

REGIONAL TRADE FOR DEVELOPMENT RCEP IMPLEMENTATION SUPPORT PROGRAM (RISP)

TERMS OF REFERENCE FOR THE Implementation Consultant and Event Organiser for Empowering Women and People with Disabilities through ODOP Development, Packaging Design, and E-Commerce in Lao PDR

I. Summary

Title	Implementation Consultant and Event Organiser for Empowering Women and People with Disabilities through ODOP Development, Packaging Design, and E-Commerce in Lao PDR
Start Date	December 2025
Completion Date	August 2026
Reports to:	RT4D Manager: <i>Sianong PHOMKONG, Regional Manager</i>
Interacts With	RT4D: • Regional Manager: Sianong Phomkong • Program Performance and Quality Lead: Sebastian Cortes Sanchez • Systems Manager (MEL and Communications): Tran Anh • GEDSI and Trade Manager: Yooke Damopolii • Operations Lead: Isradi Alireja • Lao Program Officer: Phonevilay Vongxay Project Proponent: Institute for Industry and Energy (IIE), Ministry of Industry and Commerce Dr. Somdeth Bodhisane, Director of Industry and Handicraft Research Division, Institute for Industry and Energy, Ministry of Industry and Commerce (MOIC)
Requires Approval from:	RT4D Facility: • Facility Director: Adrian Gilbert • Regional Manager: Sianong Phomkong • Operations Lead: Isradi Alireja Project Proponent: Institute for Industry and Energy (IIE), Ministry of Industry and Commerce DFAT: via RT4D
Timetable for Tender Process	Request for Proposals: 4/11/2025 Closing Date for Queries: 17/11/2025 Closing Date for Proposals: 28/11/2025
Submission Instructions	The provider should submit Technical and Financial submissions in alignment with requirements outlines in Section XII of this ToR. The

	Submissions or any questions should be sent to the RT4D Manager at by 28/11/2025 to the following emails: RCEP Implementation Support Program: risp@regionaltrade4dev.org Copy the email to: Regional Manager: Sianong.Phomkong@regionaltrade4dev.org RT4D Lao Program Officer: phonevilay.vongxay@regionaltrade4dev.org
	Scope of Work Summary: The Regional Trade for Development Facility (RT4D) is seeking a consulting firm/consortium (hereafter called Consultant) to implement the project “Empowering Women and People with Disabilities through ODOP Development, Packaging Design, and E-Commerce in Lao PDR” by providing both technical and event organisation support. RT4D will manage the project in close consultation with the Institute for Industry and Energy (IIE), Ministry of Industry and Commerce, which is the project proponent. 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: Activity 1: Comprehensive Assessment of Women and PWD Participation in ODOP and E-Commerce Activity 2: Project Launch and Mobilization Activity 3: Awareness on RCEP Chapter 12 and Capacity-Building Workshops on ODOP Development and E-Commerce Activity 4: Publication and Multimedia Dissemination of Training Materials Activity 5: Project Closing Ceremony, Policy Dialogue and Knowledge Sharing Event Activity 6: Project Monitoring and Reporting This procurement covers the entire project period (December 2025 – August 2026), The Consultant will be managed by RT4D in close consultation with the Institute for Industry and Energy (IIE), Ministry of Industry and Commerce (MOIC) as the project proponent. The consultant will follow RT4D standards and Institute for Industry and Energy (IIE) 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.

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 “**Empowering Women and People with Disabilities through ODOP Development, Packaging Design, and E-Commerce 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.

The Consultant must have strong proven experience integrating GEDSI principles into trade and entrepreneurship initiatives; conducting participatory research in rural Lao communities; engaging local government and disabled persons’ organizations; and building capacity so that women and persons with disabilities can overcome systemic barriers and participate fully in ODOP production and e-commerce.

The consultant must have strong understanding of Lao PDR’s **One District One Product (ODOP) framework**, including relevant procedures, certification requirements, and coordination mechanisms between central and provincial authorities; and can demonstrate experience working with MOIC.

The consultant should possess advanced expertise in product design and development, including creative, eco-friendly packaging that reflects local culture and compelling brand storytelling. Demonstrated ability to strengthen community-based value chains by working closely with government authorities, and private-sector partners to achieve market-ready and sustainable product and packaging improvements.

Additionally, the consultant should demonstrate comprehensive knowledge of e-commerce and digital marketing, with an understanding of regional online marketplaces, logistics, and payment systems relevant to Lao PDR. Skilled in designing and delivering accessible training that enables women and persons with disabilities to establish and maintain a strong digital presence and expand their customer base.

Proficiency in organizing stakeholder consultation events and workshops, coordinating closely with government counterparts, and preparing clear post-event reports that consolidate findings and recommendations for follow-up action.

III. Objectives, Beneficiaries and Outcomes

Project Name	Empowering Women and People with Disabilities through ODOP Development, Packaging Design, and E-Commerce in Lao PDR
Project Objectives	The project aims to advance inclusive economic development in Lao PDR by strengthening the One District One Product (ODOP) framework and integrating e-commerce as a pathway for market expansion. Building on previous RT4D-supported initiatives, it focuses on empowering women entrepreneurs and

