

**REGIONAL TRADE FOR DEVELOPMENT**  
**RCEP IMPLEMENTATION SUPPORT PROGRAM (RISP)**  
**REQUEST FOR PROPOSAL/TERMS OF REFERENCE FOR THE**  
**Public-Private Engagement to Support the Implementation of Competition and**  
**Consumer Protection Laws in Lao PDR**

## I. Summary

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| <b>Title</b>                                                                          | Implementation Consultant and Event Organiser for Public-Private Engagement to Support the Implementation of Competition and Consumer Protection Laws in Lao PDR                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Start Date</b>                                                                     | January 2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Completion Date</b>                                                                | June 2027                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Reports to:</b>                                                                    | <b>RT4D Manager:</b> <i>Sianong PHOMKONG, Regional Manager</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Interacts With</b><br><i>[stakeholders who will provide inputs]</i>                | <b>RT4D:</b> <ul style="list-style-type: none"> <li>Regional Manager: Sianong Phomkong</li> <li>Program Performance and Quality Lead: Sebastian Cortes Sanchez</li> <li>Systems Manager (MEL and Communications): Tran Anh</li> <li>GEDSI and Trade Manager: Yooke Damopolii</li> <li>Operations Lead: Isradi Alireja</li> <li>Lao Program Officer: Phonevilay Vongxay</li> </ul> <b>Project Proponent:</b><br>Department of Internal Trade (DOIT), Ministry of Industry and Commerce (MOIC), Lao PDR.<br><b>Focal Point:</b> Mr. Santisouk Phounsavath, Director General of DOIT<br><b>Domestic Stakeholders:</b> <i>to be identified</i> |
| <b>Requires Approval from:</b> <i>[stakeholders who will approve project outputs]</i> | <b>RT4D Facility:</b> <ul style="list-style-type: none"> <li>Facility Director: Adrian Gilbert</li> <li>Regional Manager: Sianong Phomkong</li> <li>Operations Lead: Isradi Alireja</li> </ul> <b>Project Proponent:</b><br>Department of Internal Trade, Ministry of Industry and Commerce (MOIC), Lao PDR.<br><b>DFAT:</b> via RT4D                                                                                                                                                                                                                                                                                                      |
| <b>Timetable for Tender Process</b>                                                   | <b>Request for Proposals:</b> 5/11/2025<br><b>Closing Date for Queries:</b> 18/11/2025<br><b>Closing Date for Proposals:</b> 30/11/2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

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| <b>Submission Instructions</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <p>The provider should submit Technical and Financial submissions in alignment with the requirements outlined in Section XII of this ToR. The Submissions should be sent by <b>30/11/2025</b> to the following emails:</p> <p>RCEP Implementation Support Program:<br/> <a href="mailto:risp@regionaltrade4dev.org">risp@regionaltrade4dev.org</a></p> <p><b>Copy the email to:</b></p> <p>Regional Manager: <a href="mailto:Sianong.Phomkong@regionaltrade4dev.org">Sianong.Phomkong@regionaltrade4dev.org</a><br/> RT4D Lao Program Officer:<br/> <a href="mailto:phonevilay.vongxay@regionaltrade4dev.org">phonevilay.vongxay@regionaltrade4dev.org</a></p> |
| <p><b>Scope of Work Summary:</b></p> <p>The Regional Trade for Development Facility (RT4D) is seeking a <b>consulting firm/consortium</b> (hereafter called Consultant) to implement the project “Public-Private Engagement to Support the Implementation of Competition and Consumer Protection Laws in Lao PDR” by providing both <b>technical and event organisation</b> support. RT4D will manage the project in close consultation with Department of Internal Trade, Ministry of Industry and Commerce, which is the project proponent.</p> <p>Under the scope of services set in this ToR, the Consultant will support both the technical and event organisation for the following activities under the project:</p> <p>Activity 1: State of Play Assessment &amp; Inaugural Public-Private Advisory Group Meeting<br/> Activity 2: Public-Private Engagement Workshops on Competition and Consumer Protection Law Implementation<br/> Activity 3: Training-of-Trainers (ToT) Program – Hybrid (In-person + online)<br/> Activity 4: Improvement Recommendations for the Competition and Consumer Protection Laws<br/> Activity 5: Project Closing Ceremony<br/> Activity 6: Project Monitoring and Reporting</p> <p>This procurement covers the entire project period (January 2026 – June 2027), The Consultant will be managed by RT4D in close consultation with the Department of Internal Trade (DOIT), Ministry of Industry and Commerce (MOIC) as the project proponent. The consultant will follow RT4D standards and DOIT branding and RT4D project templates and be subject to comments, amendments, and approval from the RT4D Facility Team, the Project Proponent, and Australia’s Department of Foreign Affairs and Trade (DFAT) via RT4D.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

## II. Project Background

The Regional Comprehensive Economic Partnership (RCEP) Implementation Support Program (RISP), implemented through the Regional Trade for Development (RT4D) Facility, aims to support ASEAN Member States (AMSs) to realise the full benefits of RCEP through the provision of capacity-building support and access to technical expertise.

RT4D is seeking a **consulting firm/consortium** (hereafter called the Consultant) to support both the technical expertise and event organisation to implement the activities under the approved RISP Project Design “Public-Private Engagement to Support the Implementation of Competition and Consumer Protection Laws in Lao PDR”, in close collaboration with the RT4D Facility and the Project Proponent. All outputs and deliverables will be subject to comments, amendments, and approval from the RT4D Facility Team, the Project Proponent, and Australia’s Department of Foreign Affairs and Trade (DFAT) via RT4D.

Strong expertise in Competition and Consumer Protection (CCP) laws, including market regulation, consumer rights enforcement, and policy advisory, with proven experience conducting assessments, analyzing enforcement gaps, and providing practical guidance for government agencies, MSMEs, and consumer groups.

Demonstrated ability to design and deliver workshops, Training-of-Trainers programs, and public-private dialogue sessions covering both Competition and Consumer Protection laws, including developing GEDSI-sensitive curricula, facilitating inclusive discussions, and ensuring active participation of women, persons with disabilities, and other marginalized stakeholders.

Extensive experience in project management, event coordination, and multi-stakeholder engagement, with skills to organize national and regional events, manage logistics and communications, and embed Gender Equality, Disability, and Social Inclusion principles throughout project design, implementation, and reporting.

## III. Objectives, Beneficiaries and Outcomes

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| <b>Project Name</b>       | Public-Private Engagement to Support the Implementation of Competition and Consumer Protection Laws in Lao PDR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Project Objectives</b> | <p>The project seeks to support the Government of Lao PDR in strengthening the effective enforcement of the Competition and Consumer Protection (CCP) Laws, while ensuring that businesses and consumers—especially disadvantaged groups—benefit from fairer and more transparent market practices. This overall goal will be pursued through three interlinked objectives:</p> <ol style="list-style-type: none"> <li>1. <b>Promote a shared understanding</b> of the significance of Competition and Consumer Protection among private sector stakeholders, development partners, consumer groups, and academia, emphasizing how CCP frameworks contribute to fair markets and consumer welfare.</li> <li>2. <b>Facilitate structured public-private dialogue</b>, creating opportunities for MSMEs, consumer representatives, and other stakeholders to engage directly with government authorities on challenges, implementation gaps, and priority support needs.</li> <li>3. <b>Strengthen the institutional capacity of government officials</b>, particularly at central and provincial levels, to apply the CCP legal frameworks effectively</li> </ol> |

