

**REGIONAL TRADE FOR DEVELOPMENT**  
**AANZFTA IMPLEMENTATION SUPPORT PROGRAM**  
**TERMS OF REFERENCE FOR THE**

Development of Project Design for “Thriving Ecosystem for Inclusive Entrepreneurship within the AANZFTA Region through IP Branding Strategy and Knowledge Sharing”

**I. Summary**

<b>Title</b>	Development of Project Design for “Thriving Ecosystem for Inclusive Entrepreneurship within the AANZFTA Region through IP Branding Strategy and Knowledge Sharing”
<b>Start Date</b>	August 2026
<b>Completion Date</b>	September 2026
<b>Reports to:</b>	<b>RT4D Manager:</b> Dr. Heng Molyaneth, Regional Manager
<b>Interacts With</b> <i>[stakeholders who will provide inputs]</i>	<p><b>RT4D:</b></p> <ul style="list-style-type: none"> <li>• Regional Manager: Dr. Heng Molyaneth</li> <li>• Program Performance and Quality (MEL, Communications and GEDSI) Lead: Sebastian Cortes Sanchez</li> <li>• Monitoring, Evaluation, and Learning (MEL) Manager: Lia Lairing</li> <li>• Gender Equality, Disability, and Social Inclusion (GEDSI) and Trade Manager: Yooke Damopolii</li> <li>• Program Delivery Lead: Fenny Chandra</li> <li>• Operations Lead: Isradi Alireja</li> <li>• Facility Director: Adrian Gilbert</li> <li>• Cambodia Program Officer: Chhorn Chamna</li> </ul> <p><b>ASEAN Secretariat (ASEC):</b> Competition, Consumer Protection, IPR Division.</p> <p><b>FTA Subsidiary Body:</b> Intellectual Property Committee (IPC)</p> <p><b>Project Proponent:</b> Department of Intellectual Property (DIP), Ministry of Commerce (MOC) of Cambodia</p>
<b>Requires Approval from:</b> <i>[stakeholders who will approve project outputs]</i>	<p><b>RT4D:</b> Regional Manager: Dr. Heng Molyaneth</p> <p><b>Project Proponent:</b> Department of Intellectual Property (DIP), Ministry of Commerce (MOC) of Cambodia</p> <p><b>FTA Subsidiary Body:</b> AANZFTA Intellectual Property Committee (IPC)</p>
<b>Timetable for Tender Process</b>	<p><b>Request for Proposals:</b> 26/06/2026</p> <p><b>Closing Date for Queries:</b> 04/07/2026</p> <p><b>Closing Date for Proposals:</b> 21/07/2026</p>
<b>Submission Instructions</b>	<p>The provider should submit Technical and Financial proposals in alignment with requirements outlines in Section XII of this ToR. The Submissions or any questions should be sent to the following emails: <a href="mailto:procurement@regionaltrade4dev.org">procurement@regionaltrade4dev.org</a> by <b>the deadline indicated above</b></p>
<b>Scope of Work Summary:</b>	
The Regional Trade for Development Facility (RT4D) is seeking a <b>consulting firm/consortium or individual consultant</b> (hereinafter referred to as “the Consultant”) to manage and deliver the end-	

to-end Project Design for a project approved under the ASEAN-Australia-New Zealand FTA (AANZFTA) Implementation Support Program (AISP). The Project Design will inform the implementation of the AISP project.

Under the scope of services set in this ToR, the Consultant will manage the delivery of Project Design for the following project:

**Thriving Ecosystem for Inclusive Entrepreneurship within the AANZFTA Region through IP Branding Strategy and Knowledge Sharing**

The Project Design will follow a standard RT4D template and be subject to comments, amendments, and approval from the RT4D Facility Team, the Project Proponent, the ASEAN Secretariat and the relevant AANZFTA Subsidiary Body.

## II. Background

ASEAN-Australia-New Zealand FTA (AANZFTA) Implementation Support Program (AISP), implemented through the Regional Trade for Development (RT4D) Facility, aims to support ASEAN Member States to realise the full benefits of AANZFTA through the provision of capacity-building support and access to technical expertise.

RT4D is seeking a consultancy firm or individual consultant (hereafter “the Consultant”) to manage and deliver the end-to-end Project Design for the above-approved RISP Project, in close collaboration with the RT4D Facility, the Project Proponent, the ASEAN Secretariat and the Intellectual Property Committee.

