



Consultancy to Develop policy briefs for the purposes of engaging the County Government and other stakeholders at the county level

Terms of Reference (ToRs)

1. Background

Kenya Association of Manufacturers (KAM) is the voice of Kenyan industry with a membership of about 1000 within the manufacturing and value add industries. The Association works towards the realization of the best business environment for industry in Kenya in order to improve their competitiveness.

KAM unveiled its 2017 Manufacturing Priority Agenda (MPA) detailing key pillars to drive industrial transformation for job creation and inclusive economic growth in Kenya in line with Vision 2030. However, the Association is cognisant of the fact that its efforts alone are not enough and nothing much can be achieved in the absence of strong leadership and political will in this regard.

As such, KAM believes that the success in the manufacturing sector rests in engaging the political parties on the implementation of the Manufacturing Policy Priority Agenda. In this regard, it has developed 10-point Manufacturing policy priority areas with which to engage political parties and other stakeholders within the country's political leadership to mainstream the manufacturing agenda in their policies.

2. Purpose

For these reasons, Kenya Association of Manufacturers wishes to engage a consultant to reduce the 10 point policy priority areas into four (4) concise policy briefs for the purposes of engaging the County Government and other stakeholders at the county level. Essentially, the briefs are intended to be thematic summaries of the policy priority areas that have already been identified by KAM through its "10-Point Manufacturing Agenda."

The themes include government efficiency; improving business competitiveness, value chain and market access. As such, the policy briefs are meant to articulate the Association's intentions of increasing its share of manufacturing to Gross Domestic Product up 15% in five years within the Medium Term Plan (MTP) III covering the period 2018 to 2022 and trigger policy considerations by county governments in this regard.

3. Objectives of the Policy Briefs

The overall objective of the policy briefs is to provide information, education and communication materials for KAM advocacy with county governments. KAM will lobby counties, both the legislative and executive arms of county governments, to influence policy and regulatory reform around the four thematic areas.

4. The Specific Task to be undertaken by the Consultant

- i. Review the KAM 10-point policy priority Areas and the Manufacturing Priority Agenda 2017. This is necessary to align the Association's goals with the Vision 2030 Medium Term Plan (2018-2022), the County Government Act, the Constitution of Kenya, 2010, County Integrated Development Plans and other government policies and relevant legislations.
- ii. Prepare 4 policy briefs from the 10 point priority agenda and KAM MPA 2017 with concise policy proposals to be used to lobby county governments.

5. Deliverables

- i. Four draft (4) Policy Briefs for review and comments by KAM and Business Advocacy Fund.
- ii. Final policy briefs ready for printing and use in county advocacy.

6. Qualification of consultant:

- i. Advanced degree in Economics, Political Science, Public Policy, Law or related field;
- ii. Proven experience in policy development (Experience in policy development with the private sector is an added advantage)
- iii. Excellent presentation and written communication skills
- iv. Knowledge of KAM's work is an added advantage

7. Duration of the assignment

This a ten-day consultancy work that is scheduled to begin from 23rd October 2017 to 6th November 2017.

8. Application Guidelines Interested applicants are required in response to this consultancy to submit:

- i. Technical proposal detailing the consultant/ consultancy firm's relevant experience in undertaking the assignment (Not more than 5 pages); the proposal should cover:
 - a) Description of the firm and the firm's qualifications including description of similar projects undertaken;
 - b) Understanding of the requirements for services, including assumptions;
 - c) Proposed approach and methodology (workplan);
 - d) Timing of activities and reports (Being a critical component as time is of essence);
- ii. Financial proposal (maximum 1 page)

Applications should be sent via email to procurement@kam.co.ke . Subject title "policy briefs" by Tuesday, 31st October 2017 12:00pm.

Kindly note only shortlisted candidates will be contacted.