	persons with disabilities (PWD) to overcome barriers in product development, packaging design, certification, and digital trade. Through targeted training, institutional strengthening, and policy alignment, the initiative seeks to enhance market competitiveness, expand economic participation, and ensure the benefits of trade reach marginalized groups. 1) Strengthen institutional capacity of the Institute for Industry and Energy (IIE) to lead, coordinate, and sustain inclusive ODOP development, aligned with national strategies and RCEP commitments. 2) Enhance participation of women and persons with disabilities (PWDs) in ODOP production, packaging design, and e-commerce by addressing structural barriers and providing targeted training and resources. 3) Improve market access and competitiveness of ODOP products by equipping producers and MSMEs with practical skills in certification, product development, packaging, and digital trade. 4) Foster multi-stakeholder collaboration among government, private sector, women's associations, and disabled persons' organizations to create an enabling environment for inclusive and sustainable economic development. 5) Promote knowledge-sharing and visibility of inclusive ODOP practices through publications, multimedia, policy dialogues, and public awareness events, ensuring replication and scalability beyond the project.
Beneficiaries	1) Primary Beneficiaries: • Women entrepreneurs, PWD-led enterprises, and ODOP producers/MSMEs in four target provinces (Vientiane, Luang Prabang, Savannakhet, Champasak). • IIE (MOIC) officials and provincial SME Service Centers who will gain strengthened institutional and technical capacity. 2) Secondary Beneficiaries: • Women's organizations (e.g., LBWA and Lao Women's Union). • Disabled Persons' Organizations (DPOs) and members, including the Lao Women with Disability Association. • Provincial ODOP offices, Lao SME Service Centers, and trade promotion agencies. • Broader ODOP product consumers, national e-market platforms, and private sector actors benefiting from improved product quality and inclusive supply chains. • Policymakers at MOIC and other ministries engaged in trade, industry, and inclusive growth.
Project Activities and Outputs	Activity 1: Comprehensive Assessment of Women and PWD Participation in ODOP and E-Commerce 1) Comprehensive stakeholder maps for each of the four provinces. 2) Comprehensive analytical report highlighting the current state of women's and PWD's participation in ODOP and e-commerce, the structural and social barriers they face, and the opportunities for enhanced inclusion. 3) Policy recommendations and a Coordination Framework to strengthen the enabling environment for inclusive ODOP implementation. 4) Feedback mechanisms between producers and authorities, fostering continuous two-way communication, problem-solving, and adaptive policy responses.

- 5) Enhanced institutional capacity of the Institute for Industry and Energy (IIE) in inclusive assessment methodologies.
- 6) Practical learning experience for IIE officials on GEDSI inclusion in trade promotion and management. By actively participating in fieldwork and stakeholder engagement, IIE staff will gain hands-on exposure to the principles and practices of gender equality, disability, and social inclusion — an area still relatively new in the Lao policy and trade promotion context. This experience will build their long-term capacity to mainstream GEDSI considerations into national ODOP implementation, ensuring sustainability of project results beyond the life of the intervention.

Activity 2: Project Launch and Mobilization

- 1) Project launch ceremony successfully conducted with high-level stakeholder participation.
- 2) GEDSI Orientation Session delivered and documented as a foundation for inclusive project implementation.
- 3) Presentation materials produced in English and Lao.
- 4) Findings from Activity 1 presented and validated by stakeholders.
- 5) Policy Recommendation endorsed by the meeting
- 6) Baseline stakeholder feedback documented and incorporated into project refinement.
- 7) Media coverage secured in at least three national or regional outlets.
- 8) IIE's leadership role in ODOP implementation publicly recognized.
- 9) Exhibition booths and cultural showcases highlighting ODOP products from target provinces successfully organized.
- 10) One short video (approx. 3 minutes) produced to showcase the launch event, its objectives and stakeholder reflections.

Activity 3: Awareness on RCEP Chapter 12 and Capacity-Building Workshops on ODOP Development and E-Commerce Development of the Dispute Resolution Framework

- 1) Two provincial two-day workshops conducted in Vientiane and Luang Prabang with a total of 80 participants (40 per location).
- 2) Enhanced knowledge and practical skills among participants in ODOP certification, product development, packaging, and e-commerce sales.
- 3) Inclusive, bilingual (English and Lao) training curriculum and materials developed with GEDSI considerations.
- 4) Baseline and endline surveys administered to measure skills improvements and learning outcomes.
- 5) Strengthened peer networks and mentoring connections established between participants and resource persons.
- 6) One short video (approximately 3 minutes) produced for each workshop to document impact and participant reflections.
- 7) Post-training evaluation report summarizing results, lessons learned, and recommendations for future replication.

Activity 4: Publication and Multimedia Dissemination of Training Materials

- 1) One instruction book on ODOP development, packaging, e-commerce skills, and certification published in Lao language.
- 2) At least 500 hard copies printed and distributed nationwide through ODOP and SME support networks.
- 3) Digital version uploaded to at least two official online platforms (e.g., MOIC/IIE website, Lao Trade Portal).

	4) Four short video clips produced and disseminated via TikTok and other social media platforms, corresponding to each training topic. 5) One long video clip produced for RT4D communications purposes. 6) Materials designed with GEDSI and accessibility considerations, including large print, subtitles, and screen-reader compatibility. 7) Dissemination report prepared, documenting distribution channels, reach, and uptake. Activity 5: Project Closing Ceremony, Policy Dialogue and Knowledge Sharing Event 1) Successful organization and delivery of the closing ceremony 2) Preparation of meeting materials 3) Publication of news coverage on national and RT4D media platforms 4) Post-event report (using RISP templates), incorporating stakeholder reflections and endorsements for sustained action 5) One short video (approx. 3 minutes) produced to highlight project achievements, GEDSI outcomes, and future directions. Activity 6: Project Monitoring and Reporting 1) Regular project performance reviews using RT4D templates 2) Quarterly progress reports documenting achievements and challenges 3) Mid-term internal review identifying adjustment needs, with Progress Reports submitted by mid. December 4) Project Completion Report with comprehensive results and lessons learned 5) Enhanced IIE capacity in monitoring inclusive economic development initiative.
Project Outcomes	This project will lead to 7 major outcomes: <u>Outcome 1: Strengthened institutional framework:</u> IIE and provincial counterparts demonstrate improved capacity to coordinate ODOP implementation, support inclusive entrepreneurship, and monitor progress. <u>Outcome 2: Evidence-based policy and coordination:</u> Assessment findings and feedback are converted into endorsed policy recommendations, adopted by MOIC and aligned with RCEP Chapter 12. <u>Outcome 3: Enhanced participation and skills:</u> At least 60% women and 50% PWD participants report significant improvements in ODOP knowledge, e-commerce skills, and market access. <u>Outcome 4: Inclusive and accessible knowledge resources:</u> At least 500+ producers, trainers, and institutions access practical ODOP and e-commerce resources, creating durable public goods and visibility of Australia's support. <u>Outcome 5: Strengthened market visibility and networks:</u> ODOP MSMEs expand linkages with platforms and services, increasing certification uptake and online sales consistent with FTA provisions. <u>Outcome 6: Public awareness and stakeholder buy-in:</u> Inclusive ODOP and e-commerce positioned as drivers of national economic growth, strengthening Australia's profile as a trusted partner.

Outcome 7: Sustainability and scalability: Inclusive ODOP practices are embedded in institutions and provide a model for replication in other provinces and future RT4D initiatives.