The final Project Design will be subject to comments, amendments, and the approval from the RT4D Facility Team, the Project Proponent, the ASEAN Secretariat and the Intellectual Property Committee.

## III. Objectives, Beneficiaries, Outputs and Outcomes

This Project aims to develop a high-quality and robust Project Design for the implementation of the above-approved AISP project. Project Design must demonstrate sound analysis, strong contextual understanding and consultation with the Project Proponent and the RT4D Facility.

This project focuses on the development of a Project Design for the project “Thriving Ecosystem for Inclusive Entrepreneurship within the AANZFTA Region through IP Branding Strategy and Knowledge Sharing”. The table below outlines key features of the project.

<b>Project Name</b>	<b>Thriving Ecosystem for Inclusive Entrepreneurship within the AANZFTA Region through IP Branding Strategy and Knowledge Sharing</b>
<b>Project Objective</b>	Entrepreneurs with disabilities (EWDs) in Cambodia as well as in the AANZFTA region face significant hurdles in accessing intellectual property (IP) support and building their brands. These challenges often stem from a combination of accessibility barriers, including a lack of information in accessible formats, difficulty navigating complex bureaucratic processes, and limited access to assistive technologies. Furthermore, societal biases and a lack of awareness among IP officials about the specific needs of EWDs can create significant obstacles. Building a strong brand requires financial resources, marketing expertise, and networking opportunities, all of which can be

	<p>harder to access for EWDs due to existing inequalities. The absence of targeted support programs and a lack of inclusive business networks further compound these difficulties, preventing EWDs from fully realizing their entrepreneurial potential and participating equally in the AANZFTA's economic landscape.</p> <p>The overall objective of the proposed project, therefore, is to build the capacity of both EWDs and IP officials to foster a thriving ecosystem for inclusive entrepreneurship within the AANZFTA region, leading to improved access to IP rights by EWDs. This main objective can be achieved through two specific objectives:</p> <ol style="list-style-type: none"> <li>1. To extend the knowledge of EWDs in the AANZFTA region who had their marks registered, enabling them to gain a deeper understanding of the importance of Branding for Intellectual Property (IP) in relation to business expansion and entry into the international markets, especially the AANZFTA markets. The project emphasises the importance of valuing and integrating the knowledge and experiences shared by regional EWDs who participate in the project. By creating an opportunity for EWDs in the region to come together, the project aims to foster a strong sense of community among them, promoting a sense of belonging and connection to support each other in accessing the AANZFTA markets in the future.</li> <li>2. To build the capacity of IP officials in the region to effectively provide IP support for EWDs. IP officials play a vital role in guiding entrepreneurs through the complexities of IP protection, registration, and enforcement. Their specialised knowledge and understanding of the unique challenges faced by entrepreneurs with disabilities—including accessibility barriers and potential discrimination—are essential to ensure equitable access to IP rights and resources. Empowering these officials directly translates to increased participation of entrepreneurs with disabilities in the marketplace, stimulating innovation, and promoting social and economic inclusion within the AANZFTA region.</li> </ol>
<p><b>Beneficiaries</b></p>	<p>The first beneficiary group of this project are <b>EWDs from the AANZFTA member states</b> (22 EWDs: 2 participants from each country) and the 20 EWDs from Cambodia's project supported by the Regional Comprehensive Economic Partnership Implementation Support Program (RISP), implemented by RT4D.<sup>i</sup> In total, the project expects <b>a maximum of 45 EWDs from the region (aiming for at least 30% female)</b>. They will benefit from the IP education and knowledge of branding for IP to support the brand recognition and expansion of their businesses. Other EWDs in Cambodia and the region will indirectly benefit from the dissemination of a project publication on 'Tips and Resources on Brand Development Support for EWDs in the AANZFTA Region, including practical advice, case</p>