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|                                       | and to work collaboratively with the private sector in enforcement and policy development.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Beneficiaries</b>                  | <p>The project is designed to deliver benefits across multiple stakeholder groups, with deliberate attention to gender equality, disability inclusion, and regional balance:</p> <ol style="list-style-type: none"> <li>1. Consumers, including disadvantaged groups, and consumer associations – by improving awareness of rights, access to redress mechanisms, and protection against unfair practices.</li> <li>2. Micro, Small, and Medium Enterprises (MSMEs) – by building capacity to understand obligations under CCP laws, fostering compliance, and creating a level playing field that reduces unfair competition from larger market actors.</li> <li>3. Government authorities – by enhancing knowledge, skills, and tools for implementing and enforcing CCP laws, particularly in engaging with the private sector and addressing real-world challenges.</li> <li>4. Academia and research institutions – by generating opportunities to conduct applied research and contribute evidence-based recommendations for future policy and regulatory improvements.</li> <li>5. Development partners and business associations – by providing a platform for alignment, collaboration, and sharing of resources in support of MSMEs and consumer protection initiatives.</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Project Activities and Outputs</b> | <p><b>Activity 1: State of Play Assessment &amp; Inaugural Public-Private Advisory Group (PPAG) Meeting</b></p> <ol style="list-style-type: none"> <li>1) State of Play Assessment Report and stakeholder matrix.</li> <li>2) Inaugural PPAG Meeting conducted with representation from government, private sector, and civil society.</li> <li>3) Validated Terms of Reference for the PPAG.</li> <li>4) Ministerial note or resolution endorsing the establishment of the PPAG.</li> <li>5) Meeting report capturing stakeholder feedback and agreed direction for project implementation</li> </ol> <p><b>Activity 2: Public-Private Engagement Workshops on Competition and Consumer Protection Law Implementation</b></p> <ol style="list-style-type: none"> <li>1) Three workshops delivered</li> <li>2) Accessible workshop materials prepared</li> <li>3) Completion report for each event, capturing awareness gaps, misconceptions, private sector challenges, and recommendations for support</li> </ol> <p><b>Activity 3: Training-of-Trainers (ToT) Program</b></p> <ol style="list-style-type: none"> <li>1) Evidence-based ToT curriculum; bilingual trainer's manual, slides, exercises</li> <li>2) Two-day hybrid ToT delivered (in-person + livestream) with Thai expert segment</li> <li>3) 50 officials certified as trainers (assessment + micro-teach)</li> <li>4) Online University Course run and completed; attendance/grade exports delivered to partner universities/colleges</li> <li>5) 60–100 e-certificates issued (attendance + quiz)</li> <li>6) Resource hub launched (recordings, templates, quiz bank, accessibility-compliant files)</li> <li>7) MOUs/letters with universities signed; process note for academic crediting included</li> </ol> |

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|                         | <ol style="list-style-type: none"> <li>8) Evaluation report (baseline/endline; platform analytics; GEDSI-disaggregated; academic crediting summary)</li> <li>9) MOIC/DOIT draft CPD circular on CCP training (for issuance).</li> <li>10) Trainer registry established with accreditation rules and first cohort onboarded.</li> <li>11) LMS/Resource Hub Governance Note approved; O&amp;M responsibilities assigned.</li> <li>12) ≥2 university MOUs signed recognising the CCP micro-credential/credit.</li> </ol> <p><b>Activity 4: Improvement Recommendations for the Competition and Consumer Protection (CCP) Laws</b></p> <ol style="list-style-type: none"> <li>1) Draft and final report on proposed improvements to the Competition and Consumer Protection Laws</li> <li>2) Validation workshop convened with participation of PPDAG, government, and private sector stakeholders</li> <li>3) Endorsed set of recommendations submitted to MOIC for consideration in policy and legislative updates</li> <li>4) Policy briefs and infographics to support parliamentary deliberations and public outreach</li> <li>5) Draft legal/administrative clauses on PPAG institutionalisation, CPD requirements, and CCP data/reporting standards.</li> <li>6) MOIC policy note endorsing recognition of CCP micro-credentials for staff development</li> </ol> <p><b>Activity 5: Project Closing Ceremony, Policy Dialogue and Knowledge Sharing Event</b></p> <ol style="list-style-type: none"> <li>1) Project closing ceremony organized and delivered</li> <li>2) Meeting materials produced</li> <li>3) News released on national and RT4D media platforms.</li> <li>4) Post-event report, using the RISP templates, including stakeholder reflections and endorsements for continued efforts.</li> </ol> <p><b>Activity 6: Project Monitoring and Reporting</b></p> <ol style="list-style-type: none"> <li>1) Progress Report submitted</li> <li>2) Project Completion Report submitted</li> <li>3) Evidence-based lessons and recommendations integrated into final reporting</li> <li>4) Contributions to RT4D knowledge-sharing platforms and future project design.</li> </ol> |
| <b>Project Outcomes</b> | <p>This project leads to 7 major outcomes:</p> <p><b><u>Outcome 1: Increased stakeholder awareness and engagement on CCP laws</u></b> - broader understanding of the framework, its relevance, and the demand for fair competition, responsible business conduct, and stronger consumer safeguards.</p> <p><b><u>Outcome 2: More inclusive and structured public-private dialogue</u></b> — sustainable mechanisms for consultation that integrate diverse voices—including women-led MSMEs and persons with disabilities (PWD)—and extend participation to remote provinces through online access with captions and recordings.</p> <p><b><u>Outcome 3: Enhanced institutional capacity for enforcement</u></b> — central and provincial officials gain technical expertise, facilitation skills, and tools (e.g., dispute resolution, consumer hotlines), with replication supported by digital training</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

resources. These improvements form the building blocks for sustained systemic change in CCP enforcement.

**Outcome 4: Evidence-based recommendations for policy and legal reforms** — endorsed by MOIC and integrated into national reform processes, aligning with regional trade commitments.

**Outcome 5: Sustainable pool of CCP trainers** — certified trainers mandated by MOIC/DOICs to deliver cascade trainings within 3–6 months, with quality maintained through light accreditation and refresh processes. This outcome directly contributes to the longer-term systemic pipeline established under Outcome 7.

**Outcome 6: Demonstrated alignment with RCEP** — reforms explicitly mapped to RCEP provisions and promoted in public communications, reinforcing donor confidence and ASEAN integration.

**Outcome 7: Systemic change in CCP capability and practice** — CCP knowledge, enforcement routines, and talent development are embedded into national systems, creating a long-term pipeline of CCP-literate officials, practitioners, and students, while institutional reforms ensure quality, accountability, and sustainability beyond the project's funding cycle.

## IV. Project Activities, Outputs and Timelines

### A. Project Activities

The Consultant will be responsible for a coherent set of activities centred around the implementation of activities for the project Public-Private Engagement to Support the Implementation of Competition and Consumer Protection Laws in Lao PDR:

Activity 1: Activity 1: State of Play Assessment & Inaugural Public-Private Advisory Group Meeting

Activity 2: Public-Private Engagement Workshops on Competition and Consumer Protection Law Implementation

Activity 3: Training-of-Trainers (ToT) Program

Activity 4: Improvement Recommendations for the Competition and Consumer Protection Laws

Activity 5: Project Closing Ceremony, Policy Dialogue and Knowledge Sharing Event

Activity 6: Project Monitoring and Reporting

#### **Activity 1 – State of Play Assessment & Inauguration Public-Private Advisory Group meeting**

During the first three months of implementation, the project will conduct a comprehensive State of Play Assessment covering regulators, business associations (e.g., Lao National Chamber of Commerce and Industry, Lao Business Forum), consumer groups, and digital platforms. To ensure inclusivity both in process and outcome, the assessment will explicitly involve business players representing women and other disadvantaged groups, as well as consumer groups representing marginalized or at-risk populations.

Upon completion of the assessment, the project will convene an Inaugural Meeting of the Public-Private Advisory Group (PPAG). This meeting will serve as a soft launch of the project, bringing together approximately 25–30 representatives from government regulators, private sector associations, consumer advocacy organisations, and digital platforms. The event will also provide a platform to present the State of Play Assessment Report and secure its endorsement, ensuring that subsequent project activities are grounded in validated evidence and collective consensus.

The consultant will support RT4D as follows:

- Develop a detailed work plan and timeline to align the State of Play Assessment and inaugural PPAG meeting with project milestones.
- Design data-collection tools, conduct interviews, focus groups, and desk research, and compile the State of Play Assessment report and stakeholder matrix.
- Identify and engage regulators, private-sector associations, consumer groups, and representatives of women, persons with disabilities, and other disadvantaged groups to ensure GEDSI representation.
- Draft the PPAG Terms of Reference (membership, roles, meeting schedule, decision-making processes) for stakeholder review and validation.
- Prepare all meeting materials including agenda, concept note, briefing packages, presentation slides, and participant list.
- Coordinate logistics for the inaugural PPAG meeting, including invitations, confirmations, venue or virtual platform arrangements, and on-site support.
- Present preliminary assessment findings during the meeting, facilitate discussions, and guide stakeholders toward consensus on the Terms of Reference.
- Produce a comprehensive meeting report summarizing stakeholder feedback, agreed direction, and next steps, and assist with drafting the ministerial note or resolution endorsing the PPAG.
- Provide ongoing technical advice to ensure the PPAG is established as a sustainable platform for continuous feedback and strategic guidance throughout the project.

