



## Terms of Reference Bamboo Organisational Development Specialist

### General Background

The Business Innovation Facility (BIF) is a 5-year initiative funded by the UK Department for International Development (DFID) implemented in Myanmar, Malawi and Nigeria.

BIF employs a 'Market Systems Approach' - aiming for large scale, sustainable economic impact by focusing on catalysing change in overall markets rather than targeting individual operators within that market. The aim of BIF is to facilitate inclusive growth by facilitating access to economic opportunities for poor people to engage in markets as employees, producers or consumers.

To do so, BIF primarily works by supporting companies to innovate. BIF partners with companies that are operating in selected markets and have the potential to benefit a large number of poor people. BIF supports these companies to develop inclusive business models and disseminates the benefits of these innovations. To do so, BIF provides high quality consultancy services to support commercially viable pro-poor market innovations that will enhance economic growth, create wealth, and reduce poverty.

In Myanmar, BIF focuses its work on three sectors: garments, tourism and bamboo. The team has identified and selected these markets based on their growth potential and the opportunities they provide to facilitate a pro-poor market-wide system change.

### Specific background

BIF has been supporting the development of the Myanmar Rattan and Bamboo Entrepreneurs' Association (MRBEA) since 2016, mainly through the organisation of the World Bamboo Day events in 2016, 2017 and 2018. This has enabled MRBEA to attract new sponsors to the event and to consider different options for raising awareness amongst people, organisations and institutions of the role bamboo can play in rural communities, as well as for ecosystems and the climate. This activity will contribute to the establishment of a written sustainability plan and marketing materials to attract sponsors for future World Bamboo Day events.

BIF has also supported MRBEA to gain a much better understanding of the development of the bamboo industry from the world's leading bamboo manufacturer: China. In June 2018, BIF and MRBEA jointly organised a study tour to Anji, the capital of bamboo manufacturing in China. This visit culminated with attendance at the three-day Bamboo and Rattan Congress (BARC) in Beijing. The study tour resulted in MRBEA creating the Myanmar Network for Rattan and Bamboo (MYANBAR), an umbrella network that groups together 15 organisations with a common interest in bamboo, but different agendas (e.g. land rights, community forest user groups, plantations, manufacturing, eco-tourism, etc.). MYANBAR should enable these different organisations to build a common vision and speak with one voice to government and donors to influence policy and the development of the bamboo sector in Myanmar.

This activity will contribute to the development of MYANBAR, through MRBEA, and aims to enable both organisations to become more effective and influential in the development of the bamboo sector in Myanmar by providing organisational / institutional development assistance.

## Scope of Work

This ToR is for the provision of an Organisational Development Specialist to build the capacity of MRBEA to be an effective and self-sustaining organisation. The Organisational Development Specialist will work with the Senior Organisational Development Advisor (see ToR here). Activities will include:

1. Provide support to the Executive of MRBEA to convey, organise, facilitate and minute MYANBAR meetings, including giving sufficient notice to non-member guests.
2. Provide support to MYANBAR to implement priorities defined during MYANBAR meetings e.g. policy briefs, strategic priorities, vision etc.
3. Provide support to the Executive of MRBEA to develop a sustainability plan for World Bamboo Day for the period 2019-2022. This will include a summary of WBD achievements to date, a vision for future events, and a plan to achieve financial sustainability.
4. Oversee the development of marketing materials that will be used to explain to sponsors why they should support WBD and how to do so.
5. Support the Executive of MRBEA to market World Bamboo Day to potential sponsors and secure commitment from sponsors (in cash or in kind).
6. Play an active role in the planning committee with the marketing for the 2019 World Bamboo Day, including regular posts on Facebook / social media, and raising the profile of the event amongst the Specialist's own professional network.

## Deliverables

The services to be provided by the Organisational Development Specialist are as follows:

- Meeting minutes of MYANBAR meetings to be circulated to members and special guests (to be provided two days after the meetings).
- At least two working papers (policy brief, MYANBAR strategy or advocacy paper) in line with technical and policy priorities defined by MYANBAR (to be provided by the end of June 2019).
- At least 16 infographics, or picture and text marketing posts, for promoting World Bamboo Day to attract sponsors and participants via a variety of social media platforms (at least one per week to the end of June 2019).
- Meeting minutes of the World Bamboo Day Planning Committee to be circulated to members and special guests (to be provided two days after the meetings).

## Timetable and duration

The Organisational Development Specialist is expected to start work on or around 29 April 2019. This assignment is for up to 44 days of work between 29 April and 30 June 2019.

## Review

All deliverables will be reviewed and approved by the BIF Myanmar Team Leader and BIF Technical Director.

## Requirements

- Experience in bamboo and bamboo related industries.
- Experience in working for NGOs/INGOs/industry associations.
- Experience in event management, including securing funding, marketing and event coordination.

## Submission

Qualified candidates should submit their CV to the BIF Myanmar Programme Manager Deborah Barnes ([deborah.j.barnes@pwc.com](mailto:deborah.j.barnes@pwc.com)), copying the Bamboo Market Manager Hay Marn Thaug ([autumnmae.agri@gmail.com](mailto:autumnmae.agri@gmail.com)) and the BIF Myanmar Team Leader Sebastien Moineau ([sebastienmoineau@asperconsulting.com](mailto:sebastienmoineau@asperconsulting.com)) by the end of Wednesday 10<sup>th</sup> April.

*This document is an output from a project funded by the UK Department for International Development (DFID). However, the views expressed and information contained in it are not necessarily those of or endorsed by DFID who can accept no responsibility for such views or information or for any reliance placed on them.*

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