	<p>studies, and resources for brand development. The publication will be made available in English and Khmer language. In addition to the IP branding knowledge, the project will offer potential opportunities for participating EWDs to access local and international markets through business networking.</p> <p>The second beneficiary group is <b>the IP Officials from the region</b>. They will gain a deeper understanding of the challenges and practical experiences in providing IP support, especially brand development, for EWDs from diverse backgrounds across AANZFTA countries. The lessons, including best practices, case studies, and strategies for inclusive brand development, will be shared for their future work with EWDs. The project expects <b>approximately 50 participants from this group (aiming for at least 30% female)</b> (22 regional IP officials: 2 participants from each country, 3 officials from ASEC, and 30 officials from Cambodia’s Department of Intellectual Property of the Ministry of Commerce and other relevant ministries responsible for Intellectual Property under AANZFTA).</p>
<p><b>Project Activities and Outputs</b></p>	<p>The main activity of this project is a two-day regional workshop to be organised in Cambodia. Below is a list of activities that need to be done before and after the workshop to complete the project from November 2026 to May 2027.</p> <p><b>Activity 1- Resource Planning and Material Development:</b> This is a pivotal step in our journey toward the workshop. This phase is essential to the project’s success as the whole planning and discussions with the involved stakeholders occur. The activity will involve:</p> <ol style="list-style-type: none"> <li>1. The development of an Inception Report that outlines the project design and methodology, approach to stakeholder consultations, and an indicative timeline for all subsequent activities. The project inception report will explain approach and detailed methodology for completing project activities and indicative timeline covering all activities, milestones, and deadlines.</li> <li>2. Resource planning: This project will use resources from three sources: 1) experts on brand development in the context of IP and GEDSI, 2) IP officials in the region who have successful experience supporting EWDs, and 3) trademark-registered EWDs who are successful in promoting their brand using IP.</li> <li>3. Material development: The materials will consist of comprehensive case studies and best practices aimed at enhancing the understanding of branding in the context of IP. The project team and the above-mentioned resources are expected to play a significant role during this phase, contributing valuable insights that will enrich the project's collective knowledge base.</li> </ol> <p><b>Activity 2 - Recruitment of EWDs:</b> This activity may require a significant amount of time to get the right EWDs. It involves the project team developing a well-crafted application form to ensure the selection and recruitment of AANZFTA EWDs from diverse backgrounds who reflect their unique identities. EWDs</p>

must be those who have their marks registered and at least 30% of them are female. The IPC's team commitment in this phase is crucial, as it involves extensive information sharing within each member state to reach eligible EWDs. Additionally, the 20 Cambodian EWDs from the completed RISP project, who each have a registered mark, will be ready to participate in the project.

**Activity 3 - Preparation and Organisation of the Two-Day Regional Workshop in Cambodia:** This activity will involve a series of sub-activities:

- Venue selection and preparation: This phase involves the preparation, organization, and collection of all relevant information pertaining to the venue. Key aspects include the location, available space, environment, refreshments, agenda, and any other necessary materials. Additionally, it's essential to ensure that all arrangements are disability-friendly, making the venue accessible and accommodating for all participants.
- Travel arrangements for EWDs and IP officials from the AANZFTA region: After recruitment, the project team will prepare and organise a pleasant travel arrangement that ensures a hassle-free experience for all regional participants upon arrival and departure.
- Delivery of the workshop: The event will be planned in association with Cambodia's celebration of the 2026 World IP Day. It is an opportunity for EWDs to share their successes and is also a testament to the potential for growth and success in the inclusive entrepreneurship sector. This event ensures the inclusion of entrepreneurs from various backgrounds at the national event, fostering a sense of positive impact and hope for the future.

**Activity 4 - Production of the 'Tips and Resources on Brand Development Support for EWDs in the AANZFTA Region':** The publication may include information to enhance basic understanding of branding, branding strategy using IP, resources and support for EWDs available in the AANZFTA region (from the government, NGOs, EWD networks, mentorship and networking opportunities, funding opportunities, and accessibility resources), legal and IP considerations, and successful case studies of EWDs in the region (aiming for diversity in types of businesses and disabilities).

**Activity 5 - Development of the Project Completion Report:** To finalise the project, feedback and performance assessment are key components as indicators or measures of the project's success. The report will document the implementation experience, challenges encountered, overcoming strategies, and key lessons learned, and outcomes of the project.

**Project Outcomes**

The successful completion of this regional project will be resulted in a demonstrably strengthened ecosystem for inclusive entrepreneurship within the AANZFTA region. A significant number of EWDs will gain enhanced IP knowledge, refined branding strategies, and improved access to crucial

resources, leading to increased business registrations and market participation. Simultaneously, IP officials in the region and Cambodia will have significantly improved capacities to effectively serve and support EWDs, implementing more inclusive service delivery and fostering collaborative partnerships.