Outputs:

- 1) State of Play Assessment Report and stakeholder matrix.
- 2) Inaugural PPAG Meeting conducted with representation from government, private sector, and civil society.
- 3) Validated Terms of Reference for the PPAG.
- 4) Ministerial note or resolution endorsing the establishment of the PPAG.
- 5) Meeting report capturing stakeholder feedback and agreed direction for project implementation

## ***Activity 2 – Public-Private Engagement Workshops on Competition and Consumer Protection Law Implementation***

Three 2-day workshops will be held in the northern, central, and southern regions of Lao PDR. Each workshop will include two complementary components delivered back-to-back:

**Plenary Session** – to strengthen foundational knowledge of Competition and Consumer Protection laws among diverse stakeholder groups, with particular focus on small businesses, GEDSI-led enterprises, and disadvantaged consumer groups, ensuring they understand their rights.



**Public-Private Dialogue Session** – to provide a platform for private sector participants and disadvantaged groups to engage with law enforcement officials on opportunities, challenges, gaps in implementation, and the types of support needed. The PPDAG will be introduced at these workshops and will take part in the dialogues.

**Workshop Key Contents** – the workshops’ contents will be tailored based on the findings from the stakeholder consultations to address the most pressing issues. The consultation process will be intentionally designed to include women and other marginalized groups, ensuring their voices and issues are captured and documented. The content will be practical and cover topics such as:

- Understanding the Competition Law of Lao PDR and its implications for small businesses.
- Key provisions of the Consumer Protection Law and how to ensure compliance.
- Trade Dispute Settlement Mechanism, the system developed under another project funded by RT4D, *“the Strengthening E-Commerce Dispute Settlement Processes in Lao PDR”*.
- Best practices on gender-responsive and inclusive competition policies from neighbouring countries, with tentative plans to invite speakers from Thailand given the strong bilateral trade volume and cultural and linguistic similarities.
- An overview of the new e-commerce dispute settlement mechanisms (e.g., the 1510 hotline and Facebook page) and how to respond to complaints effectively

The consultant will support RT4D by:

- Develop a detailed work plan and timeline for the three workshops, ensuring alignment with RT4D objectives and stakeholder availability.
- Design and tailor workshop agendas, session outlines, and GEDSI-sensitive training materials based on findings from prior stakeholder consultations.
- Identify and invite participants, targeting balanced representation from private sector, women-led MSMEs, persons with disabilities, consumer groups, and relevant government agencies.
- Coordinate logistics for venues, travel, accommodation, interpretation, and accessibility arrangements in Vientiane, Luang Prabang, and Pakse.
- Liaise with government officials, private-sector associations, and potential guest speakers (including regional experts such as those from Thailand) to confirm their participation.
- Prepare and deliver presentations or facilitate sessions on Competition Law, Consumer Protection Law, dispute settlement mechanisms, and inclusive policy best practices.
- Introduce and explain the role of the Public-Private Advisory Group (PPAG) during the public-private dialogue component of each workshop.
- Facilitate plenary and dialogue discussions to capture key challenges, gaps in implementation, and stakeholder recommendations, ensuring voices of women and marginalized groups are documented.
- Compile and submit a comprehensive completion report for each event, summarizing participant feedback, awareness gaps, misconceptions, private-sector challenges, and recommendations for policy or enforcement improvements.

Outputs:

- 1) Three workshops delivered
- 2) GEDSI-sensitive workshop materials prepared
- 3) Completion report for each event, capturing awareness gaps, misconceptions, private sector challenges, and recommendations for support



### **Activity 3 – Training-of-Trainers (TOT) Program – Hybrid (In-person + Online)**

This activity builds sustainable, in-house capacity within government and allied institutions to replicate high-quality CCP training nationwide, while also opening an “**Online University Course**” track for students. The curriculum draws on findings from the three Public-Private Engagement Workshops (Activity 3.2) and Lao case studies (e.g., the RT4D RISP e-commerce dispute mechanisms, the **1510** hotline, social media complaint channels).

1. Delivery is hybrid to widen reach and inclusion:
2. **In-person cohort (core trainers):** ~50 officials (central + provincial) convene in Vientiane Province for immersive sessions on advanced technical content, facilitation/pedagogy, and micro-teaching practice.
3. **Online University Course (extended learning):** Up to 100 online participants (provincial officials, consumer protection association (CPA)/consumer reps, university/college students and faculty, PPAG observers). Enrolment via MOIC circulars, PPAG mailing list, business associations (e.g., Lao National Chamber of Commerce and Industry (LNCCI)), consumer protection networks/civil society organisations (CSOs), and partner universities/faculties (law, economics, business, public administration). Calls include bilingual (Lao–English) sign-up forms, participation criteria, accessibility notes, and information for PWD/remote learners.
  - **Academic crediting (attendance):** Through MOUs/letters with partner universities/colleges, successful course completion + quiz pass will be recognised as academic attendance hours (or equivalent co-curricular credit) per each institution’s policy.
  - **Assessment & completion rules:** Minimum 80% module completion in the LMS and ≥70% on the final quiz (auto-graded). Results and attendance logs will be exported to faculty focal points for crediting.
  - **Integrity & identity:** LMS login + unique enrolment codes; optional spot-check proctoring for final quiz; name/ID matched to university lists provided by faculties.
4. **Asynchronous learning & resource hub:** All sessions recorded. A DOIT-hosted resource hub provides slide decks, trainer’s notes, templates, quizzes, and short micro-learning clips to support cascade training and the Online University Course’s self-paced components.
5. **International perspective:** A Thai expert contributes comparative best practices on CCP enforcement and PPD, localised to Lao priorities surfaced in Activity 3.2.

#### **Rationale for a Stand-Alone, Hybrid ToT**

- **Evidence-based:** Sequenced after the Feb–Apr 2026 workshops to directly address verified enforcement gaps and MSME/PWD needs.
- **Inclusive scale & efficiency:** Extends participation from ~50 to ~150 without proportionate cost; supports provinces and students; captions, sign language on request, accessible PDFs.
- **Sustainability & replication:** A trained core of certified trainers plus an online learner pool; recordings + trainer’s kit underpin cascade training.

- **Academic pipeline:** The Online University Course builds a future workforce conversant with CCP and consumer protection practice, while giving students tangible attendance credit.
- **Systemic change:** The ToT is positioned as a structural CPD mechanism for MOIC/DOICs and a curricular pathway for universities, ensuring capability is replenished annually beyond the project.

### Training Focus Areas

- Advanced CCP laws & regulations; application to market scenarios and digital commerce
- Public–private dialogue techniques and stakeholder engagement
- Dispute resolution & complaint handling (incl. e-commerce mechanisms and 1510 workflows)
- Pedagogy & facilitation for adult learners; designing provincial roll-outs
- Comparative ASEAN lessons (Thailand focus) and Lao localisation

### GEDSI Integration

- Target ≥40% female participation across cohorts; inclusive event standards; sign-language (on request), real-time captions online; large-print/screen-reader-friendly materials; reasonable accommodation and supports for PWD/remote officials and students.

### Target Audience

- **In-person:** 50 core trainees from MOIC and provincial departments (≥2 per province) + central ministries
- **Online University Course:** Up to 100 participants including provincial officials, CPA/consumer reps, undergraduate/graduate students and faculty

The consultant will support RT4D to:

- Develop a comprehensive work plan and schedule for the Training-of-Trainers (ToT) program, ensuring alignment with RT4D objectives and timelines.
- Draft the ToT curriculum and prepare training materials that incorporate findings and lessons from the three regional Public-Private Engagement Workshops.
- Integrate GEDSI principles into all content and delivery methods, including accessible formats, inclusive facilitation techniques, and event logistics that ensure participation of women and persons with disabilities.
- Coordinate with the proponents and other relevant ministries to identify and confirm 50 government officials from central and provincial departments as participants.
- Liaise with the selected Thai expert to plan the regional knowledge-sharing component and integrate comparative best practices into the curriculum.
- Arrange all logistical aspects of the training, including venue setup, travel, accommodation, interpretation, and accessibility support.
- Facilitate selected sessions, guide participatory exercises, and support the Thai expert during technical presentations and discussions.
- Capture participant feedback, key insights, and recommendations to refine future government-led training initiatives.
- Prepare a comprehensive completion report summarizing the curriculum, participant roster, training outcomes, and a roster of at least 50 newly certified trainers equipped for sustained delivery.

