



## **Terms of Reference for Senior Non-Key e-Commerce Promotion Expert**

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# 1 CONTRACT OBJECTIVES & EXPECTED RESULTS

## 1.1 Background to the Project

Project Title: *e-Business Development*  
Project No.: EuropeAid/133836/C/SER/RS  
Contract No.: 2014/337-303  
Country: Republic of Serbia  
Project Start Date: 23<sup>rd</sup> of May, 2014  
Project Duration: 30 Months

### Overall and Specific Objectives of the Contract:

- The **overall objective** of the project of which this contract is a part is to enhance the competitiveness of the Serbian economy through strengthening of the private sector and its performance.
- The project **specific objective** is to increase the productivity and competitiveness of Serbian SMEs, their internationalisation and capacity to innovate, by creating a more favourable environment, promotion of e-Business in order to strengthen their efficiency, quality and accessibility of products and services as well as cutting costs and administrative procedures.

### Purpose:

- Strengthening the legal and institutional framework to alleviate remaining legal, regulatory and standardisation bottlenecks for a better e-Business environment in Serbia (in particular for e-Commerce and e-Invoicing and e-Ordering with / by the public sector)
- E-Commerce development in order to facilitate the e-Commerce uptake by SMEs and consumers and to facilitate the creation of jobs and to increase trade competition in Serbia
- G2B reinforcement in view of deploying future technologies to make government more flexible and be able to better serve businesses in Serbia and internationally

### Main Project Beneficiaries:

- Ministry of Trade, Tourism and Telecommunications
- Ministry of Economy

### Project Components:

- Component 1: Institutional Capacity Development
- Component 2: e-Commerce Development
- Component 3: G2B & e-Invoicing Support



### **Expected Overall Project Results:**

- Key government actors and industry representatives are actively participating in the improvement of the e-Business environment (in particular in selecting internationally recognised relevant and required standards,), indicatively in the area of e-invoicing but not only.
- E-Business legal framework improved
- Regulatory framework and practices improved
- The MTTT e-Commerce unit is established, strengthened (trained and mentored) as well as several hundred civil servants made ready to support the e-Business environment
- SMEs are fully aware of e-Commerce benefits and practices
- E-Commerce support instruments drafted and ready to be implemented
- SMEs have access to e-Commerce practical guides (via a dedicated website) as well as an e-Trust Mark
- Selected high-potential SMEs with a concrete e-Commerce project have been advised
- Serbian e-Consumers are more informed on how to benefit from e-Commerce and how to use it safely
- Serbian citizens are informed of C2C and how to benefit from it
- A G2B Service Bus is designed
- System specifications for e-Invoicing and e-Ordering and technical documentation for implementation of this service via proposed G2B Service Bus are prepared
- The G2B Service Bus is technically fully specified and the associated financing prepared
- The migration of business identified e-service toward an advanced e-service using the G2B Service Bus is mapped (back and front office), in particular for e-Invoicing.

## **2 DESCRIPTION OF THE WORK**

### **2.1 *Activities to be Carried out by the Consultant relating to;***

Output 2.1.1: One e-commerce promotion website linked to the portal of NARD

Output 2.1.2: e-commerce promotion website documents (technical maintenance documentation, content management documentation, yearly financial planning, overall website documentation)

It is proposed that the consultant will achieve the following outputs, the details of which will be defined in consultation with the Project Team, Beneficiaries and key stakeholders:

- Analysis of organisational requirements and expectations – Ministries, NARD, Regional Development Agencies, and SME representative organisations (as applicable)
- Analysis of technical requirements relating to proposed website linked to existing portal
- Development of website documentation proposals and functional specifications
- Development of initial website content proposals (in cooperation with NARD and relevant Project Team members, as applicable)
- Final mission report



## List of Tasks, Outputs and Working Days

	No.	Tasks	Outputs
	A 2.1	<b>Promote SME e-commerce capacity</b>	
1	Output 2.1.1 & Output 2.1.2	One e-commerce promotion website linked to the portal of NARD e-commerce promotion website documents (technical maintenance, content management documents, yearly financial planning, overall website documents)	Analysis of organisational requirements and expectations – Ministries, NARD, Regional Development Agencies, and SME representative organisations (as applicable)
			Analysis of technical requirements and technical specification relating to proposed website linked to existing portal
			Development of website documentation proposals and functional specifications
			Development of initial website content proposals (in cooperation with NARD and relevant Project Team members, as applicable)
			Final mission report
			<b>Maximum working days</b>   <b>30</b>

## 2.2 Target groups

The main target groups are the Ministry of Economy (MoE), and the National Agency for Regional Development (NARD).



## **3 LOGISTICS AND TIMING**

### **3.1 Location**

The project office in Belgrade will be the operational base of this assignment. Parts of the activities will be required to be performed in other locations in Serbia.

### **3.2 Commencement date & period of execution**

The activities are planned to be carried out between March 2015 and April 2015. The maximum number of working days foreseen for this assignment is 30.

## **4 REQUIREMENTS**

### **4.1 Personnel**

The assignment will be carried out by a Senior Expert.

The expert will be expected to meet the following requirements:

#### Qualifications and skills

- A bachelor's degree (where a university degree has been awarded on completion of three years study in a university or equivalent institution) in computer science, design, business studies, marketing, or other field relevant to promotion;
- Fluency in English (written and spoken);
- Excellent web-authoring, design and/or development skills
- Excellent communication, analytical, report writing and presentation skills;

#### General professional experience

- Minimum 8 years, preferably 10 years, of post-graduate professional experience in the areas of ICT, web design and/or development, e-business and/or e-commerce;

#### Specific professional experience

- Minimum 5 years, preferably 10 years, of post-graduate experience relevant to e-business / e-commerce promotion;
- Proven experience with website development;
- Proven experience with development of website technical documentation (technical maintenance, content management, financial planning)

#### Further requirements:

- The selected expert is not a Civil Servant or other staff of the public administration of the beneficiary country;
- There is no conflict of interest, further to the Article 9 of the General Conditions, Service contract, with the selection of the expert.



## **5 REPORTS**

### **5.1 *Reporting requirements***

The expert will regularly report to the Project Team Leader and the Consortium Project Manager in monthly (calendar month) and/or mission reports. Within 5 working days from the end of each month or mission, the expert will prepare and submit a monthly / mission report to the project Team Leader and Consortium Project Manager.

Within 10 days after the end of the last mission, the expert will prepare and submit a Final Report to the project Team Leader and Consortium Project Manager, covering all implemented missions and/or activities, as per these Terms of Reference.

The report templates to be followed by the Expert will be provided by the project office.