Another important outcome is the inspiration for EWDs' community through the showcasing of successful EWDs at Cambodia's 2027 World IP Day. This significant opportunity allows EWDs to share their successes, serving as a demonstration of the remarkable potential for growth within the inclusive entrepreneurship sector. As a vital part of the global celebration of World IP Day, this event provides a powerful platform for EWDs to spotlight their innovations and achievements, enhancing their visibility and credibility. It embodies inclusivity by bringing together entrepreneurs from diverse backgrounds, fostering a collective sense of optimism and hope for the future in the AANZFTA region.

These project outcomes will lead to increase in EWD business registrations, a higher rate of IP protection applications, and the establishment of sustainable support networks, all contributing to increased economic empowerment and social inclusion within the AANZFTA community.

## **IV. Project Activities and Outputs**

### **A. Project Outputs**

The Consultant will be responsible for a coherent set of outputs centred around the development of the Project Design for this project. The outputs will be developed through the following activities.

- Activity 1: Project Design Work Plan
- Activity 2: Stakeholder Consultations
- Activity 3: Project Design Draft
- Activity 4: Project Design Finalisation and Approval

#### ***A.1 Activity 1 – Project Design Work Plan***

The Consultant will produce a Project Design Work Plan that provides the tasks and timelines associated with the completion of the design. The Work Plan should include:

- Approach to stakeholder engagement and consultations, including a list of stakeholders to be engaged in the development of the design. This will include any practical and logistical considerations regarding stakeholder engagement, detail specific stakeholders to engage with (e.g. key government agencies) and the expected outputs and outcomes from each of the consultations.
- Detailed and updated information on project timelines and key risks and mitigation.

In developing the Work Plan, the Consultant will have access to: (i) an approved Project Concept noting the objectives, outputs, outcomes and other key details of the Project and (ii) a Project Design Template. The Consultant should consult the RT4D Facility and the Project Proponent.

**Output – Project Design Work Plan, submitted to the RT4D Facility and the project proponent for inputs and approval.**

### ***A.2 Activity 2 – Stakeholder Consultations***

The Consultant will hold consultations with stakeholders as outlined in the approved Project Design Work Plan. The consultations will gather information, perspectives and feedback from key stakeholders to ensure key sections of the Project Design reflect the needs and priorities of government and non-government stakeholders key to the implementation of the project.

**Output – Consultation Summary (maximum of 3 pages), submitted to the RT4D Facility and the project proponent for inputs and approval.**

### ***A.3 Activity 3 – Develop Project Design Draft***

Based on inputs collected from stakeholder consultation and in line with the Project Design Template prepare a Project Design draft. The table below provides a summary of key areas within the Project Design Template.

<b>Project Overview</b>	<ul style="list-style-type: none"> <li>Description of the project objectives, beneficiaries and connection to other initiatives in line with the approved Project Concept</li> </ul>
<b>Project Description</b>	<ul style="list-style-type: none"> <li>Narrative description all project activities (including outputs, deliverables, and key tasks associated with the implementation of each activity)</li> </ul>
<b>Project Work Plan and Timeline</b>	<ul style="list-style-type: none"> <li>Summary work plan that (i) lists all activities, outputs, deliverables and tasks, (ii) responsible parties for each task and (iii) starting and completion dates for all tasks.</li> </ul>
<b>Project Risk Management and Sustainability</b>	<ul style="list-style-type: none"> <li>Identify risks that affect the achievement of project objectives and mitigating measures.</li> <li>Identify and describe the approach to ensure project remains relevant to the needs of beneficiaries beyond its implementation</li> </ul>
<b>Child Protection, PSEAH (Protection from Sexual Exploitation, Abuse and Harassment) and other Policy Considerations</b>	<ul style="list-style-type: none"> <li>This section outlines the project's approach to managing risks in line with DFAT's Child Protection and Protection from Sexual Exploitation, Abuse and Harassment (PSEAH) Policies.</li> </ul>
<b>Project Management and Reporting</b>	<ul style="list-style-type: none"> <li>Specify all key actors and governance bodies who will need to be engaged in activity implementation.</li> </ul>
<b>Gender Equality, Disability and Social Inclusion</b>	<ul style="list-style-type: none"> <li>In line with the Project Concept outline GEDSI dimensions of the Project and GEDSI Dimensions of the Sector</li> <li>Outline the project's approach to mainstreaming GEDSI (e.g. how the activity content, practitioners, and delivery will reflect RT4D's GEDSI requirements)</li> </ul>
<b>Communications and Media</b>	<ul style="list-style-type: none"> <li>In line with Project Concept, outline how the project objectives or outcomes support Parties in communicating the benefits of the RCEP/AANZFTA to their populations</li> </ul>
<b>Business Engagement</b>	<ul style="list-style-type: none"> <li>In line with Project Concept, outline how the project objectives or outcomes support Parties in engaging, building relationships or facilitating feedback from businesses</li> </ul>