#### Outputs:

- 1) Evidence-based ToT curriculum; bilingual trainer's manual, slides, exercises
- 2) Two-day hybrid ToT delivered (in-person + livestream) with Thai expert segment
- 3) 50 officials certified as trainers (assessment + micro-teach)
- 4) Online University Course run and completed; attendance/grade exports delivered to partner universities/colleges
- 5) 60–100 e-certificates issued (attendance + quiz)
- 6) Resource hub launched (recordings, templates, quiz bank, accessibility-compliant files)
- 7) MOUs/letters with universities signed; process note for academic crediting included
- 8) Evaluation report (baseline/endline; platform analytics; GEDSI-disaggregated; academic crediting summary)
- 9) MOIC/DOIT draft CPD circular on CCP training (for issuance).
- 10) Trainer registry established with accreditation rules and first cohort onboarded.
- 11) LMS/Resource Hub Governance Note approved; O&M responsibilities assigned.
- 12) ≥2 university MOUs signed recognising the CCP micro-credential/credit.

### **Activity 4 – Recommendation to improve Competition and Consume Protection Publication Law**

This activity represents the culmination of the project's entire cycle, transforming extensive evidence and multi-level consultations into concrete legislative proposals. Over the course of the project, stakeholders at all levels—regulators, businesses, consumer groups, and disadvantaged communities—have identified enforcement gaps, compliance challenges, and vulnerabilities in the market. Unless translated into formal legal reforms, these insights risk remaining as isolated findings without systemic impact.

Improving the Competition Law (2015) and the Consumer Protection Law (2010) is therefore a strategic imperative. Both laws require modernisation to address:

- New market realities such as digitalisation, cross-border e-commerce, and platform-driven economies.
- Regional commitments, particularly alignment with ASEAN frameworks and RCEP obligations.
- Consumer and SME protection, especially for vulnerable groups, women-led enterprises, and persons with disabilities.

By ensuring that grassroots evidence informs legislative amendments, this activity directly connects community experiences with parliamentary decision-making, strengthening both legitimacy and sustainability of the reforms. Together, these reforms are designed not only to close immediate enforcement gaps but also to institutionalise systemic change—embedding CCP as a standing function in government routines, professional qualifications, and academic curricula so that future officials, students, and consumers sustain the reforms beyond the project cycle.

#### **Implementation Process**

- 1) **Drafting Phase (Aug 2026):** Findings from previous project activities will be synthesised into a draft set of priority legal amendments. Proposed areas include enforcement mechanisms, dispute resolution, proportional penalties, digital market regulation, and consumer redress

mechanisms. In addition to this, for systemic change purpose, the draft document will include administrative/secondary provisions to: (a) institutionalise the PPAG (legal basis, membership, meeting cadence, secretariat); (b) mandate CCP CPD for defined positions; (c) adopt national data standards for complaints/enforcement (hotline, e-commerce, case tracking, disaggregated reporting); and (d) recognise accredited CCP training/micro-credentials for recruitment and promotion.

- 2) **Internal Validation (Sept 2026):** Draft recommendations will be reviewed with MOIC and the Public-Private Dialogue Advisory Group (PPDAG). This stage ensures technical feasibility, coherence with national strategies, and alignment with stakeholder perspectives.
- 3) **Parliamentary & Public Validation (Oct 2026):** A technical validation meeting, co-chaired by MOIC and the National Assembly, will serve as a forum to refine and endorse the recommendations. This gathering will involve lawmakers, government officials, private sector leaders, academics, consumer representatives, and civil society to build broad consensus.
- 4) **Finalisation and Submission:** The endorsed recommendations will be formally submitted to MOIC for onward transmission to the National Assembly, accompanied by bilingual documentation, a public-facing summary report, and media engagement to raise awareness and support parliamentary deliberations.

The consultant will support RT4D to:

- Consolidate findings from previous project activities and consultations into draft recommendations for amendments to the Competition Law (2015) and Consumer Protection Law (2010).
- Draft proposed legal and administrative provisions on enforcement mechanisms, dispute resolution, proportional penalties, digital market regulation, and consumer redress.
- Develop institutional clauses to formalise the Public-Private Dialogue Advisory Group (PPDAG), establish CPD requirements, adopt data and reporting standards, and recognise CCP micro-credentials.
- Facilitate internal validation with the Ministry of Industry and Commerce (MOIC) and PPDAG to ensure policy coherence and technical soundness.
- Support the organisation and documentation of the Parliamentary and Public Validation Meeting, including preparation of background materials and presentation content.
- Incorporate stakeholder feedback and finalise the set of legislative and administrative recommendations.
- Prepare and submit the final bilingual report, including endorsed recommendations, policy briefs, and communication materials.
- Assist MOIC in submitting the final recommendations to the National Assembly and coordinating dissemination to relevant stakeholders.
- Provide technical guidance and quality assurance throughout the drafting and validation process.

Outputs:

- 1) Draft and final set of evidence-based recommendations for amendments to the Competition and Consumer Protection Laws.

- 2) Validation meeting (≥30 participants; inclusive of women-led MSMEs, PWDs, and consumer groups).
- 3) Endorsed final report submitted to MOIC and disseminated to Parliament, provincial authorities, and the wider public.
- 4) Policy briefs and infographics to support parliamentary deliberations and public outreach.
- 5) Draft legal/administrative clauses on PPAG institutionalisation, CPD requirements, and CCP data/reporting standards.
- 6) MOIC policy note endorsing recognition of CCP micro-credentials for staff development

### **Activity 5 – Project Closing Ceremony**

The project will conclude with a formal closing ceremony, bringing together all key stakeholders to reflect on achievements and chart the way forward. The session will showcase project outcomes, highlight lessons learned, and present recommendations for future initiatives. A comprehensive completion report—covering achievements, challenges, and next steps—will be shared. Special attention will be given to lessons on GEDSI integration to guide future programming.

Approximately 50 participants are expected, evenly split between public and private sectors. Among private sector representatives, 90% will be MSMEs, and 10% of total participants will be persons with disabilities.

The Consultant is expected to:

- Prepare the event agenda, and briefing materials highlighting project achievements, lessons learned, and future recommendations.
- Coordinate invitations and confirmations to ensure balanced participation of government agencies, private-sector stakeholders (with 90% MSMEs), and at least 10% participants with disabilities.
- Arrange all logistical aspects of the event including venue booking, accessibility provisions, interpretation, and media coverage.
- Draft key presentations, speeches, and visual materials that showcase project outcomes and GEDSI integration lessons.
- Facilitate the ceremony's program flow, including presentations, and stakeholder reflections.
- Oversee preparation and dissemination of press releases and news items for national and RT4D media platforms.
- Compile a comprehensive post-event report using the RISP templates, capturing stakeholder feedback, endorsements, and recommendations for continued efforts beyond the project.

Outputs:

- 1) Project closing ceremony organized and delivered
- 2) Meeting materials produced
- 3) News released on national and RT4D media platforms.
- 4) Post-event report, using the RISP templates, including stakeholder reflections and endorsements for continued efforts.

### **Activity 6 – Project Monitoring and Reporting**

This activity will ensure systematic monitoring, accountability, and learning throughout the project cycle. Monitoring will be guided by the project's results framework, focusing on progress against planned activities, outputs, and GEDSI commitments. Methods will include regular data collection

from activity reports, participant feedback forms, advisory group inputs, and consultations with key stakeholders.

Two key reports will be produced:

- Progress Report: capturing achievements to date, challenges encountered, lessons learned, and adjustments required to keep implementation on track.
- Project Completion Report: providing a comprehensive review of project performance, outcomes, and impacts, including recommendations for sustaining results and informing future programming.

The consultant will support RT4D to:

- Develop and maintain a monitoring plan aligned with the project's results framework, including clear indicators, data-collection methods, and timelines.
- Collect and analyze data from activity reports, participant feedback forms, advisory group inputs, and stakeholder consultations to track progress and GEDSI commitments.
- Coordinate regular consultations with the Public-Private Dialogue Advisory Group (PPDAG) and key government counterparts to validate findings and ensure stakeholder input.
- Draft the Progress Report (May 2026), summarizing achievements, challenges, lessons learned, and recommended adjustments to keep implementation on track.
- Compile evidence from workshops, trainings, media coverage, and stakeholder feedback to inform the Project Completion Report.
- Prepare the Project Completion Report (May 2027) with a comprehensive review of performance, outcomes, and impacts, including recommendations for sustaining results and informing future programming.
- Support the integration of evidence-based lessons and recommendations into RT4D knowledge-sharing platforms and future project design.
- Provide ongoing advice to RT4D on monitoring results, addressing implementation challenges, and ensuring accountability throughout the project cycle.