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 Empowering Women and People with Disabilities through ODOP Development, Packaging Design, and E-Commerce in Lao PDR:

- Activity 1: Comprehensive Assessment of Women and PWD Participation in ODOP and E-Commerce
- Activity 2: Project Launch and Mobilization
- Activity 3: Awareness on RCEP Chapter 12 and Capacity-Building Workshops on ODOP Development and E-Commerce
- Activity 4: Publication and Multimedia Dissemination of Training Materials
- Activity 5: Project Closing Ceremony, Policy Dialogue and Knowledge Sharing Event
- Activity 6: Project Monitoring and Reporting

Activity 1 – Comprehensive Assessment of Women and PWD Participation in ODOP and E-Commerce

This activity is designed not only as a data-gathering exercise to provide a solid evidence base for inclusive ODOP and e-commerce development, but also as a capacity-building opportunity for the Institute for Industry and Energy (IIE). By directly engaging in the design, fieldwork, and analysis phases, IIE officials will acquire practical exposure to international best practices on gender equality, disability, and social inclusion (GEDSI) a relatively new policy area in Lao PDR. This hands-on learning experience will enable IIE to better integrate GEDSI principles into future trade promotion, ODOP management, and national economic development initiatives.

To build a solid foundation for inclusive ODOP and e-commerce development, the project will conduct a comprehensive needs assessment in four strategic tourism and economic hubs of Lao PDR: Vientiane, Luang Prabang, Savannakhet, and Champasak. Each of these provinces presents unique economic opportunities — from Vientiane’s role as the political and commercial capital, Luang Prabang’s thriving tourism and cultural heritage industries, Savannakhet’s position as a cross-border trade hub, to Champasak’s growing agro-processing and tourism potential. Understanding these distinct contexts is essential to designing tailored interventions that effectively support women and persons with disabilities (PWD) to participate more fully in ODOP development, packaging design, and e-commerce.

The consultant will support RT4D as follows:

- Lead and supervise the assessment team in collecting data from women entrepreneurs, persons with disabilities, and other stakeholders across the four target provinces.
- Design the assessment framework and research tools, including gender- and disability-sensitive surveys and interview guides.

- Facilitate participatory engagement with local communities, government agencies, and producer groups to ensure inclusive and accurate data collection.
- Map key stakeholders in each province, including producers, private-sector partners, government agencies, and disabled persons' organizations.
- Consolidate and analyze field data to produce a comprehensive analytical report with actionable policy recommendations and a practical coordination framework.
- Propose and support feedback mechanisms between producers and authorities to enable ongoing communication and adaptive improvements.
- Mentor IIE officials throughout the design, fieldwork, and analysis phases to strengthen institutional capacity and GEDSI integration in trade promotion and ODOP management.
- Prepare and present a final report and briefing materials summarizing findings, lessons learned, and next steps for inclusive ODOP and e-commerce development.

Outputs:

- Comprehensive stakeholder maps for each of the four provinces.
- Comprehensive analytical report
- Policy recommendations and Coordination Framework
- Feedback mechanisms between producers and authorities
- Enhanced institutional capacity of IIE
- Practical learning experience for IIE officials on GEDSI inclusion

Activity 2 - Project Launch and Mobilization

The project will formally commence with a one-day high-profile launch and mobilisation ceremony in Vientiane Capital, designed to generate visibility, secure high-level political support, and build stakeholder ownership of the initiative. The event will bring together approximately 60 participants, including:

- Senior officials from the Ministry of Industry and Commerce (MOIC), the Australian Embassy, and the Institute for Industry and Energy (IIE).
- Provincial representatives, particularly from Lao SME Service Centers.
- Women's organizations such as the Lao Business Women's Association (LBWA).
- The Lao National Chamber of Commerce and Industry (LNCCI).
- Disabled persons' organizations (DPOs) and private sector actors.

The consultant will support RT4D by:

- Plan, organize, and facilitate the project launch ceremony, ensuring participation of high-level stakeholders, including government officials, provincial representatives, women's organizations, DPOs, and private-sector actors.
- Develop and produce presentation materials in English and Lao, including GEDSI orientation content to establish a foundation for inclusive project implementation.
- Present and validate findings from Activity 1 with stakeholders, supporting endorsement of policy recommendations and incorporating baseline feedback into project refinement.
- Coordinate exhibition booths and cultural showcases to highlight ODOP products from target provinces, enhancing visibility and stakeholder engagement.
- Support media coverage and produce a short video (approx. 3 minutes) to document the event, its objectives, and stakeholder reflections.

- Facilitate IIE's active participation during the launch, ensuring their leadership in ODOP implementation is highlighted and publicly recognized.

Outputs:

- Project launch ceremony successfully conducted and GEDSI Orientation Session delivered
- Presentation materials produced in English and Lao.
- Findings from Activity 1 presented and validated by stakeholders.
- Policy Recommendation endorsed by the meeting
- Baseline stakeholder feedback documented and incorporated into project refinement.
- Media coverage secured in at least three national or regional outlets.
- IIE's leadership role in ODOP implementation publicly recognized.
- Exhibition booths and cultural showcases highlighting ODOP products from target provinces successfully organised.
- One short video (approx. 3 minutes) produced to showcase the launch event, its objectives and stakeholder reflections.

Activity 3 – Awareness on RCEP Chapter 12 and Capacity-Building Workshops on ODOP Development and E-Commerce

This activity will deliver two 2-day training workshops in Vientiane and Luang Prabang to 80 trainees, aimed at consolidating and expanding the skills of participants from the previous RT4D-supported project on gender equality in e-commerce. Each workshop will serve as a continuation of capacity building for alumni of the earlier cohorts, while also welcoming approximately 10 new participants per location. In total, each new cohort will comprise around 40 trainees, ensuring both continuity and fresh engagement. The workshops will strengthen knowledge and practical skills in ODOP product development, packaging design, certification, and e-commerce, thereby enhancing market access, competitiveness, and inclusive participation.

Key Features

- **Training Content:**
 - ODOP product development standards and quality improvement techniques.
 - Packaging design aligned with market demand, consumer safety, and eco-friendly considerations.
 - Practical e-commerce skills, including account set-up on major Lao e-market platforms, digital marketing strategies, and safe online transactions.
 - Step-by-step guidance on ODOP certification procedures.
 - RCEP benefits for MSMEs.
- **Instructors and Facilitators:** Specialists from the central ODOP office, Lao SME Service Centers, leading e-market platforms, and experienced business mentors.
- **GEDSI Integration:** Training materials will be designed for inclusivity and accessibility, using simple Lao-language terminology and formats compatible with screen readers, supported where necessary by sign language interpretation. A supportive environment will encourage active participation of women and persons with disabilities, with a target of at least 40% women and 10% PWDs in each cohort.