<b>Addressing the Needs and Priorities of ASEAN Lesser Developed Economics</b>	<ul style="list-style-type: none"> <li>This section describes the project's approach to addressing the needs and priorities of ASEAN Lesser Developed Economies (LDEs).</li> </ul>
<b>Monitoring Evaluation and Learning</b>	<ul style="list-style-type: none"> <li>In line with the Project Concept, outline Project Outcome(s)</li> <li>In line with the Project's Outputs/Outcomes, please specify Performance Indicators to measure the success of the project.</li> </ul>

**Output – Draft Project Design, submitted to the RT4D Facility and the project proponent for inputs and comments.**

#### ***A.4 Activity 4 – Project Design Review and Approval***

The Consultant will revise the Project Design in line with written feedback from the RT4D Facility, the Project Proponent, ASEC, and the relevant AANZFTA Subsidiary Body.

In revising the Project Design, the Consultant may organise additional meetings with RT4D and all relevant stakeholders to ensure clear understanding of the feedback before proceeding with edits to the document.

The revised Project Design will require approval from RT4D, the Project Proponent, ASEC, and the relevant AANZFTA Subsidiary Body. It is expected that revisions may take at least two rounds of feedback.

**Output – Revised and Final Project Design, RT4D, the Project Proponent, ASEC and the relevant AANZFTA Subsidiary Body for approval.**

## **B. Activities, Tasks and Timeline**

Working closely with the RT4D team, the Consultant is expected to deliver the outlined deliverables in line with the work plan and timeline below.

The support from the selected Consultant will be undertaken over a continuous effective period of **2 calendar months** with an estimate of **15 person days** of professional services. Actual time will be agreed in negotiation with the selected Consultant. Work will commence immediately after contract signing.

<b>Activity</b>	<b>Tasks</b>	<b>Responsible Party</b>	<b>Deadline</b>
<b>Activity 1: Work Plan</b>	Task 1.1 Inception Meetings with RT4D, the Project Proponent and ASEC	RT4D, Consultant, Project Proponent and ASEC (optional AANZFTA committee)	<i>Week 1</i>
	Task 1.2 Develop and submit Project Design Work Plan	Consultant	<i>Week 1</i>
	Task 1.3: Revision and Approval of Project Design Work Plan.	RT4D, Project Proponent	<i>Week 2</i>
	Task 1.4 (if required): Consultant will revise Work Plan in line with inputs/feedback from RT4D, ASEC, and the Project Proponent.	Consultant	<i>Week 2</i>
<b>Activity 2 – Stakeholder Consultations</b>	Task 2.1: Hold Consultations with the approved list of stakeholders	Consultant	<i>Week 2 - 3</i>
	Task 2.2: Submit consultation report using a template provided by RT4D and draft an activity list	Consultant	<i>Week 3</i>

	with key output information (based on the result of the consultations)		
	Task 2.3 Organise a discussion meeting, review and approve the consultations report and draft activity list	RT4D, Project Proponent and ASEC	<i>Week 3</i>
<b>Activity 3 – Project Design Draft</b>	Task 3.1 Develop Project Design Draft in line with RT4D template.	Consultant	<i>Week 4</i>
	Task 3.2 (if required) Hold optional consultation with RT4D to clarify expectations on key sections of Project Design template.	Consultant	<i>Week 4</i>
	Task 3.3: Provide Feedback on the Project Design Draft	RT4D, Project Proponent, ASEC, AANZFTA committee	<i>Week 4-5</i>
<b>Activity 4 – Project Design Revision and Approval</b>	Taks 4.1: Revise Project Design in line with RT4D, Proponent Feedback, ASEC, and AANZFTA committee	Consultant	<i>Week 5</i>
	Task 4.2 (if required): Organise meeting with RT4D Facility, Project Proponent, and ASEC to clarify feedback.	Consultant & RT4D	<i>Week 5</i>
	Task 4.3: Provide Feedback on the revised Project Design Draft	RT4D, Project Proponent, ASEC, AANZFTA committee	<i>Week 6</i>
	Task 4.4 (if required): Revise Project Design in line with RT4D, Project Proponent, ASEC, and Subsidiary Body feedback. May require additional meetings to clarify outstanding questions/inputs.	RT4D, Project Proponent, ASEC, AANZFTA committee	<i>Week 6 - 7</i>
	Task 4.5: Provide Feedback on the Project Design Draft	Economic Cooperation Sub-Committee (ECSC)	<i>Week 6 - 7</i>
	Task 4.6: (If required) Revise Project Design in line with ECSC's feedback	Consultant	<i>Week 7</i>
	Task 4.7: Approve the Project Design	Economic Cooperation Sub-Committee (ECSC)	<i>Week 7 - 8</i>

