



Terms of Reference for Expert in Socially Responsible Business Practices

Trade Facilitation Office (TFO) Canada (www.tfocanda.ca) is a not-for-profit organization whose mission is to improve lives through the creation of sustainable trade partnerships for exporters from developing countries with Canadian and foreign buyers. TFO Canada assists Small and Medium sized enterprises (SMEs) and Trade Support Institutions (TSIs)/Trade Promotion Organizations (TPOs)/Business Support Organizations (BSO-business associations, chambers of commerce, exporters associations etc.) from developing countries to access international markets through its information (general and sector specific), advice (including capacity building) and contact services (including trade missions and business to business matchmaking). Since 1980, TFO Canada, through its internationally experienced project management staff and roster of sectoral experts have been providing trade facilitation/promotion and capacity building services to tens of thousands of SMEs and hundreds of TSIs/TPOs/BSOs from all corners of the globe (Latin America, Africa, Middle East, Eastern Europe and Asia).

TFO Canada is seeking an Expert for the assignment described below.

Background:

TFO Canada is delivering the **Women in Trade for Inclusive and Sustainable Growth** project funded by the Canadian Government in collaboration with Trade Support Institutions (TSIs) in 24 project countries (50% Sub-Saharan African countries). One component of the project is to provide capacity building to TSIs to be able to deliver relevant gender-responsive services to Small and Medium Sized enterprises involved in exporting. The project focuses on 4 export sectors: Agrifood (Fresh and processed); Specialty Apparel/Textile; Home decor/Handicrafts/Fashion Accessories; and Services.

Assignment Objectives:

- 1) Update the TFO Canada Market Information Paper (MIP) for Socially Responsible Business Practices for SME Exporters from developing countries
- 2) Create a one-day training module based on the MIP with relevant tools on Socially Responsible Business Practices

Main Responsibilities:

Working closely with the TFO Canada Director for Trade Support Services

Part 1 –* Update of the MIP on CSR/Socially Responsible Business Practices

- review existing CSR information paper
- propose new content update which may include the following topics:

Why Socially Responsible Business Practices matters in Trade
Socially responsible practices in the Canadian market: <ul style="list-style-type: none"> - relevance when you do business with buyers. - how Canadian consumers understand these practices and reflect them in their consuming patterns.
Triple Bottom Line – People, Planet, Profit
National laws and international conventions in related to socially responsible business practices in various sectors
Becoming more socially responsible - things an SME can do
Promoting yourself as a socially-responsible business – it is your selling point!

**** this activity will have the support of the TSS project Officer in the research component.***

Part2 – Development of a one-day training module to accompany the updated MIP.

- review existing modules
- develop a one-day training workshop to cover key components of the MIP
- indicate learning objectives
- develop a module for Socially responsible practices in the identified destination market covering the following topics: relevance when you do business with buyers, how buyers in the identified destination market see these practices; (this module would use Canada as the example, but would be able to be adapted for other destination markets)
- develop at least 2 tools which SMEs can use for assessing their business and making improvements
- develop a tip sheet for SMEs on how to become a more socially responsible business provide the PPTs and background reading materials for the training workshop
- develop exercises to be used during the training to practice using the tools and information from the MIP
- provide pre & post-training assessment

Deliverables:

1. revised table of content for the MIP (to be approved by TFO Canada)
2. updated MIP
3. revised learning objectives and outline for 1-day training module (to be approved by TFO Canada)
3. updated training module with training guideline, PPT, exercises and pre and post-training assessment

Schedule:

1. Submit CV and cover letter (email) by 19 February 2021
2. Contract signed with Consultant by 26 February 2021
3. Updated MIP by 15 March 2021
4. ToT Module and assessment tools by 30 March 2021

Budget Compensation

TFO Canada's compensation for the Expert in Socially Responsible Business Practices will be CDN\$ 650.00 per day (7.5 hours) for a total assignment of 10 days. No travel is involved in this assignment.

Applications:

Applications including a cover letter (email) and a current C.V. should be made in writing by e-mail no later than **19 February 2021** to:

Marysabel Gonzalez

Email: tfocrc@tfoCanada.ca

Subject: Socially Responsible Business Practices EXPERT