- **Participant Selection:** Priority will be given to alumni of the 2023–24 project to ensure skills progression, complemented by approximately 10 new entrants per location to broaden reach and diversify the cohort.

The consultant will support RT4D by:

- Organize and deliver two two-day capacity-building workshops in Vientiane and Luang Prabang, engaging 40 participants per location, including alumni and new trainees.
- Develop and provide inclusive, bilingual (English and Lao) training curriculum and materials integrating GEDSI principles, covering ODOP product development, packaging design, certification, and e-commerce skills.
- Conduct baseline and endline assessments to evaluate participants' skill development, learning outcomes, and overall effectiveness of the workshops.
- Facilitate peer networking and mentoring opportunities to strengthen knowledge exchange and collaboration among participants and resource persons.
- Capture each workshop through a short video (approx. 3 minutes) highlighting participant experiences, learning moments, and key insights.
- Compile a post-workshop report summarizing findings, lessons learned, and recommendations for scaling or replicating the training.

Outputs:

- Two provincial two-day workshops conducted in Vientiane and Luang Prabang with a total of 80 participants (40 per location).
- Enhanced knowledge and practical skills among participants in ODOP certification, product development, packaging, and e-commerce sales.
- Inclusive, bilingual (English and Lao) training curriculum and materials developed with GEDSI considerations.
- Baseline and endline surveys administered to measure skills improvements and learning outcomes.
- Strengthened peer networks and mentoring connections established between participants and resource persons.
- One short video (approximately 3 minutes) produced for each workshop to document impact and participant reflections.
- Post-training evaluation report summarising results, lessons learned, and recommendations for future replication.

Activity 4 – Publication and Multimedia Dissemination of Training Materials

To ensure that the knowledge and skills imparted through the provincial workshops are sustained and made accessible to a wider audience, the project will compile and publish a comprehensive Lao-language instruction book. This resource will serve as a practical reference guide for ODOP producers, MSMEs, women entrepreneurs, persons with disabilities, and other interested businesses across Lao PDR.

Content of the Instruction Book:

- ODOP product development standards and quality improvement techniques – practical steps for improving product consistency, durability, and competitiveness.
- Packaging design guidelines – aligning local products with market demand and consumer safety requirements, including eco-friendly and accessible packaging options.

- Practical e-commerce skills – setting up accounts on major Lao e-market platforms, digital marketing strategies, managing customer feedback, and ensuring safe and reliable online transactions.
- ODOP certification procedures – step-by-step instructions on how to apply for and secure certification, including required documents, contacts, and timelines.

The consultant will support RT4D to:

- Compile and produce a comprehensive Lao-language instruction book covering ODOP product development standards, packaging design guidelines, practical e-commerce skills, and step-by-step certification procedures for producers, MSMEs, women entrepreneurs, and persons with disabilities.
- Print and distribute at least 500 hard copies nationwide through ODOP and SME support networks to ensure wide accessibility.
- Upload a digital version of the instruction book to at least two official online platforms (e.g., MOIC/IIE website, Lao Trade Portal) for broader reach.
- Produce and share four short video clips via TikTok and other social media platforms, each corresponding to a key training topic, to reinforce learning and engagement.
- Produce one longer video clip for RT4D communications, highlighting content, participant experiences, and key learning outcomes.
- Ensure all materials incorporate GEDSI and accessibility considerations, including large print, subtitles, and screen-reader compatibility.
- Prepare a dissemination report documenting distribution channels, audience reach, and uptake, providing insights for future replication and resource sharing.

Outputs:

- One instruction book on ODOP development, packaging, e-commerce skills, and certification published in Lao language.
- At least 500 hard copies printed and distributed nationwide
- Digital version uploaded to at least two official online platforms (e.g., MOIC/IIE website, Lao Trade Portal).
- Four short video clips produced and disseminated via TikTok and other social media
- One long video clip produced for RT4D communications purposes.
- Materials designed with GEDSI and accessibility considerations
- Dissemination report prepared, documenting distribution channels, reach, and uptake.

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

The project will conclude with an official closing ceremony that convenes key stakeholders to review achievements and outline future directions. The event will feature presentations of project results, highlight key lessons, and provide recommendations to inform subsequent initiatives. A detailed completion report—capturing accomplishments, challenges, and proposed next steps—will be distributed. Particular emphasis will be placed on documenting experiences with GEDSI integration to strengthen future program design.

Around 50 participants are expected, with balanced representation from the public and private sectors. Within the private sector group, 90% will be MSMEs, and persons with disabilities will make up 10% of the overall participant pool. The workshop will take place in Vientiane in May 2026.

The Consultant is expected to:

- Plan, organize, and facilitate the project closing ceremony, policy dialogue, and knowledge-sharing event, ensuring participation of approximately 50 stakeholders with balanced public and private sector representation, including MSMEs and persons with disabilities.
- Prepare and produce all meeting materials, presentations, and supporting documents for effective delivery of the event.
- Document the event through news coverage on national and RT4D media platforms, highlighting project achievements and GEDSI integration outcomes.
- Produce a short video (approx. 3 minutes) capturing key highlights, participant reflections, and lessons learned to communicate results and future directions.
- Compile a post-event report using RISP templates, incorporating stakeholder feedback, reflections, and recommendations to support sustained action and inform future initiatives.

Outputs:

- Successful organisation and delivery of the closing ceremony
- Preparation of meeting materials
- Publication of news coverage on national and RT4D media platforms
- Post-event report (using RISP templates), incorporating stakeholder reflections and endorsements for sustained action
- One short video (approx. 3 minutes) produced to highlight project achievements, GEDSI outcomes, and future directions.

Activity 6 – Project Closing Ceremony

Throughout implementation, the Consultant will conduct regular monitoring, activity tracking, and evaluation in line with RT4D instructions and guidance, using RT4D templates. This will involve field monitoring during provincial visits, virtual coordination meetings, and regular reviews with IIE to evaluate implementation against objectives and milestones.

