



Belgrade, 20.01.2015

Terms of Reference for Senior Non-Key e-Commerce Policy Short-Term 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: 23rd 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 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

1.2 Background to the Assignment

The work laid out in these Terms of Reference (ToR) is to be delivered in the scope of implementation of Component 2: E-commerce Development.

Within this component, three main activities are foreseen:

- Activity 2.1: Promote SME e-Commerce Capacity
- Activity 2.2: SME e-Commerce Policy Support
- Activity 2.3: SME e-Commerce Direct Support
- Activity 2.4: Mentoring High Potential e-Commerce SMEs
- Activity 2.5: e-Consumer Promotion & Protection
- Activity 2.6: C2C Promotion Action

These ToRs refer to Activity 2.2: SME e-Commerce Policy Support, which includes the following task:

- Task 2.2.1: E-commerce support instrument in the EU

The aim of the Activity and Tasks contained within these ToR is to conduct an in-depth analysis of e-commerce support instruments in operation, both at EU level, and within individual Member States. Based on this analyses, a recommendation report, identifying relevant Best Practice, and proposals for formulation and implementation of a similar initiative



in Serbia will be developed. Support will be provided to the Ministry of Economy in further specification of this instrument, including drafting of the specific instrument, developing a roadmap for its implementation, and providing support for deployment.

1.3 Purpose

Task 2.2.1: E-commerce support instrument in the EU

Purpose of this task:

The purpose of the task is to conduct a targeted review and prepare a report covering Best Practices in the EU, in relation to instruments providing support to SMEs to engage in e-Commerce projects and initiatives, and support the establishment of a relevant instrument in Serbia.

1.4 Results to be achieved by the Consultant

In the scope of implementing the work outlined in these Terms of Reference, the following results will be achieved:

- An in-depth analysis report of e-Commerce support instruments in operation, both at EU level, and within individual Member States drafted and submitted, including recommendations for transferring Best Practice to Serbia;
- An e-Commerce support instrument developed, in close cooperation with the Ministry of Economy;
- Support to the Ministry of Economy related to deployment of the instrument provided;

2 SCOPE OF THE WORK

2.1 General

2.2 Specific Activities

Task 2.2.1: E-commerce support instrument in the EU

In the scope of implementing the work outlined in these Terms of Reference, the consultant is expected to undertake the following actions:

- Review of initiatives and establishing Best Practice: The consultant will conduct an in-depth analysis of support instruments in operation, both at EU level and within individual Member States. In cooperation with the Ministry of Economy, the consultant will formulate a recommendation report, identifying relevant Best Practices, and making proposals for development and deployment of a similar mechanism in Serbia.



- Based upon the EU Best Practices identified, recommendations made in the aforementioned report, and consultations with appropriate stakeholders, the consultant will work with the Ministry of Economy to develop a similar e-Commerce support instrument for Serbia. Although the nature of the instrument will depend on selected Best Practice, as well as the requirements of the Ministry of Economy, it is anticipated that support to be provided will be related to financing, monitoring and evaluation, and promotion / visibility of the instrument.
- In view of supporting the Ministry of Economy, the consultant will support the Ministry of Economy by formulating a roadmap for deployment of the instrument.
- Following the development and roadmap for the e-Commerce support instrument for Serbia, it is anticipated that the consultant will provide ad-hoc advice to the Ministry of Economy related to the deployment of the instrument.

2.3 List of Activities, Outputs and Planning of Working Days

	No.	Tasks	Working days	Outputs
	A 2.2	SME e-Commerce Policy Support		
1	T.2.2.1	e-Commerce support instrument in the EU	15	Analysis and report of e-Commerce support instruments in the EU (D221_1)
			15	Design of an e-Commerce support instrument for Serbia (D221_2)
			10	Roadmap for an e-Commerce support instrument for MoE
			5	Support for deployment and final Reporting
		Total working days	45	

2.4 Target groups

The main target groups are the Ministry of Economy of the Republic of Serbia and SMEs



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 start in February 2015 and will finish at the end of June 2016. The total number of working days foreseen is 45, to be performed at the project office in Belgrade.

4 REQUIREMENTS

4.1 Personnel

The assignment will be carried out by a Senior e-Commerce Policy Short Term 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 economics, business and/or management science, or other area relevant to the assignment;
- A Master/PhD (following the award of the degree) is an advantage;
- Fluency in English (written and spoken);
- Excellent communication, analytical, report writing and presentation skills;
- Excellent team working abilities;

General professional experience

- Minimum 8 years, preferably 10 years, of post-graduate professional experience with Private Sector Development, SME Development, and/or Trade;

Specific professional experience

- Minimum 5 years, preferably 10 years, of post-graduate experience relevant to EU policies related to e-Commerce, e-Business, and/or e-Government ;
- Proven experience with SME development in the international economic development context, as demonstrated by participation in at least one international development project focused on Private Sector Development;
- Experience with the development of SME support instruments and policies will be an asset;

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.