Outputs:

- 1) Progress Report submitted in May 2026
- 2) Project Completion Report submitted in May 2027
- 3) Evidence-based lessons and recommendations integrated into final reporting
- 4) Contributions to RT4D knowledge-sharing platforms and future project design



## B. Project Work Plan

Working closely with the RT4D team, the Consultant is expected to deliver the outlined activities per the work plan and timeline below commencing January 2026 and completing by June 2027. The Consultant will provide technical and event organisation services and is expected to have a team that includes a project team leader, Lao and international experts, Lao PDR legal experts, trainers, workshop facilitators, and communication and event organising teams in Lao PDR.

The selected Consultant's support will be undertaken over a continuous effective period of 18 calendar months (approach. 150 working days). Actual time will be agreed upon through negotiation with the selected Consultant. Work will commence immediately after the contract signing.

| Activity / Task                                                                                                                                   | Responsible Party                            | Deadline     |
|---------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|--------------|
| <b>Activity1 – State of Play Assessment &amp; Inaugural PPAG Meeting</b>                                                                          |                                              |              |
| <b>Task 1.1</b> Conduct stakeholder consultations and data collection for State of Play Assessment                                                | Consultant team (with DOIT & RT4D oversight) | Jan-Feb 2026 |
| <b>Task 1.2</b> Draft State of Play Assessment Report & stakeholder matrix                                                                        | Consultant team                              | Mar-26       |
| <b>Task 1.3</b> Organise and convene Inaugural PPAG Meeting (soft launch + report endorsement + ToR adoption)                                     | DOIT (lead), RT4D (support), PPAG members    | Mar-26       |
| <b>Task 1.4</b> Ministerial note/resolution endorsing PPAG                                                                                        | DOIT, MOIC                                   | Mar-26       |
| <b>Expected Outputs:</b> State of Play Report; stakeholder matrix; PPAG established with endorsed ToR; ministerial note; inaugural meeting report |                                              |              |
| <b>Activity 2 – Public-Private Engagement Workshops (3 events)</b>                                                                                |                                              |              |
| <b>Task 2.1</b> Workshop 1 – Vientiane Capital                                                                                                    | DOIT & RT4D, PPAG members                    | Apr-26       |
| <b>Task 2.2</b> Workshop 2 – Luang Prabang (North)                                                                                                | DOIT & RT4D, PPAG members                    | May-26       |
| <b>Task 2.3</b> Workshop 3 – Pakse (South)                                                                                                        | DOIT & RT4D, PPAG members                    | May-26       |
| <b>Task 2.4</b> Workshop reports and short video clips prepared                                                                                   | RT4D consultant team                         | Jun-26       |

|                                                                                                                                                                   |                                          |            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|------------|
| <b>Expected Outputs:</b> 3 workshops delivered; GEDSI-sensitive materials; ~180 participants (≥40% women, ≥5% PWD); event reports with findings & recommendations |                                          |            |
| <b>Activity 3 – Training-of-Trainers (Hybrid)</b>                                                                                                                 |                                          |            |
| <b>Task 3.1</b> Develop ToT curriculum and trainer’s manual (based on workshop findings)                                                                          | Consultant team, Thai expert, DOIT       | Jul-Aug-26 |
| <b>Task 3.2</b> Deliver 2-day hybrid ToT (in-person + livestream)                                                                                                 | DOIT (lead), RT4D (support), Thai expert | Sep-26     |
| <b>Task 3.3</b> Launch online resource hub (recordings, templates, quiz bank)                                                                                     | DOIT IT team, RT4D                       | Sep-26     |
| <b>Task 3.4</b> Certification of 50 in-person trainers + 60–100 online completers                                                                                 | DOIT, RT4D                               | Sep-26     |
| <b>Expected Outputs:</b> ToT curriculum and materials; 50 officials trained as certified trainers; evaluation report                                              |                                          |            |
| <b>Activity 4 – Improvement Recommendations for CCP Laws</b>                                                                                                      |                                          |            |
| <b>Task 4.1</b> Draft priority legal amendments (synthesis of project findings)                                                                                   | Consultant team, DOIT                    | Oct-26     |
| <b>Task 4.2</b> Internal validation with MOIC & PPAG                                                                                                              | DOIT, MOIC, RT4D                         | Nov-26     |
| <b>Task 4.3</b> Technical validation with MOIC + National Assembly (multi-stakeholder meeting)                                                                    | DOIT, MOIC, National Assembly            | Dec-26     |
| <b>Task 4.4</b> Finalisation & submission of endorsed recommendations to MOIC/Parliament                                                                          | DOIT, RT4D                               | Dec-26     |
| <b>Task 4.5</b> Dissemination of policy briefs & infographics                                                                                                     | RT4D communications                      | Dec-26     |
| <b>Expected Outputs:</b> Draft & final recommendations; validation meeting; endorsed report submitted to MOIC                                                     |                                          |            |
| <b>Activity 5 – Project Closing Ceremony</b>                                                                                                                      |                                          |            |
| <b>Task 5.1</b> Organise project closing event (present outcomes, lessons, endorsements)                                                                          | DOIT, RT4D                               | Jan-27     |
| <b>Task 5.2</b> Publish completion report & media release                                                                                                         | RT4D (lead), DOIT (support)              | Jan-27     |
| <b>Expected Outputs:</b> Closing event delivered; media coverage; post-event report; lessons on GEDSI integration documented                                      |                                          |            |

| Activity 6 – Monitoring & Reporting                                                                                                                           |                                                  |        |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|--------|
| <b>Task 6.1</b> Progress Report (interim achievements, lessons, adjustments)                                                                                  | Consultant and RT4D M&E teams (with DOIT inputs) | Jul-26 |
| <b>Task 6.2</b> Project Completion Report (final outcomes, sustainability recommendations)                                                                    | Consultant and RT4D M&E teams (with DOIT inputs) | Apr-27 |
| <b>Expected Outputs:</b> M&E framework; progress report (May 2026); validated completion report (Feb 2027); lessons & knowledge-sharing contributions to RT4D |                                                  |        |

## V. Gender Equality Disability and Social Inclusion

### 5.1 GEDSI Dimension of the Project

The project embeds GEDSI (Gender Equality, Disability, and Social Inclusion) principles within its core objectives by promoting inclusive access and meaningful participation, particularly for disadvantaged groups. It seeks to empower underrepresented communities—including women, persons with disabilities, and MSMEs—by enhancing their knowledge of rights under the Competition and Consumer Protection framework. Consistent with the approved Project Concept, the initiative will adopt gender-responsive approaches, ensure the active involvement of marginalised stakeholders, and implement targeted outreach to support the participation of persons with disabilities and other vulnerable populations.

### 5.2 GEDSI Dimensions of the Sector

In Lao PDR, women-owned MSMEs constitute only about 28% of small enterprises and often have lower legal awareness. Persons with disabilities face significant physical and informational barriers to engaging with legal frameworks, with a 50% lower rate of formal business registration. This project will address these inequities directly.

Looking through GEDSI dimensions, the competition and consumer protection landscape in the country faces several key inclusion-related challenges:

- **Gender Disparities:** Stakeholder consultations revealed that women—particularly those in rural areas—often have limited awareness of their consumer rights and are more susceptible to misleading practices, especially concerning food safety and product quality. To address this, the project will implement gender-sensitive awareness campaigns and actively engage women’s associations and women-led MSMEs to enhance outreach and impact. At the same time, consultations also highlighted that women and persons with disabilities (PWD) face barriers in both accessing fair markets and competing on an equal footing with other businesses, which can limit their participation in the economy. To help close this gap, the project will incorporate inclusive competition measures—such as tailored training, accessible information tools, and targeted engagement with women-owned and PWD-led enterprises—so that consumer protection and business competition dimensions are advanced in tandem.
- **Disability Inclusion:** Persons with disabilities face notable obstacles in accessing information about their consumer rights, restricting their ability to seek redress or advocate for equitable treatment. The project will ensure that all communication and training materials are designed with accessibility in mind, using inclusive formats and delivery methods to meet the needs of people with disabilities.
- **Social Inclusion:** Marginalised consumers, including ethnic minorities and low-income groups, often lack foundational knowledge of competition and consumer protection laws, leaving them vulnerable to exploitation. To ensure equitable access to information and redress mechanisms, the project will adopt culturally appropriate, linguistically accessible, and community-based outreach strategies tailored to the unique needs of these populations.

### 5.3 GEDSI Mainstreaming

The project will incorporate GEDSI considerations throughout its content, delivery, and participant engagement:

#### A. How will this project mainstream gender consideration?

- **Inclusive Content:**

All training sessions and workshops will incorporate discussions on the gendered impacts of competition and consumer protection, with a focus on the experiences of women and marginalised groups.