## V. Monitoring, Evaluation & Learning

The Consultant will be responsible for the development of the Monitoring, Evaluation and Learning (MEL) components of the Project Design. The MEL component addresses the following questions:

- A. What would a successful activity look like? What change do you expect in knowledge, behaviour, or policy as a result of the activity? Please describe as concretely as possible. What performance indicator do you suggest measuring whether the activity is successful? [this should be worded as Number of... Percent of...]
- B. What performance indicator do you suggest to measure whether the activity is successful? [this should be worded as Number of... Percent of...]
- C. What performance indicator do you suggest to track whether the activity has contributed to gender equality mainstreaming? What quantitative and qualitative indicators would you suggest to measure the impact of this activity on gender equality?
- D. How will RT4D obtain the data for the indicators above? Who is responsible for collecting the datapoint? What kind of tools need to be used (questionnaires, administrative forms, online surveys)?

The Consultant should consult the RT4D MEL Manager to ensure relevant outputs are delivered in line with RT4D MEL requirements.

## VI. Gender Equality Disability and Social Inclusion

The Consultant will be responsible for the development of the Gender Equality, Disability and Social Inclusion (GEDSI) components of the Project Design. The GEDSI component addresses the following questions:

- A. How does this sector/activity impact men and women differently? Please cite gender disaggregated data if available. If you believe that your activity has no GEDSI dimensions, please justify here.
- B. How does this sector/activity give benefits to disadvantaged groups (e.g. disabled, ethnic minorities, MSMEs, the poor)? Are any measures needed to ensure that work in this sector, and specific to the subject of the activity, “Does No Harm”?
- C. How can the activities/facilities offered by this project be accessed by the different groups of people and/or by the targeted participants of the project?
- D. Does the proposed project provide a space or a mechanism for providing feedback and suggestions? If yes, who can provide those feedback and suggestions?
- E. How will this activity mainstream gender considerations? Please describe how the activity content, practitioners, and delivery will reflect RT4D’s GEDSI requirements:

The Consultant should consult the RT4D GEDSI Manager to ensure relevant outputs are delivered in line with RT4D GEDSI requirements.

## VII. Communications, Media, and Business Engagement

The Consultant will be responsible for the development of the Communication and Business Engagement components of the Project Design. This component addresses the following questions:

- A. How will this activity Identify specific communications objectives and core messages for identified beneficiaries and partners.

- B. How will this activity support the development of relevant communications activities & channels across activity implementation cycle: (i) before the activity (e.g. materials, participant outreach, press release, event POSMs, etc), (ii) during activity implementation (e.g. media, interview, broadcasting), and after activity implementation (e.g. news article)?

The Consultant should consult the RT4D Program Performance and Quality Lead to ensure relevant outputs are delivered in line with RT4D communications requirements.

## VIII. Reporting and Program Management

All deliverables are subject to feedback and amendments from the RT4D Facility team, project proponents and DFAT. The Consultant will engage regularly with these stakeholders in the drafting process, including seeking comments and adjustments and revising documents 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:

**RT4D:** The RT4D Manager is the main point of contact for the Consultant and will project manage the Assignment throughout the project lifespan. The RT4D Manager and relevant RT4D Facility team members will provide oversight and quality assurance through project implementation and ensure relevant approvals are obtained from the RT4D Facility Team and the Project Proponent.

**Project Proponents:** Ministry of Commerce (MoC) – Department of Intellectual Property (DIP) is the Project Proponent. The Project Proponent will closely monitor, provide inputs and approve all listed project deliverables. The Consultant will be expected to consult and closely liaise with the project proponents' stakeholders throughout project implementation.

