



## Terms of Reference Design Consultant

### Programme overview

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

The Facility 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 many 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.

BIF focuses its work on three sectors: garment, tourism and bamboo. The team has identified and selected these markets based on their growth potential and the opportunities they provide to facilitate an inclusive market-wide system change.

### Background of the Product and Package Innovation Competition (PPIC) in the tourism market

The BIF Tourism Market Analysis and Strategy recognises that there is a lack of innovative tourist practices across Myanmar through which the poor can benefit. While research for the strategy has uncovered some good examples of progressive operators proactively seeking out local entrepreneurs and helping them to develop new products that benefit poor people, this is not happening very often and there is significant potential for far more innovation. Even where products that can benefit poor people are well-established they are not designed and operated in a way that maximises benefits to the poor, for example trekking that does not engage or benefit the poor communities through which trekkers walk, or do not innovate to find new routes and reach different communities.

As part of the Tourism Market Intervention A, which aims to address the innovation gap in the tourism market, BIF introduced the Product & Package Innovation Competition (PPIC) in 2015 and have successfully run the competition for three years. The PPIC is a competitive grant and/or technical assistance (TA) scheme that aims to stimulate the creation of innovative, inclusive tourism products and packages, and increase the competitiveness of national operators.

Through this competitive process BIF has provided technical assistance to 132 businesses. A total of 55 prizes (grant and/or TA) were awarded. Monitoring of these businesses has enabled BIF to create a comprehensive data set on business's performance, impact on suppliers and indirect financial impact through out of pocket expenditures from tourists. By showcasing success stories, introducing new concepts and best practices in inclusive tourism, and institutionalising the experience of the 2015, 2016

and 2017 PPIC winners and the BIF team, the Facility will encourage more tour operators, travel agents, hoteliers and restaurants to implement inclusive tourism products.

## Description of services

BIF is seeking expressions of interest for a Design Consultant to:

- Review the existing PPIC map document, which details the PPIC winners to date (approx. 40) and their locations, and make recommendations for new map design and layout. Based on discussions with the BIF team and a review of relevant documents, prepare content and illustrations for an updated version of the map.
- Update the PPIC winners map incorporating feedback from discussions with the BIF team, and submit as a draft. Two versions of the map are to be provided; one is for tourism industry players such as tourists and tourism businesses, another is for donors/development partners - poverty reduction impact data (already available) should be incorporated into this version.
- Create an interactive web version of both maps (e.g. Google) that can be used on the BIF programme website.
- Develop the final version of the maps integrating comments and suggestions provided by the BIF team on the draft designs.

## Deliverables

- 1) Draft PPIC map design layouts (interactive and print) for tourists and tourism businesses, and for donors.
- 2) Final PPIC map design for donors, and tourists and tourism businesses.
- 3) Final interactive web versions of both maps.

## Duration and schedule

This assignment is to be completed by 1 March 2019.

## Location

This assignment will take place in Yangon, Myanmar.

## Application process

Interested persons / companies are requested to send a professional CV / company profile including samples of previous work (maximum 3 pages), and a cover letter by email addressed to Sebastien Moineau (BIF Myanmar Team Leader) at [sebastien@moineau.co.uk](mailto:sebastien@moineau.co.uk) and copying Deborah Barnes (BIF Myanmar Deputy Programme Manager) at [deborah.j.barnes@pwc.com](mailto:deborah.j.barnes@pwc.com), and Yadana Thant (Tourism Market Manager) at [yadanathant.bif@gmail.com](mailto:yadanathant.bif@gmail.com) by 4th February 2019.

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