- **Diverse Representation:**

- Ensure at least 40% of presenters, trainers, and panellists are women across all activities.
- Target a minimum of 40% female participation by engaging women's organisations, women-led MSMEs, and gender-focused NGOs.
- Collect and report gender-disaggregated data to monitor participation and impact.

- **Responsive Outreach:**

- Apply gender-responsive outreach approaches to engage female entrepreneurs and women's associations.
- Use communication channels accessible to rural and disadvantaged groups.

- **Active Stakeholder Consultation:** the project will conduct dedicated stakeholder consultations with underrepresented groups from both the private sector and consumer groups. This will include inviting business players representing women, entrepreneurs with disabilities, and indigenous business owners to ensure their perspectives are captured and documented.

## **B. Who are the targeted participants of the project's activities?**

**Gender Balance:** Aim for gender parity with a minimum of 40% female participants, prioritising inclusion of women-led MSMEs.

**Inclusive Participation:** Prioritize accessibility for persons with disabilities and include participants from underrepresented communities such as ethnic minorities, disadvantaged consumers, and small-scale business owners.

## **C. How does this project benefit disadvantaged groups (e.g., disabled, ethnic minorities, MSMEs)?**

**Targeted Support:** Tailored outreach will build awareness among disadvantaged groups about CCP laws, consumer rights, and redress options. MSMEs will receive practical training to support regulatory compliance.

**Do No Harm Approach:** The project will conduct a risk assessment against all of its activities, especially those that will involve women, people with disabilities, and other at-risk groups. Based on this assessment, we will develop and implement mitigation plans to ensure their safety and well-being throughout the activities they participate in and to prevent any unintended negative impacts. This includes ensuring that participation is voluntary and does not create a double burden or conflict for individuals.

## **D. How will the proposed project activities ensure all voices are heard, including women and marginalised groups?**

**Feedback Channels:** Anonymous surveys and facilitated feedback sessions will be used to capture diverse perspectives, especially from those less likely to speak up.

**Facilitated Engagement:** Small group discussions will be led by facilitators trained to encourage active input from women, persons with disabilities, and other marginalised participants.

#### **E. How will the organisation and/or implementation of project activities be made inclusive?**

Accessible Events:

- All venues will meet accessibility standards (e.g., wheelchair access, sign language interpretation, accessible materials), following RT4D's Inclusive Events Guidelines.
- Travel subsidies will be provided for GEDSI participant, especially PWD and participants from remote provinces

Accessible Communication: Materials will be available in multiple languages and formats, including audio-visual and simplified content, to ensure broad and inclusive reach.

## **VI. Communications, Media, and Business Engagement**

This project contributes to the implementation of RCEP commitments by raising awareness of the Competition Chapter, which is essential for promoting fair competition and deeper economic cooperation among Parties. Targeted communication activities will ensure that a broad range of stakeholders—including government, businesses, civil society, and the general public—better understand the value of RCEP, particularly in the areas of competition and consumer protection. Key communication approaches include:

- **Clear and Accessible Message:** The project will clearly articulate its goals, objectives, and anticipated outcomes through inclusive and user-friendly formats such as infographics and factsheets. These materials will focus on RCEP Chapter 13 on Competition as well as key Lao legislation, including the Competition Law (2015) and the Consumer Protection Law (2010), to enhance understanding of how RCEP supports national priorities in competition and consumer protection.
- **Strategic Alignment:** Communication initiatives will be closely aligned with the project's overall objectives, aiming to improve awareness, understanding, and compliance with competition and consumer protection laws. The benefits of these laws will be highlighted from both business and consumer perspectives, promoting a balanced and inclusive approach.
- **Engagement and Follow-Up:** A hybrid workshop format will be adopted to ensure accessibility and inclusive participation, including from remote or underrepresented groups. Following the event, a concise summary and debrief will be shared with stakeholders to foster continued engagement and dialogue. Key learning assets (clips, infographics) will be disseminated via MOIC/RT4D channels.
- **Public Outreach:**
  - Key messages and outcomes will be widely disseminated through public channels such as press releases, the Ministry of Industry and Commerce's official website, and RT4D's digital platforms. This will help ensure transparent communication and broad visibility of the project's contributions to the implementation of RCEP commitments.
  - A nationwide "Know Your Rights & Duties" awareness campaign will be launched using radio, social media, and outreach in local markets.



## VII. Monitoring & Evaluation

The Consultant will implement the Monitoring, Evaluation and Learning (MEL) of the project. The MEL will examine the project outcomes by following project performance indicators.

- **EOIO 1 (effective FTA-consistent implementation):** % private sector at workshops; % women-led MSMEs/PWD; usefulness ratings; number of workshop reports; endorsement of legal recommendations; validation workshop participation; communications reach.
- **EOIO 2 (skills, networks, policy options):** certified trainers; # online completers & completion rate; usage of accessibility features; # cascade trainings within 6 months; establishment of PPDAG; resource hub/LMS usage; perception of increased skills.
- **EOIO 3 (Australia as effective partner):** Participation of development partners/associations in PPDAG & workshops; visibility moments (media, MOIC/RT4D digital); cross-border expert contribution; citations/acknowledgements in validation/closing events.

| No | Suggested Indicator                                                | Type of Indicator  | Target                                                                                                  | Act. # | GEDSI Mainstreaming           |
|----|--------------------------------------------------------------------|--------------------|---------------------------------------------------------------------------------------------------------|--------|-------------------------------|
| 1  | State of Play Assessment Report endorsed by PPAG and MOIC          | Output / Milestone | Endorsed by Jan 2026                                                                                    | 1      | No                            |
| 2  | Public-Private Advisory Group (PPAG) established with approved ToR | Output / Milestone | ToR approved; PPAG constituted by Jan 2026                                                              | 1      | Yes (composition)             |
| 3  | PP Engagement Workshops delivered (north/central/south)            | Output             | 3 events completed by Apr 2026                                                                          | 2      | No                            |
| 4  | Private sector participation rate                                  | Output / Quality   | ≥50% of all participants                                                                                | 2      | No                            |
| 5  | Women's participation rate at workshops                            | Output / GEDSI     | ≥40% of all participants                                                                                | 2      | Yes                           |
| 6  | Participation of persons with disabilities                         | Output / GEDSI     | ≥5% of all participants                                                                                 | 2      | Yes                           |
| 7  | Knowledge gain among workshop participants (pre/post)              | Short-term Outcome | ≥60% of participants indicate increased knowledge of CCP laws (measured through pre-/post-assessments). | 2      | Yes (disaggregated)           |
| 8  | ToT delivered (hybrid)                                             | Output / Milestone | 1 two-day ToT by Jul 2026                                                                               | 3      | No                            |
| 9  | In-person trainers certified                                       | Output             | ≥50 officials certified (assessment + micro-teach)                                                      | 3      | Yes (≥40% women target)       |
| 10 | Online completers certified                                        | Output             | 60–100 e-certificates issued (attendance + quiz)                                                        | 3      | Yes (accessibility standards) |
| 11 | Resource hub launched with training kit                            | Output / Milestone | Hub online with ≥20 assets by Jul 2026                                                                  | 3      | Yes (accessible formats)      |

| No | Suggested Indicator                                                            | Type of Indicator  | Target                                                                                                            | Act. # | GEDSI Mainstreaming                           |
|----|--------------------------------------------------------------------------------|--------------------|-------------------------------------------------------------------------------------------------------------------|--------|-----------------------------------------------|
| 12 | Resource hub utilisation                                                       | Output             | ≥300 total views/downloads within 6 months                                                                        | 3      | No                                            |
| 13 | Cascade trainings conducted in provinces                                       | Output             | ≥12 provinces run sessions within 3–6 months post-ToT (by Jan 2027)                                               | 3, 6   | Yes (sex/PWD-disaggregated)                   |
| 14 | Draft legal amendment recommendations produced                                 | Output             | 1 draft package by Aug 2026                                                                                       | 4      | No                                            |
| 15 | Final recommendations submitted to MOIC (with RCEP crosswalk)                  | Output             | 1 bilingual final report + annex by Oct 2026                                                                      | 4      | No                                            |
| 16 | Policy briefs/infographics disseminated                                        | Output / Comms     | ≥4 products shared with NA/provinces/public by Oct 2026                                                           | 4      | Yes (plain language/accessible)               |
| 17 | Evidence of alignment to RCEP provisions                                       | Outcome (Policy)   | Crosswalk annex completed; ≥80% recs mapped                                                                       | 4      | No                                            |
| 18 | Closing ceremony organised                                                     | Output / Milestone | Event delivered Nov 2026                                                                                          | 5      | No                                            |
| 19 | Closing ceremony participation profile                                         | Output / GEDSI     | ~50 total; private-sector share ≈50%; within total ≥10% PWD; of private sector ≥90% MSMEs                         | 5      | Yes                                           |
| 20 | Media coverage / comms reach                                                   | Output / Comms     | ≥5 earned/owned media pieces (web, FB, press)                                                                     | 5      | Yes (alt text/captions)                       |
| 21 | MOIC/DOIT circular on CCP CPD issued                                           | Output/Milestone   | circular approved/issued by Dec 2026                                                                              | 3      | Yes (the revised PPC laws will include GEDSI) |
| 22 | Trainer registry operational (with accreditation rules and active maintenance) | Output             | Registry live with ≥50 accredited trainers                                                                        | 3      | No                                            |
| 23 | PPAG institutionalised (legal basis/ministry decision)                         | Outcome (Policy)   | ministerial decision or equivalent issued by Jan 2027;                                                            | 1, 4   | No                                            |
| 24 | New-hire CCP induction completion                                              | Outcome            | ≥70% of CCP-relevant new staff complete micro-credential within 12 months of entry (baseline: 0)                  | 3, 6   | No                                            |
| 25 | Provincial cascade persistence                                                 | Outcome            | ≥12 provinces run ≥1 cascade session within 6 months post-ToT and repeat at least once in the following 12 months | 3, 6   | No                                            |

