Terms of Reference
Consultant for Survey on Implication of Covid 19 for Food and Beverage Sector

Full title: Consulting Assignment for a survey- situation analysis and COVID -19-related challenges and plans of Small and Medium Enterprises in the Food and Beverage sector in Myanmar.

Supervised by: Tha Bar Wa Project Manager

Work location: Home-based (online and in-depth telephone interviews)

Duration: One and half months from the date of contract signing.

WWF Myanmar is looking for a consulting company to conduct a detailed survey on - situation analysis and COVID -19 challenges and plans for small and medium enterprises in the food and beverage sector in Myanmar.

1. Background and rationale

WWF Myanmar was established in 2013 and is working to conserve the country’s biodiversity and build a sustainable future for people and wildlife. The focus is on promoting green economy within national policies, and sustaining and protecting biodiversity and ecological connectivity of the landscape through an integrated landscape approach, and the Ayeyarwady river basin through an integrated river basin approach. Find out more at www.wwf.org.mm

The manufacturing sector in Myanmar is at a cross-roads: whilst industrial development is progressing and remains critically important for economic growth, if not managed responsibly, it will have significant negative impacts on the country’s natural environment and undermine Myanmar’s long-term sustainable development. Accounting for over 60 percent of registered businesses in the entire industry, the Food and Beverage industry plays a significant role in this process.

On the Tha Bar Wa project: In order to support the Food and Beverage sector, WWF is implementing Tha Bar Wa project. The project is a four-year project which started in 2018, funded by the European Union under the SWITCH-Asia Programme. The project is implemented by WWF in partnership with Myanmar Food Processors and Exporters Association (MFPEA) and Savings Banks Foundation for International Cooperation (SBFIC).

The project promotes cleaner production in Myanmar’s growing Food and Beverage (F&B) sector, specifically in the Small and Medium-size Enterprises (SMEs). The project’s overall objective is to improve & demonstrate an enabling environment for cleaner production. Hence, the project strives to improve environmental policies, build capacities of industry, its service market and government for cleaner production and pilot green finance products by 2022.

The project also supports Myanmar’s Ministry of Industry (MoI), Ministry of Natural Resources and Environmental Conservation (MoNREC), Yangon City Development Committee (YCDC), Department of Research and Innovation (DRI), Yangon Technological University (YTU), Mandalay Technical University (MTU), Industrial Zone Committees, Union of Myanmar Federation of Chambers of Commerce and Industry (UMFCCI), Mandalay Technological University (MTU), Mandalay City Development Committee (MCDC) and Small and Medium-sized Enterprises (SMEs) and industrial zones of the F&B sector, local banks, communities living near industrial zones, local industry associations and business intermediaries.

The project has planned different activities i.e. conducting training on energy efficiency to factory owners and their technicians especially targeting at 15 factories in Mandalay and also many activities to train Small and
Medium Enterprises (SMEs) for waste water treatment plans and also to design additional waste water treatment plants.

**Current need:** Some of these activities are on hold due to the current challenging situation caused by the outbreak of COVID-19 in Myanmar. With a total of 181 confirmed cases to date and various restrictions on travel and business operations, many of the project’s targeted SMEs have faced, or are continuing to face, challenges to normal operation. These challenges can be related to their supply chains, access to capital and energy, safety and health in the work-place or shifts in market demand, to name but a few. The pandemic, and the restrictions established to contain it, make any business planning highly uncertain, which is a game-changer for endeavours to promote cleaner production practices in industry.

2. Consultancy objectives

In this context, WWF wants to undertake a survey on F&B companies’ current operation, the challenges and impacts of COVID–19 they encounter and their plans to resume normal operation, by conducting interviews with a minimum of 80 SMEs from the food and beverage sector especially targeting at the project targeted SMEs.

The overall objective of this survey assignment is to assess and evaluate the existing situation, status challenges and plans of the SMEs from the Food and Beverage sector.

The study should focus and analyse the following key questions:

- How COVID–19 pandemic and current restriction and how have COVID 19 and current restrictions have impacted their businesses? In relation to:
  - Is the SME operating? If so, under what circumstances?
  - What is their level of operation?
  - What are the challenges that they are facing with regards to?
    - Company operations (if any)
    - Company supply chain (if any)
    - Economic challenges (access to finance/cash-flow, profitability etc.)
- What are the measures they are applying to cope up with the current situation?
- Have they received support of any kind from the government and or their associations?
- Do they have plans for their operation in this current situation?
- What are their current needs and needs for post COVID-19 operation? Including their financial needs and plans to meet these needs?
- How do they feel about sustainable production measures (waste water treatment, energy efficiency etc.) at this point of time can contribute to their needs? How do they prefer to go about such sustainable production measures?
- What support is needed to move these SMEs towards sustainable production practices?

Scope of work

The consultant is expected to provide a detailed proposal on the study including the methodology, timeline and cost for this study, within the timeframe specified above.

A. Output and deliverables

1. A detailed survey tool and methodology
2. Semi-structured phone interviews with up to 80 SMEs from the F&B sector, incl. documentation
3. Draft report
4. Final report, including the revised text and an invoice.
Required Profile and other requirements

Essentials:
- Native speaker’s level of knowledge of the Myanmar language is indispensable.
- Extensive experience and relevant formal qualifications in quantitative and qualitative social science research and survey design and implementing surveys in Myanmar.
- Demonstrated experience in conducting online and telephone surveys with large respondents.
- Prior experiences in conducting surveys with the private sector, especially targeting on the issues of SMEs will be an added advantage.
- Current experience in survey implementation currently under COVID-19 situation is a plus.

Desirables:
- Consultants/ companies based in Myanmar or with work experience in Myanmar strongly preferred

Equipment, services and facilities:
The contracting authority will not provide office accommodation to the contractor(s). Office accommodation for each expert working on the contract is to be provided by the contractor. The contractor shall ensure that experts involved with this contract are adequately supported and equipped. It must also transfer funds as necessary to support their work under the contract and to ensure that its employees are paid regularly and in a timely fashion.
Any equipment the contractor needs to fulfil the obligations under this contract, such as a laptop, audio recorder or other IT devices, will have to be provided by herself/himself, the principal will not make these available. No equipment is to be purchased on behalf of the contracting authority as part of this service contract.

Bid documents:
Clearly stating their fit for this assignment (incl. documentation of relevant qualifications and prior experience), together with a technical and a financial offer and CVs of all experts to be involved with the contract either by email to: vacancy.mm@wwf.org.mm or by post / delivered to: WWF Myanmar, 15C Than Taman Street, Dagon Township, Yangon.

The financial offer must be presented as an amount in USD and must include a break-down of the consultancy fee and any incidental expenditure incurred e.g. through telecommunication fees and VAT and other applicable government taxes).

The applicable tax arrangements will be deduce based on WWF’s Myanmar and Government for Myanmar tax policy.

For additional information or clarification, the bidder can email to ujjwal.pokhrel@wwf.org.mm.

Only shortlisted applicants will be contacted.