**AANZFTA Subsidiary Body:** Intellectual Property Committee

- All Deliverables will require approval from the AANZFTA Subsidiary Body, who will review and provide feedback on Deliverables. All engagements between the Consultant and the Subsidiary Body will be managed and facilitated by the RT4D Facility and the ASEAN Secretariat.

**ASEAN Secretariat:** Competition, Consumer Protection, IPR Division and Economic Cooperation Sub-Committee (ECSC)

- The Competition, Consumer Protection, IPR Division will provide support and a channel for engaging with subsidiary bodies' co-chairs to gather feedback and approval. It may also review and provide comments on activity deliverables, participate in consultations and workshops, and publish the final Deliverables of the project the relevant AANZFTA and ASEAN websites.
- The Economic Cooperation Sub-Committee (EC-SC) will be the body who makes final approval of the project design. The consultant is not expected to have direct engagement with EC-SC. All engagement is managed by RT4D and ASEC.
- All engagements between the Consultant and AANZFTA bodies will be managed and facilitated by the RT4D Facility and the ASEAN Secretariat.

## IX. Risk Management

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

<b>Risk</b>	<b>Likelihood</b>	<b>Impact</b>	<b>Mitigation Plan</b>
Stakeholders are not available for consultations and/or do not provide timely feedback approval needed to complete the task.	<b>Medium</b>	<b>Medium</b>	The RT4D Facility will work closely with ASEC DOs to build an efficient approach to engaging and seeking approval from the Subsidiary Body during inception.
Stakeholders engaged for consultation in the design process don't take a unified position on priorities or specific elements of the design document.	<b>Medium</b>	<b>Medium</b>	The RT4D Facility will promote open dialogue with the support of the technical consultant to help stakeholders reach consensus on priorities or specific elements on the design document.
The design is not aligned with cross cutting issues (GEDSI, Comms and Business Development).	<b>Low</b>	<b>High</b>	The RT4D Manager will work closely with the consultant to incorporate feedback from RT4D experts in MEL, GEDSI, Comms and regularly reviewing the design to ensure it is aligned to MEL, GEDSI, Comms and Business Development guidelines.

## **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 (Sharepoint). Access to Sharepoint 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 consulting firms or individuals should put forth technical support personnel that can support the RT4D Team in the completion of the project.

To ensure the above can be effectively managed and completed in alignment with this TOR, it is recommended that organisations/consultants have:

- Skilled and experienced expert/team of experts with technical expertise, bandwidth, and capabilities to support the RT4D Facility to deliver all outputs in alignment with the remit and timelines set within this Scope of Services.

- Demonstrable technical and subject matter expertise in the field of intellectual property (IP), branding strategy, and inclusive entrepreneurship, particularly in supporting MSMEs and entrepreneurs with disabilities (EWDs) to strengthen brand development and access domestic and international markets, including within the AANZFTA region.
- Demonstrable experience developing programme and project plans and designs that consider and incorporate the needs, priorities, and concerns of diverse stakeholders, including government institutions, local authorities, indigenous peoples, local communities, women's groups, MSMEs, and civil society organisations.
- Strong understanding of and ability to operationalise the Monitoring & Evaluation, GEDSI, Communications, and Program Management considerations outlined in the above sections of this ToR.
- Experience working with ASEAN Member States, ASEAN cooperation programmes, ASEAN Secretariat, ASEAN Working Groups/Task Forces related to Intellectual Property, or Australian and New Zealand ODA-funded initiatives is a distinct advantage.

## 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, organisation 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 [procurement@regionaltrade4dev.org](mailto:procurement@regionaltrade4dev.org) in writing by the last query 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
-----------

**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.

**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.

**A.3 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.). **Not applicable to individual consultants.**
- Describe past experience in undertaking similar work and provide brief summaries of relevant projects undertaken.
- 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/Consultant and Resourcing** – Describe approach to staffing 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/individual consultant, including their CVs, and demonstrate their skills and expertise essential to the delivery of this project.
- Roles, responsibilities, and level of participation of the project team members/individual consultant.
- An uncosted resource plan proposing the number of person days you expect each team member to undertake in delivering this project.

**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 (**in Australian Dollars**) for undertaking the project, including:

- Professional services fees for completing all deliverables in accordance with the uncosted resource plan.
- 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.

**Annex B - Bidder Information**

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

Name of Assignment	

<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>	

---