These indicators will guide project monitoring and evaluation, ensuring each outcome and output is measured for success and that GEDSI objectives are effectively integrated and tracked across all project activities.

The Consultant should consult the RT4D Systems Manager (MEL and Communications) to ensure relevant outputs are delivered per RT4D MEL requirements.

## VIII. Reporting and Program Management

Deliverables are subject to feedback and amendments from the RT4D Facility team, the Project Proponent. The Consultant will engage regularly with these stakeholders in the drafting process, including seeking comments and adjustments and revising deliverables as directed.

The RT4D Facility will support with standard procedures required to receive feedback and endorsement from key stakeholders. A full list of stakeholders the Consultant will engage with is outlined below:

| Stakeholder and Contact Points                                                                                                                                                                 | Responsibilities                                                                                                                                                                                                                                                                                                                                                     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Project Proponent Lead</b><br><br>Santisouk Phounsavath<br>Director General<br>Department of Internal Trade, MOIC<br><br><a href="mailto:santisoukben@gmail.com">santisoukben@gmail.com</a> | <ul style="list-style-type: none"> <li>- Assumes overall responsibility for project implementation.</li> <li>- Reviews the project implementation progress and provide technical inputs</li> <li>- Reviews and endorses proposed objectives in the project scope.</li> <li>- Responsible for staff assignment, project adjustment, and overall leadership</li> </ul> |
| <b>RT4D Project Manager</b><br><br>Sianong Phomkong<br><a href="mailto:sianong.phomkong@regionaltrade4dev.org">sianong.phomkong@regionaltrade4dev.org</a>                                      | Oversees overall project implementations on behalf of the RT4D, including procurement of suppliers, activity planning and execution, and approval of activity reports by the Consultant.                                                                                                                                                                             |
| <b>Consultant (Implementation Phase)</b>                                                                                                                                                       | Roles and responsibilities of the Consultant are described in the Terms of Reference for the Project's Technical Implementation Consultant                                                                                                                                                                                                                           |

## IX. Risk Management

The Consultant will support the RT4D Facility in the management and mitigation of activity risks as outlined in the table below.

| No | Risk                                               | Likelihood | Impact | Mitigation Plan                                                                                                                    |
|----|----------------------------------------------------|------------|--------|------------------------------------------------------------------------------------------------------------------------------------|
| 1  | Low stakeholder participation and limited private- | Medium     | High   | Start outreach early via LNCCI/sector groups; co-sign invitations with MOIC/DOIT; use PPAG champions; offer hybrid/remote options; |

|   |                                                                                                  |            |        |                                                                                                                                                                                                                                                                    |
|---|--------------------------------------------------------------------------------------------------|------------|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|   | sector trust (especially MSMEs)                                                                  |            |        | schedule-friendly timing; publish clear “what’s in it for me” agendas and quick-win use cases (1510 hotline, dispute workflows).                                                                                                                                   |
| 2 | Institutional fragmentation/capacity constraints after restructuring (DOIT, provincial DOICs)    | Medium     | High   | Establish a PPAG ToR with named focal points; create a simple RACI for each activity; set review SLAs (e.g., 10 working days); pair central–provincial teams in ToT; maintain a rolling contact list to manage staff turnover.                                     |
| 3 | Timeline slippage and approvals delays (PPAG endorsement, ministerial note, validation meetings) | Medium     | High   | Lock a master workback schedule with decision gates; pre-book tentative dates; circulate pre-reads 10 days ahead; use “silence = endorsement” where appropriate; keep contingency weeks before the ToT and legal validation stages.                                |
| 4 | GEDSI targets not met (women, PWD, remote groups)                                                | Medium     | High   | Set quotas in invitation lists (≥40% women; ≥5% PWD); budget for travel/childcare and reasonable accommodation; ensure accessible venues/materials (captions, large print, screen-reader files); track disaggregated registrations weekly and do targeted top-ups. |
| 5 | Political or regulatory sensitivities stall legal-reform recommendations                         | Medium     | High   | Co-develop recommendations with MOIC/PPAG; include multiple policy “options with implications”; add RCEP/ASEAN crosswalk; run internal validation first; use a neutral, evidence-based communications pack for parliamentary/public sessions.                      |
| 6 | Outputs not fit-for-purpose (workshop content, ToT curriculum, legal options)                    | Low/Medium | High   | Iterative design with user testing: pilot one module; quick feedback forms (1–5 rating) from officials/MSMEs; incorporate case studies from Lao e-commerce dispute system; appoint an editorial QA lead; translate and back-check key materials.                   |
| 7 | Data privacy/consent risks during consultations (recordings, sensitive cases)                    | Medium     | Medium | Use simple consent forms (Lao/English); explain purpose, storage, and anonymity; record only what’s needed; de-identify quotes in reports; store files on approved drives with restricted access; follow FPIC principles for community inputs.                     |
| 8 | Safeguarding (PSEAH/child)                                                                       | Low        | High   | Mandatory code of conduct; name a safeguarding focal point; briefing at session                                                                                                                                                                                    |

|   |                                                                                        |        |        |                                                                                                                                                                                                                                |
|---|----------------------------------------------------------------------------------------|--------|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|   | protection)<br>incidents at events                                                     |        |        | openings; mixed-gender facilitation; clear, confidential reporting channels; venue layout that supports safety; rapid response protocol shared with partners.                                                                  |
| 9 | Hybrid delivery failures (low bandwidth, platform glitches; accessibility gaps online) | Medium | Medium | Tech rehearsals and back-up dial-in; compress slides/recordings; post session clips to the resource hub; live captions; helpdesk WhatsApp line; pre-event “how to join” video; on-site AV checklist and contingency equipment. |

## X. Privacy and Confidentiality

Regional Trade for Development Facility (RT4D) is committed to ensuring and maintaining the security and confidentiality of all documents and information produced by its development programs and by its partners and clients. This includes ensuring the security and confidentiality of all information and documents produced by the ASEAN Secretariate and by AANZFTA FJC and their Subsidiary Bodies that are shared with RT4D’s AANZFTA Implementation Support Program (AISP). RT4D security and confidentiality measures and protocols are underpinned by Tetra Tech (the managing contractor) systems.

All files/outputs associated with the delivery of outputs set in this TOR will be stored on a secure file-sharing platform (Egnyte). Access to Egnyte is controlled and will only be granted to non-RT4D users on a needs basis and as agreed with ASEC and or Subsidiary Bodies.

All RT4D sub-contractors and consultants will sign a Code of Conduct, a Deed of Confidentiality, and a Conflict-of-Interest Declaration before starting their tenure/assignment. These documents specify acceptable behaviours on confidentiality, handling of sensitive information, and information security. Training on these topics is also provided on regular basis to ensure compliance.

All personnel engaged by RT4D for the delivery of outputs set in this Scope of Services are expected to sign these documents before the implementation of this activity.

## XI. Criteria for Issuing Tasking Note

### A. Technical Soundness Considerations

Interested organisations should provide a technical proposal detailing their capabilities in supporting the RT4D Team in completing the projects. To ensure the above can be effectively managed and completed in alignment with this TOR, it is recommended that interested organisations have:

- Team members with academic qualifications in law, economics, public policy, or related fields, with specialized knowledge in Competition and Consumer Protection (CCP) laws and market regulation.
- Proven experience in policy analysis, drafting evidence-based recommendations, and providing technical advisory support to government authorities, MSMEs, and consumer groups.