The monitoring framework will track both implementation progress and outcomes, with particular attention to participation rates of women and PWD entrepreneurs, and the effectiveness of the consolidated regional approach in reducing implementation costs while maintaining quality results.

The consultant will support RT4D by:

- Conduct regular monitoring, activity tracking, and evaluation throughout project implementation, following RT4D guidance and using standard templates.
- Support field monitoring during provincial activities, virtual coordination meetings, and regular reviews with IIE to assess progress against objectives and milestones.
- Track implementation progress and outcomes, with particular focus on participation of women and PWD entrepreneurs and the efficiency of the regional approach.
- Prepare quarterly progress reports documenting achievements, challenges, and recommendations for adjustments.
- Conduct a mid-term internal review to identify necessary course corrections and submit findings in a progress report by mid-December.
- Compile a Project Completion Report summarizing comprehensive results, lessons learned, and recommendations for future initiatives.

- Strengthen IIE's capacity to monitor and evaluate inclusive economic development initiatives, ensuring sustainability and institutional learning.

Outputs:

- Regular project performance reviews using RT4D templates
- Quarterly progress reports documenting achievements and challenges
- Mid-term internal review identifying adjustment needs, with Progress Reports
- Project Completion Report with comprehensive results and lessons learned
- Enhanced IIE capacity in monitoring inclusive economic development initiatives

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 December 2025 and completing by August 2026. 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 on E-Commerce, 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 9 calendar months (approx.120 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
Project Mobilization & Governance Setup		
1) Recruit and contract Consultant team	RT4D Regional Manager, RT4D Ops	Dec 2025
2) Establish PIU and assign IIE officials; coordination with provincial partners	IIE (ODOP Promotion Division), MOIC	Early Jan 2026
3) Inception meeting with IIE, Consultant, RT4D to finalize work plan	RT4D, Consultant, IIE	Mid Jan 2026
Activity 3.2.1 Comprehensive Assessment		
1) Develop research tools, stakeholder maps, literature review	Consultant, IIE (review)	Mid Jan 2026
2) Orientation for IIE officials on field methodology (capacity building element)	Consultant, RT4D	Late Jan 2026
3) Provincial study missions (5 days each; simultaneous if possible)	Consultant field teams, IIE officials, Provincial SME Centres, LWU, DPO reps	Jan – Feb 2026
4) Debrief and internal learning session with IIE on GEDSI findings	Consultant, IIE	Early Mar 2026
5) Consolidate findings and draft report + recommendations	Consultant	Mid Apr 2026
6) Circulate draft report for stakeholder review	Consultant, IIE, RT4D	Mid Apr 2026
7) Finalize assessment report & feedback mechanism framework	Consultant, IIE	Mid Apr 2026
Activity 3.2.2 Project Launch and Mobilization Ceremony		
1) Develop concept note, agenda, and invite list	IIE, Consultant, RT4D	Mid Apr 2026
2) Prepare bilingual presentation materials, exhibition booths, and media plan	Consultant, IIE, RT4D	Late Apr 2026
3) Launch event & GEDSI orientation session	IIE, Consultant (support), RT4D	Apr 2026
4) Post-event reporting, dissemination of event video & media coverage	Consultant, IIE	Apr 2026

Activity/Task	Responsible Party	Deadline
Activity 3.2.3 Awareness of RCEP Chapter 12 and Capacity-Building Workshops on ODOP Development, Packaging and E-Commerce		
1) Revise training curriculum and adapt materials from assessment findings	Consultant, IIE, SME Centers	Late Mar 2026
2) Select and confirm participants (alumni + new entrants)	IIE, LWU, SME Centers	Early Apr 2026
3) Deliver 2 workshops (Vientiane & Luang Prabang, 40 pax each)	Consultant trainers, IIE, SME Centers	Apr – May 2026
4) Post-training evaluations & baseline/endline surveys analysis	Consultant, IIE	Late May 2026
5) Workshop evaluation report & 2 short videos documenting impact	Consultant, IIE	Early Jun 2026
Activity 3.2.4 Publication & Multimedia Dissemination (Activity 3.2.4)		
1) Draft Lao-language instruction book (technical content)	Consultant, IIE (review)	Early Jun 2026
2) Design/layout of print and digital versions; accessibility check	Consultant	Mid Jun 2026
3) Print 500 copies and upload digital version to MOIC/Trade Portal	Consultant, IIE	Early Jul 2026
4) Produce 4 short topic videos + 1 feature impact video	Consultant (production), RT4D	Mid Jul 2026
5) Dissemination & reporting on uptake (distribution, online analytics)	Consultant, IIE	Late Jul 2026
Activity 3.2.5 Closing Ceremony, Policy Dialogue & Knowledge Sharing		
Draft agenda, policy briefs, and invite list	IIE, Consultant	Late Jun 2026
Organize logistics, prepare presentation/video	Consultant, IIE	Early Jul 2026
Closing ceremony and policy dialogue (50 pax, with MSME & PWD inclusion)	IIE, Consultant (support), RT4D	Mid Jul 2026
Post-event reporting (completion report, lessons learned, video)	Consultant, IIE	Late Jul 2026
Project Monitoring & Reporting (Activity 3.2.6)		
Mid-term internal review and Progress Report	Consultant, IIE, RT4D	Mar 2026
Project Completion Report (PCR) submitted	Consultant, IIE, RT4D	Late Aug 2026

V. Gender Equality Disability and Social Inclusion

The Consultant is expected to support the RT4D Regional Manager and GEDSI Manager in ensuring that the project implementation will respond to the following aspects:

5.1 GEDSI Dimension of the Project

This ODOP project places GEDSI at the center of its design and implementation. Its activities explicitly target women entrepreneurs and PWDs who remain underrepresented in the ODOP and e-commerce sectors. Unlike other RT4D projects that emphasise institutional reforms alone, this initiative directly addresses the day-to-day barriers faced by marginalised entrepreneurs — from limited packaging resources and inaccessible certification processes to digital skill gaps and market exclusion.

The project's approach to consolidated assessments and integrated provincial workshops reduces time and financial burdens for participants, especially women with caregiving responsibilities or PWDs facing mobility constraints. By combining packaging design, e-commerce training, and policy dialogue into single engagements, the project lowers participation costs while ensuring access to multiple layers of support.

