooks, tutorials) for e-learning

2. Auxiliary tools to support data collection (unit converter, material/energy balance sheet, solar energy/rainwater harvesting/insulation potential)

3. Self-Assessment and Rating App (water, energy, wastes, air/noise emissions)

Thematically, the toolkit should cover the following topics:

1. Overview of national environmental regulations and resulting obligations for enterprises from the F&B sector, including sub-sector-specific requirements and EMP-related provisions; legal requirements for the development of EMPs, EMP guideline and compliance matrix.


3. Waste management: Assessing current waste streams and management, understanding options to reduce and minimise solid wastes to reduce costs and increase legal compliance, overview of best practice.


5. Air pollution: Assessing current air and noise pollution; understanding options for pollution prevention and mitigation; overview of best practice.
6. **Introduction to / instructions on the use of the toolkit**

*Note:* The detailed content of the above-mentioned modules should be proposed by the consulting firm as a part of their proposal, in line with a) legal requirements for business EMPs under the Environmental Conservation Rules and b) Myanmar F&B SMEs’ needs and requirement. Once the selection process is concluded, the project team and the selected bidder will agree and finalise the list of contents under the above-mentioned modules.

**Deliverables:**

The consulting firm is expected to deliver the following:

1. Development of a technically robust digital toolkit, comprising of an application and a self-learning training package with the modules detailed above;
2. Three introductory online trainings (in the order of two hours) for up to 75 F&B SMEs to familiarise them with the content and use of the toolkit;
3. Optional (*to be indicated in the tender*): Two in-depth online trainings (roughly four hours) to for up to 15 interested SMEs each on the use of the toolkit and greater detail on select modules.

The resources of the e-toolkit should be developed in English.

The following expenditure will be covered by the contractor and hence should not be included in the financial proposal:

1. Translation cost from English to Burmese
2. Printing of hard copies of materials
3. Any travel and stay in Myanmar (subject to prior agreement with the contracting authority)
4. Any other trainings and hand-holding further to the ones listed above
5. Any web-hosting related charges

4. **Required Profile and other requirements of the consulting firm:**

The successful bidder(s) will need to avail of the following expertise and qualifications:

**Essential:**

- Formal qualification and extensive professional experience in the field of environmental management (ideally including relevant ISO standards/management systems) and assessment.
- Formal qualification and extensive professional experience/track record in the field of software development and application design, ideally in the development of web-based environmental management applications.
• Formal qualification and extensive professional experience/track record in the field of environmental management training, including curriculum/agenda development and the moderation of online trainings.
• Significant track record of providing assistance to private businesses, especially small and medium (SME) food and beverage manufacturing units, in Myanmar or the region on environmental management, cleaner/sustainable production or related issues, such as environmental impact assessment, energy, water and/or pollution management.
• Good understanding of Myanmar environmental laws and regulations.

Desirable:
• Consulting companies with work experience on environmental management, cleaner production or related issues in Myanmar strongly preferred
• Experience with the development of corporate environmental performance rating systems

Bidding consortia are requested to clearly indicate how their fields of expertise and responsibilities in the delivery of the assignment complement each other.

5. Timeline and payment schedule

Payments under this contract will be made in the currency of the tender.

Due to the project schedule, it is imperative that the full scope of services under this contract be delivered by 30th June 2022. The following is an indicative timeline and payment schedule, pending further discussion with the contractor:

The payment can be arranged as per the following schedules:

First payment: upon signing of contract (30%)
Second Payments: After submitting the modules with full content and toolkits (40%)
Final payment: After completion of App development and conducting three workshops (30%)

6. How to bid

The technical bid should contain an outline of the bidder’s suggested approach to this assignment (incl. communication with client, work process, quality assurance) and of the bidder’s understanding of the requirements for a success of the toolkit/package (what will uptake/deployment of the tool by SMEs depend upon).

A clear documentation of the bidder’s fit for this assignment (incl. relevant qualifications, company profile and relevant prior experience/references), together with CVs of the core team members should be provided in the technical bid, as well. The financial bid should be provided together with the technical bid, but in a separate, sealed envelope.

The financial offer must be presented as an amount in USD and must include a break-down of the consultancy fee and any other costs budgeted.
It must be noted that the contracting authority will not provide office accommodation or any equipment needed to fulfil the obligations under this contract to the contractor(s). Office accommodation for each expert in the team working on the contract is to be provided by the consulting firm. No equipment is to be purchased on behalf of the contracting authority as part of this service contract. The firm shall ensure that experts involved with this contract are adequately supported and equipped. It must also transfer funds as necessary to support their work under the contract and to ensure that its employees are paid regularly and in a timely fashion.

The bid documents can be delivered by post or in person to the WWF office in Yangon (15C Than Taman Street, Dagon Township, Yangon) or sent by email to: vacancy.mm@wwf.org.mm by Wed, 22nd Dec, 2021.

For additional information or clarification, the bidder can send an email to mumu.htay@wwf.org.mm no later than Sat, 18th Dec 2021. Any clarifications provided to one bidder will be shared with all bidders via the WWF website within a week from that date.

WWF reserves the right to cancel the entire bid.

7. Award criteria

The contract will be awarded to the most economically advantageous tender, according to the 'best price-quality ratio' award method. The quality of the tender will be evaluated based on the following criteria. The maximum total quality score is 100 points. Tenders that receive less than 70% of the maximum possible mark for the whole quality evaluation or less than 60% for one of the quality criteria will be eliminated and their final score will not be calculated. Tenders that do not reach the minimum quality levels will be rejected and will not be ranked.

<table>
<thead>
<tr>
<th>Quality Criteria</th>
<th>Points</th>
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<tr>
<td><strong>Overall approach</strong></td>
<td>Max. 40 point (minimum threshold: 60% or 24 p)</td>
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<tr>
<td>Pertains to the quality of the approach set out in the tender, specifically with regard to order clarification, work planning, and a toolkit concept that is aware of the current situation of SMEs in Myanmar. Communication with the contractor and external stakeholders should also be reflected.</td>
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<tr>
<td><strong>Relevant work experience</strong></td>
<td>Max. 40 point (minimum threshold: 60% or 24 p)</td>
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<tr>
<td>Assesses the work experience of the tenderer regarding environmental management, development of applications / online tools, Cleaner Production in SMEs and awareness of the current situation of SMEs in Myanmar, as evidenced through a list of project references, reference publications to be submitted in conjunction with the tender.</td>
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<td><strong>Quality assurance</strong></td>
<td>Max. 20 point (minimum threshold: 60% or 12 p)</td>
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<td>Relates to measures undertaken to ensure the technical stability, usability and user-friendliness of the toolkit.</td>
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<tr>
<td>Total number of points</td>
<td>100 points</td>
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A weighting of 55 - 45 is given to price and quality.

After evaluation of the quality of the tenders, the evaluation committee will proceed with the financial comparison of the tenders retained for further consideration according to the following formula:

Score for tender X = \((\text{Lowest price} / \text{Price of tender X}) \times 60\) + [(Total quality score for all award criteria of tender X / 100) \times 40]

**WWF’s Mission and Values**

It is part of every staff member's terms of reference to contribute to WWF's mission:

WWF’s Mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- conserving the world's biological diversity
- ensuring that the use of renewable natural resources is sustainable
- reducing pollution and wasteful consumption.

It is also part of every staff member's terms of reference to embody WWF's values, which are Courage, Collaboration, Respect and Integrity.