- Demonstrated ability to design and deliver workshops, public-private dialogues, and Training-of-Trainers programs covering both Competition and Consumer Protection laws, including developing GEDSI-sensitive curricula and participatory learning materials.
- Strong experience in preparing State of Play Assessments, stakeholder mapping, and analysis to inform project design and workshop content.
- Ability to support the development and validation of Terms of Reference (ToR) for advisory groups, ensuring inclusive representation of women, persons with disabilities, and marginalized stakeholders.
- Expertise in facilitating multi-stakeholder engagement sessions, ensuring meaningful participation from government, private sector, and civil society actors.
- Skills in organizing national and regional workshops and meetings, managing logistics, invitations, venues, interpretation, accessibility, and materials production.
- Ability to prepare high-quality, GEDSI-sensitive workshop materials, training curricula, and guidance documents tailored to diverse audiences.
- Experience in drafting and finalizing reports, including workshop completion reports, ToT materials, policy recommendations, and project monitoring and completion reports.
- Strong project management skills, including planning, coordinating, and overseeing multi-activity projects to ensure timely delivery of outputs.
- Competence in integrating Gender Equality, Disability, and Social Inclusion (GEDSI) principles across all project activities and deliverables.
- Ability to engage and collaborate with regional experts, including knowledge sharing on best practices from neighbouring ASEAN countries.
- Skills in event coordination for high-level meetings, advisory group sessions, and project closing ceremonies, including media engagement and dissemination of outcomes.
- Excellent stakeholder engagement, facilitation, and communication skills to work effectively with government agencies, MSMEs, consumer groups, civil society, and development partners.
- Strong networks and familiarity with Lao government counterparts (e.g., DOIT, MOIC), Australian-funded programs, and the ASEAN context, to enable effective coordination and collaboration.
- Capacity to synthesize findings from assessments, workshops, and trainings into actionable improvement recommendations for CCP law implementation.
- Experience in knowledge management and contribution to learning platforms, ensuring lessons and best practices are captured for future projects.

## **B. Value for Money Considerations**

Proposals to deliver this project should adhere to DFAT's Value for Money Principles, outlined below.

Achieving value for money is a critical consideration for the achievement of DFAT's strategic objectives. It is a requirement under the Public Governance, Performance and Accountability Act (2013) and the Commonwealth Procurement Rules. Building on these requirements DFAT has developed eight Value for Money Principles to guide decision making and maximise the impact of its investments. DFAT's [website](#) includes a detailed description of VfM indicators (outlined in the table below). We expect all our delivery partners to give effect to these principles and value for money performance is measured in DFAT's Aid Performance Framework.

| Economy                                             | Efficiency                                              | Effectiveness                                                                               | Ethics                             |
|-----------------------------------------------------|---------------------------------------------------------|---------------------------------------------------------------------------------------------|------------------------------------|
| 1. Cost consciousness<br>2. Encouraging competition | 3. Evidence based decision making<br>4. Proportionality | 5. Performance and Risk Management<br>6. Results Focus<br>7. Experimentation and innovation | 8. Accountability and transparency |

Bidders should note that the RT4D Facility refers to DFAT's [Aid Adviser Remuneration Framework](#) to estimate the cost of contracting international advisers for the delivery of projects and activities.



## XII. Annexes

### Annex A - Response from Tenderers and Evaluation Criteria

Interested bidders should submit a Technical and Financial proposals that respond to the selection criteria outlined in the table below. As part of their Technical Proposal submission, bidders should also provide their information as outlined in Annex B.

If a bidder finds any discrepancy, error or omission in the ToR or wishes to make any enquiry concerning the ToR, the bidder is to notify [aisp@regionaltrade4dev.org](mailto:aisp@regionaltrade4dev.org) in writing by the last queries date indicated in the ToR summary. All answers to any such notices or questions will be provided to all registered tenderers in the form of addenda.

| Component                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Score |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| <b>Part A – Response to Technical Component</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |       |
| <b>A.1 Approach and Methodology</b> - Outline approach to completing the stated scope of services. The approach should include: <ul style="list-style-type: none"> <li>• A brief discussion indicating your understanding of project requirements.</li> <li>• A description of the methodological approach to achieving the project objectives and completing project deliverables. This may include an analysis of key issues, analytical strategies that will underlie the approach, specific tools or techniques that will be employed, and practical discussion of methodological limitations.</li> </ul>                         | 20    |
| <b>A.2 Project Plan and Risk Management</b> – Please provide the following: <ul style="list-style-type: none"> <li>• A project plan that specifies deliverables, tasks and timelines in line with section IV of the ToR.</li> <li>• Identify your approach to mitigating the project risks outlined in Section IX of this ToR.</li> <li>• Indicate how the project will be monitored and reported in line with section VIII of this ToR to ensure it is delivered in terms of quality, timeliness and cost.</li> <li>• Indicate the level of support that will be required from the RT4D Facility to complete the project.</li> </ul> | 20    |
| <b>A.3 Organizational Capabilities and Experience</b> – Please specify the following: <ul style="list-style-type: none"> <li>• Outline general organisational capability that is likely to affect performance of project in line with ToR requirements (e.g. size of the organisation, in-house expertise, strength of project management support, networks, etc.).</li> <li>• Describe past experience in undertaking similar work—referring to criteria outlined in Section XI-A of this ToR—and provide brief summaries of relevant projects undertaken.</li> </ul>                                                                | 20    |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| <ul style="list-style-type: none"> <li>Explain whether any work would be subcontracted, to whom, how much percentage of the work, the rationale for such, and the roles of the proposed sub-contractors.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |            |
| <p><b>A.4 Project Team and Resourcing</b> – Describe approach to staffing in line with ToR requirements including details of all proposed experts and their role in the delivery of the required services. This should include:</p> <ul style="list-style-type: none"> <li>Key members of the project team, including their CVs, and demonstrate their skills and expertise essential to the delivery of this project—as specified in section XI-A of this ToR.</li> <li>Roles, responsibilities, and level of participation of the project team members.</li> <li>An uncosted resource plan proposing the number of person days you expect each team member to undertake in delivering this project.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                | 20         |
| <b>TOTAL – Technical Proposal</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>80</b>  |
| <b>Part B – Response to Financial Component</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |            |
| <p>Complete a Financial Proposal for the delivery of the scope of services in alignment with RT4D Value for Money Principles. The Financial Proposal should specify all direct and indirect costs for undertaking the project, including:</p> <ul style="list-style-type: none"> <li>Professional services fees for completing all deliverables in accordance with the uncosted resource plan.</li> <li>Indirect costs for undertaking the project, including costs for experts and participants such as reimbursable expenses for travel costs, daily subsistence allowance for workshops, meetings, and all other agreed activities.</li> <li>Costs related to event organisation, including venue arrangements, materials, communication, logistical expenses, and other items necessary to cover all agreed activities.</li> <li>Management and/or operational fees (if any), which include all costs incurred by the person/entity/company for internal coordination, communication, travels and any other associated project management cost;</li> <li>Applicable taxes such as VAT, GST, PPN.</li> </ul> | 20         |
| <b>TOTAL – Financial Proposal</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>20</b>  |
| <b>GRAND TOTAL – Evaluation Criteria</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>100</b> |

## Annex B - Bidder Information

Consultant's general information – to be submitted together in the Technical Proposal

|                           |                                                                                            |
|---------------------------|--------------------------------------------------------------------------------------------|
| <b>Name of Assignment</b> | Implementation Consultant and Event Organiser for Public-Private Engagement to Support the |
|---------------------------|--------------------------------------------------------------------------------------------|

|                                                                     |                                                                       |
|---------------------------------------------------------------------|-----------------------------------------------------------------------|
|                                                                     | Implementation of Competition and Consumer Protection Laws in Lao PDR |
| <b>Tenderer's Organisation or Person</b>                            |                                                                       |
| <b>Address</b>                                                      |                                                                       |
| <b>Contact Person and Title/Position</b>                            |                                                                       |
| <b>E-Mail</b>                                                       |                                                                       |
| <b>Telephone / Mobile Phone</b>                                     |                                                                       |
| <b>Business Name Registration (if applicable)</b>                   |                                                                       |
| <b>Tax Registration Number (if applicable)</b>                      |                                                                       |
| <b>Indicative number of years involved in similar business/work</b> |                                                                       |
| <b>Date</b>                                                         |                                                                       |