Throughout implementation, the project will systematically collect and analyse sex- and disability-disaggregated data. Specific participation targets are set at 50% women and 15% PWD across all project activities. Consultations with women's associations and disabled persons' organisations informed the design, ensuring that inclusion strategies are practical, demand-driven, and responsive to real barriers.

5.2 GEDSI Dimensions of the Sector

The ODOP sector in Lao PDR reflects both potential and inequities. While women make up an estimated 65% of ODOP producers, their contributions are often concentrated in low-value production stages, with limited access to packaging technology, certification, and digital trade opportunities. They face structural barriers such as limited financial access (due to collateral requirements), lower digital literacy, and weaker linkages to national or cross-border markets.

PWD representation in the ODOP sector is very low, estimated at less than 5%. Challenges include inaccessible training venues, inadequate adaptive equipment, and certification processes that do not consider different physical or cognitive needs. Many PWD entrepreneurs remain in informal markets without formal ODOP certification, limiting their ability to scale or participate in e-commerce.

The e-commerce sector presents additional barriers. Although mobile phone penetration is relatively high, the ability to leverage smartphones for business remains limited among women and PWD, particularly older producers and those with visual or cognitive disabilities. Access to affordable internet, compatible software, and adaptive tools also remains uneven.

To address these challenges, the project will conduct a baseline assessment in each province, with disaggregated data on certification, packaging standards, and e-commerce participation. Field teams will be trained to document root causes of exclusion rather than only symptoms, producing provincial reports that highlight gender-specific and disability-specific barriers. This evidence will guide tailored interventions and policy recommendations. The RT4D GEDSI team will provide technical advice on assessment methodologies and monitoring frameworks.

5.3 GEDSI Mainstreaming

The project will integrate GEDSI principles into its content, implementation, and participant engagements through the following strategies:

A. How will this project mainstream gender considerations?

1. Incorporation of GEDSI Analysis:

- Conducting need assessment in four province which will apply GEDSI lens
- Involvement of women, people with disabilities and representation from other marginalised groups as part of the respondents of the research / need assessment.
- Development of research questions that focus on examining the role, access and participation of women, PWDs and marginalised groups in the industries in the four selected provinces; the benefit and impact of the industries on them; the systemic, structural and cultural barriers and challenges that they face in these industries; and what needs to be done to address and overcome them.

2. Inclusive Design and Implementation:

- Training in Vientiane and Luang Prabang will address gender-specific challenges in product development to meet ODOP requirements, packaging, and e-commerce.
- Training materials will use gender-sensitive language and imagery, showcasing women role models in business.
- Methods will accommodate different literacy levels and learning preferences.

3. Ensuring Diverse Representation:

- At least 50% of speakers, trainers, and facilitators will be women
- At least 50% of all participants will be women, with specific outreach to women-led MSMEs and female-headed households
- All project reporting will include gender-disaggregated data to evaluate gender impact and track participation levels

4. Gender-Responsive Strategies:

- Mobile packaging toolkits will be designed for ease of use by women with varying physical capacities.
- E-commerce training will address gendered barriers in digital marketing and financial management.
- Policy dialogues will include structured opportunities for women to raise issues and propose solutions.

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

1. Balanced Participation: Targeting 50% women, including rural ODOP producers and family-based enterprises.
2. Inclusion of PWD: At least 15% participation by PWD, with outreach through DPO networks.
3. Priority for Marginalised Groups: Ethnic minorities, single parents, and producers in remote areas will receive targeted invitations and logistical support.

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

1. Tailored Approaches for PWD:

- Training materials will be accessible (large print, audio, simplified Lao).
- Mobile packaging toolkits will include disability-friendly adaptations.
- E-commerce platforms will be selected for compatibility with assistive technologies.

2. Reducing Financial Barriers:

- Community-based support will allow disadvantaged groups to access packaging tools.
- Policy recommendations will advocate for flexible certification pathways for small-scale or disadvantaged producers.
- A family-centered approach will recognise the contributions of all household members, including women and PWD.

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

1. Structured Feedback Mechanisms:

- Provincial workshops will dedicate time for small-group discussions to elevate women's and PWD perspectives.
- Anonymous channels (surveys, suggestion boxes) will allow candid feedback.
- Trainers will be trained in inclusive facilitation techniques to ensure balanced contributions.

2. Representative Engagement:

- Engagement will include women's associations, DPOs, and ethnic minority representatives.
- Policy dialogues will use participatory tools (roundtables, breakout groups) to enable diverse input.
- Family-focused activities will encourage intergenerational exchange and inclusivity.

E. How will you ensure the organisation and/or implementation of project activities is inclusive?

1. Accessible Implementation:

- Venues will be accessible, with ramps, restrooms, and appropriate seating.
- Sign language interpretation will be provided where needed.
- Transportation support will be offered for participants with mobility limitations.
- Activities will be scheduled at times that minimise conflicts with caregiving roles.

2. Inclusive Communication:

- Materials will be available in multiple formats (print, digital, visual, audio).
- Simple Lao language and visual guides will be used to address literacy gaps.

- Follow-up support will be flexible (phone, online, or in-person), ensuring no participant is left behind.

VI. Communications, Media, and Business Engagement

a. Clarity of Message: Does the project communicate its goals, purpose, and outcomes clearly to all stakeholders?

Yes. The project will communicate its goals, purpose, and outcomes through a **multi-layered communication strategy** tailored to different stakeholder groups.

- The **launch ceremony** in Vientiane will clearly articulate how the project contributes to inclusive ODOP development and links to Lao PDR's commitments under RCEP, ensuring senior policymakers and partners share a common understanding from the outset.
- Prior to provincial activities, **briefing materials** (in Lao language and accessible formats) will be distributed to provincial authorities, women's groups, and DPO networks, explaining the project's objectives and the tangible opportunities RCEP offers for local ODOP producers.
- During each **provincial workshop**, facilitators will begin with a short, practical overview showing how improved packaging, e-commerce integration, and policy support directly connect ODOP producers to larger RCEP market opportunities.
- By consolidating activities (assessment, training, and dialogue) into integrated provincial events, the project ensures that messaging remains **consistent and comprehensive**, rather than fragmented across separate interventions.

This approach provides clarity at both the national and grassroots levels, making RCEP benefits relevant and understandable to all stakeholders.

b. Alignment with Objectives: Communication efforts should align with the overall objectives of the project.

Yes. Communication efforts will be carefully aligned with the project's objectives of strengthening institutional capacity, enhancing participation of women and PWDs, and improving product competitiveness under ODOP.

- **Key messages** will emphasise how inclusive ODOP development and e-commerce integration expand market access and competitiveness, directly contributing to RCEP objectives of deeper economic integration and digital trade readiness.
- **Media coverage** will highlight practical stories — for example, how a woman-owned ODOP enterprise improved packaging and gained online sales, or how a PWD entrepreneur accessed new e-market opportunities — illustrating the project's relevance to real livelihoods.
- Success stories will be **documented and disseminated** throughout the project, reinforcing the link between local ODOP improvements and regional economic opportunities under RCEP.
- By aligning communications with outcomes (capacity building, inclusive participation, visibility of ODOP products), all stakeholders will see how their engagement contributes to Lao PDR's RCEP commitments and inclusive growth agenda.

c. Call to Action / Follow up: After the project concludes, are there next steps to maintain engagement with stakeholders?

Yes. The project incorporates several sustainability mechanisms to ensure continued engagement beyond its formal conclusion:

- **Policy recommendations** will include actionable roadmaps for provincial and central authorities, with roles assigned to specific ministries and agencies for follow-up.
- The **closing ceremony and policy dialogue** will highlight commitments from government, business associations, and producer groups, encouraging stakeholders to pledge concrete follow-up actions.
- A **digital resource package** (guides, training materials, video tutorials, and contact details for provincial focal points) will be distributed to participants, enabling continued learning and networking.

These measures ensure that project benefits are sustained and scaled, with follow-up responsibility embedded in existing institutions and community networks.

d. External Communications: The project will allocate specific funding for creating visual documentation of activities and outcomes?

Yes. The project allocates funds for professional communications to maximise visibility and demonstrate alignment with both RCEP commitments and DFAT/RT4D priorities.

- **Press releases** (approved by RT4D and relevant ministries) will emphasise how ODOP improvements and e-commerce adoption contribute to inclusive growth under RCEP.
- **Visual documentation** will include before-and-after comparisons of packaging, product displays, and e-commerce platforms, making project outcomes easy to grasp for general audiences.
- **Social media content** will feature short testimonials from women and PWD entrepreneurs, creating relatable stories that highlight empowerment and inclusion in trade.

Planned deliverables include:

- 2–3 minutes highlight videos documenting workshops and provincial activities.
- 6–9 minutes feature videos capturing personal stories, lessons learned, and RCEP-related benefits, following DFAT-recommended formats.
- Written **case studies** that distill key results and policy linkages, for sharing with government, private sector, and development partners.

All communications will maintain consistent messaging: that inclusive ODOP development, strengthened by packaging innovation and e-commerce, directly supports Lao PDR's integration under RCEP while advancing gender equality and disability inclusion.

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.

No.	Suggested Indicator	Type	Target	Correlated Activity	GEDSI Main-streaming
1	Baseline assessment report with GEDSI findings finalised and endorsed	Output	1 endorsed report	1 → 2	Yes
2	Producer–authority feedback mechanism operational and used	Outcome	Framework designed; ≥4 dialogues (1/province)	1	Yes
3	Policy recommendations formally endorsed at launch	Output	1 policy note endorsed	2	No
4	Launch & GEDSI orientation held with inclusive participation	Output	~60 participants; ≥50% women; ≥15% PWD	2	Yes
5	Provincial workshops delivered (Vientiane & Luang Prabang)	Output	2 workshops; 40 trainees each (total 80)	3	No
6	Women's participation in trainings	Output	≥50% of trainees are women	3	Yes
7	PWD participation in trainings	Output	≥15% of trainees are PWD	3	Yes
8	Skills improvement from baseline to endline	Outcome	≥70% show ≥20-point score gain	3	Yes
9	Practical application of skills (e.g., e-shop launched, packaging improved)	Output	≥50% report ≥1 applied change within 4 weeks	3, 6	Yes
10	Market linkages established (e-platforms, mentors, SME Centers)	Output	≥40 producers/MSMEs linked	3	Yes
11	RCEP Chapter 12 awareness uptake	Outcome	≥80% answer ≥3/4 key items correctly post-test	3	Yes
12	Lao-language instruction book produced and accessibility-checked	Output	1 book (print + digital) passes accessibility criteria	4	Yes
13	Instruction book dissemination	Output	≥500 hard copies; digital on ≥2 official platforms	4	Yes
14	Digital reach/uptake of learning materials	Output	≥1,500 views/downloads; ≥10% engagement rate	4	No
15	ODOP certification uptake among supported producers	Output	≥20 producers initiate/complete certification	3 & 4	Yes
16	Online sales activation among supported producers	Outcome	≥30 producers list SKUs on ≥1 national platform	3 & 4	Yes
17	Closing ceremony & policy dialogue conducted inclusively	Output	1 event; ~50 participants; ≥50% women; ≥15% PWD	5	Yes

18	Action matrix for post-project follow-up adopted with owners & timelines	Output	1 action matrix adopted	5	No
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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 and Director of the Institute for Industry and Energy (IIE) under the Ministry of Industry and Commerce as 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
Project Proponent Lead Dr. Somdeth Bodhisane Director of Industry and Handicraft Research Division Institute for Industry and Energy, MOIC Email: somdeth@iic.gov.la	- Assumes overall responsibility for project implementation - Reviews project implementation progress and provides technical inputs - Reviews and endorses proposed objectives in the project scope - Responsible for staff assignment, project adjustment, and overall leadership
Project Manager Ms. Sianong Phomkong Sianong.Phomkong@regionaltrade4dev.org	- Oversees overall project implementations on behalf of RT4D, including procurement of suppliers, activity planning and execution - Coordinates among the four provinces - Manages project timeline and implementation schedule - Approves activity reports submitted by the Consultant
Consultant	Roles and responsibilities of the Consultant are described in the Terms of Reference for the Project's Technical Implementation Consultant including delivery of training, mobile packaging consultation, e-commerce support, and policy dialogue facilitation

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
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1	Participation targets for women (≥50%) and PWD (≥15%) not met	Medium	High	Co-design outreach with LWU/DPOs; targeted invitations; travel/childcare support; accessible timing/venues; reserve list; weekly sign-ups dashboard with corrective outreach.
2	Venue/materials not fully accessible (ramps, signage, formats)	Medium	High	Use an accessibility checklist in procurement; pre-event site audits; budget for ramps, seating, interpretation; ensure large-print, screen-reader-friendly files; test before each event.
3	Delays or gaps in assessment data from simultaneous provincial missions	Medium	Medium	Pilot tools; train enumerators; daily field debriefs; data QA log; backup team for surge; extend collection windows by 3–5 days buffer.
4	MOIC/IIE endorsement of recommendations delayed, affecting downstream activities	Medium	High	Secure DG-level sponsor; align timelines with ministry calendars; share pre-reads 1 week ahead; track action items; escalate via RT4D when milestones slip.
5	Lack of commitment from provincial authorities to sustain ODOP coordination mechanisms	Medium	High	Engage authorities early in provincial strategy development; document economic benefits; formalise commitments through MOUs at closing ceremony; establish clear handover process
6	Internet or platform constraints hinder e-commerce training uptake	Medium	Medium	Provide offline training packs; pre-create sandbox accounts; supply mobile hotspots where needed; partner with platforms for zero-rated access/demo modes.
7	Safeguarding/PSEAH incident or perceived misconduct during activities	Low	High	Mandatory PSEAH briefings; mixed-gender facilitation; visible reporting channels; vetted staff; code of conduct signed; rapid incident response protocol with RT4D.
8	PIU capacity constraints/turnover disrupting coordination	Medium	Medium	Name alternates for each role; on-the-job SOPs; monthly coordination meetings; RT4D surge support; simple RACI and handover templates.
9	Budget or exchange-rate pressure reduces scope (travel, inclusion supports)	Medium	Medium	Unit-cost controls; prioritise GEDSI supports first; re-scope noncritical comms (e.g., reduce print run) before cutting participant supports.
10	External shocks (weather, outbreaks, political/calendar clashes) disrupt events	Medium	High	Scenario calendar with backup dates/venues; hybrid/virtual fallback; localise facilitation teams; event insurance where eligible; early “go/no-go” checkpoints.

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 Secretariat 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 project.

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 Master's degree (or higher) in Development Studies, Inclusive Business, Economics, Industrial/Graphic Design, Marketing, International Trade, or a closely related field; a relevant bachelor's degree with substantial experience will also be considered.
- Demonstrated experience integrating gender equality, disability, and social inclusion (GEDSI) in trade, entrepreneurship, or MSME development programs, preferably in Lao PDR or the Mekong region.
- Proven track record in strengthening One District One Product (ODOP) or similar community-based value chains, including product certification, market analysis, and capacity building for MSMEs.
- Advanced expertise in product development and design, including concept creation, material selection, prototyping, and adaptation of traditional Lao products for modern markets.
- Strong skills in packaging design, with the ability to develop innovative, market-ready, and eco-friendly packaging solutions that meet domestic and export standards while reflecting local culture and heritage.
- Demonstrated capability in brand strategy and product positioning, helping producers tell compelling product stories and build a distinctive market identity.
- Hands-on experience establishing and managing online sales channels (e.g., Facebook Marketplace, TikTok Shop, regional platforms), including logistics, payment systems, and cross-border trade in Southeast Asia.

- Proven project management and coordination skills, including work-planning, budgeting, team leadership, stakeholder engagement, and timely delivery of multi-province, donor-funded projects.
- Strong research capacity, including the ability to develop research tools, conduct literature reviews, carry out provincial outreach and field studies, and consolidate findings into analytical reports and policy recommendations.
- Experience revising or developing training curricula, delivering inclusive workshops in both Lao and English, and providing post-workshop monitoring, evaluation, and reporting to measure learning outcomes and impact.
- Demonstrated ability to design and implement monitoring and evaluation frameworks, conduct baseline and endline assessments, and produce evidence-based progress and completion reports aligned with donor requirements.
- Deep understanding of Lao PDR's trade policies, SME regulations, ODOP framework, RCEP commitments, and provincial governance structures.
- Established working relationships with the Ministry of Industry and Commerce (MOIC), Institute for Industry and Energy (IIE), women's associations, and disabled persons' organizations.
- Ability to cultivate and maintain relationships with private sector actors, national e-market platforms, media outlets, and development partners to ensure sustainability and scalability.
- Strong facilitation and adult-learning expertise, with the ability to design accessible training materials in Lao and English and adapt content for participants with diverse literacy levels and disabilities.
- Fluency in Lao and English (written and spoken) is essential; knowledge of ethnic minority languages is an asset.

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 2. Encouraging competition	3. Evidence based decision making 4. Proportionality	5. Performance and Risk Management 6. Results Focus 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 risp@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
Part A – Response to Technical Component	
A.1 Approach and Methodology - Outline approach to completing the stated scope of services. The approach should include: • A brief discussion indicating your understanding of project requirements. • 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.	20
A.2 Project Plan and Risk Management – Please provide the following: • A project plan that specifies deliverables, tasks and timelines in line with section IV of the ToR. • Identify your approach to mitigating the project risks outlined in Section IX of this ToR. • 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. • Indicate the level of support that will be required from the RT4D Facility to complete the project.	20
A.3 Organizational Capabilities and Experience – Please specify the following: • 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.). • 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.	20

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.	
A.4 Project Team and Resourcing – 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: - 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. - Roles, responsibilities, and level of participation of the project team members. - An uncosted resource plan proposing the number of person days you expect each team member to undertake in delivering this project.	20
TOTAL – Technical Proposal	80
Part B – Response to Financial Component	
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: - Professional services fees for completing all deliverables in accordance with the uncosted resource plan. - 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. - Costs related to event organisation, including venue arrangements, materials, communication, logistical expenses, and other items necessary to cover all agreed activities. - 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; - Applicable taxes such as VAT, GST, PPN.	20
TOTAL – Financial Proposal	20
GRAND TOTAL – Evaluation Criteria	100

Annex B - Bidder Information

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

Name of Assignment	Implementation Consultant and Event Organiser for Empowering Women and People
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	with Disabilities through ODOP Development, Packaging Design, and E-Commerce in Lao PDR
Tenderer's Organisation or Person	
Address	
Contact Person and Title/Position	
E-Mail	
Telephone / Mobile Phone	
Business Name Registration (if applicable)	
Tax Registration Number (if applicable)	
Indicative number of years involved in similar business/work	
Date	