



## TERMS OF REFERENCE FOR CONSULTANCY TO DEVELOP POLICY ROUNDTABLE GUIDELINES

### 1. Background

#### Kenya Association of Manufacturers (KAM)

The Kenya Association of Manufacturers is the representative organization for manufacturing Value-add Industries in Kenya. Established in 1959 as a private sector body, KAM has evolved into a dynamic, vibrant, credible, and respected business association that unites industrialists and offers a common voice for businesses. KAM provides an essential link for co-operation, dialogue and understanding with the Government by representing the views and concerns of its members to the relevant authorities. In pursuit of its core mandate of policy advocacy, KAM promotes trade and investment, upholds standards, encourages the formulation, enactment and administration of sound policies that facilitate a competitive business environment and reduce the cost of doing business.

KAM through funding from GIZ Ethiopia under the Good Governance Project worth Eur 150,707.20 (Ksh 18 million) has an overall Objective to contribute to **Enhancing Policy, Advocacy and Service Development for Ethiopian Business Membership Organizations (BMOs)**. The proposed interventions will support Kenya Association of Manufacturers in engaging Ethiopian BMOs to drive fact-based policy advocacy towards the formation of industrial policies to strengthen and support the country's economic development. Through fact-based advocacy, KAM partners with Government and its associated agencies to ensure a dynamic and flourishing manufacturing sector in Kenya, to realize a double-digit contribution to GDP.

The laws, policies, and regulations that shape a country's business environment is an outcome of a negotiation between the public and private sector. Business Membership Organizations (BMOs) act as key intermediaries between the public and private sector.

The interventions will be aligned to the following **key deliverables**:

#### 1. Experience sharing through knowledge exchange and peer learning visits.

It is planned to organize two study tours to Kenya for staff members of up to 10 Ethiopian BMO members drawn from city chambers, sectoral associations, and other BMOs especially those focusing on women-led businesses. The objective of the study tours is to enable the BMO members staff to benchmark and learn from the Kenyan experience with an advanced and progressive BMO like KAM.

It is expected that the experiential sharing visits will lead to staff from the Ethiopian BMOs gaining insights into Kenyan BMOs experience such as KAM.

#### 2. Public-Private Dialogue (PPD) -Policy Round Table



In the PPD guide program, the focus is on the strengthening the staff from the Ethiopian BMOs to influence and effectively lobby and advocate for an enabling business environment.

Ethiopian BMOs staff will be supported to engage more effectively in policy processes. The support entails strategic and practical advice regarding how the BMOs can overcome the main challenges to policy engagement.

### 3. Support in setting up a consulting section to support membership and value-add services for trainings, SME support, and green growth services

KAM will support Ethiopian BMO staff members towards development of two focal areas to support business growth and economic growth in Ethiopia.

The focal areas will be SME strategy to inform SME Hub Development and creation of a Green Growth strategy to inform establishment of a Center for Green Growth and Climate Change.

## 2. The Consultancy

KAM is seeking to recruit a public policy consultant to develop policy round table guidelines for Ethiopian BMOs based on good practices from Kenyan Experience.

The aims of the roundtable are to.

- Communicate, share, and discuss key Government policy messages and developments that are of particular relevance to Ethiopian BMOs
- Allow the opportunity for Ethiopian BMOs members to inform Government of their priorities and concerns
- Agree actions and take these forward with colleagues across the governments (for officials), and for members

The policy round table guidelines should define *“How to plan, organize, perform, evaluate and document policy round tables”*.

## 3. Scope of Work

A scoping analysis will be undertaken at the Kenya Association of Manufacturers on the policy approach including but not limited to the process of developing the Business Development Plan, the Manufacturing Priority Agenda and election cycle Manufacturing Manifestos as well as the model engagement at National Level and County Level through Governors Roundtables.

The consultants work will help to build Ethiopian BMO's strong networks, and the tangible result will result in a policy and action-focused guidelines which they are able to use to engage with (and influence) the Ethiopian government.

## 4. Proposed Activities

1. Review and analyze the following documents:
  - KAM Business Development Strategy;



- KAM Manufacturing Priority Agenda;
  - Kenya Vision 2030;
  - Kenya Medium Term Plan ; to determine KAM influence on the key priorities by the National and Sub National Governments.
  - KAM-GIZ Ethiopia Concept Note;
  - Ethiopia Tamrit working document;
  - Proposed framework for an improved public-private dialogue in Ethiopia; and
  - Ethiopia BMO cluster / network assessments.
2. Engage KAM Secretariat staff to elicit their views on the implementation of the National and county planning documents and consideration of the priorities of the association.
  3. Engage Ethiopian BMO's Secretariat staff during a feasibility study to elicit their views on the implementation of the National and sub national planning documents and the priorities of the Ethiopian BMOs.
  4. Engage with select National and sub national technical officers in Ethiopia and Kenya to elicit their views on the implementation of the National and county planning documents, and the legislative processes to support that.
  5. Develop the following documents:
    - a. Summary Report outlining the process used by KAM in lobbying and advocacy
    - b. Policy Round Table Guidelines
 These documents will be presented for discussion during a joint validation forum of Ethiopian BMOs.
  6. Develop the final documents:
    - a. Policy Round Table Guidelines
- 5. Deliverables**
1. Undertake a feasibility study to determine key areas of the Policy Round Table Guidelines.
  2. Develop the following draft documents:
    - Summary Report outlining the process used by KAM in lobbying and advocacy
    - Policy Round Table Guidelines
- 6. Qualifications of the Consultant**
1. Have a Master's degree in public policy, economics, governance, or related social science field.
  2. Demonstratable experience in public policy and governance of not less than 10 years.
  3. Experience in research and development related to the subject matter of this study or related areas in Kenya and globally.
  4. Demonstrable experience in working with Government at both national and sub national levels related to the subject matter of this study or related matters.
  5. Ability to engage with a cross-section of stakeholders in the public and private sector.



6. In-depth knowledge and understanding of the public policy dialogue process. Experience of working with BMOs is an added advantage.
7. Have proven track record, knowledge, and experience in public policy and governance in Kenya or regionally and global context preferably in a donor funded assignment.
8. Have excellent writing and research skills.
9. Excellent communication skills as well as the ability to communicate fluently in English and Swahili. (Spoken and written)
10. Proven ability to work under pressure and meet deadlines.
11. Have excellent project delivery skills.

#### **7. Improvement of the Terms of Reference**

The consultant may advise on modalities to improve the Terms of Reference, which he/she considers would inform this assignment. Such proposals, if accepted, will form part of the Terms of Reference of the assignment.

#### **8. Timing**

This assignment will be conducted in **20 working days**.

#### **9. Application documents**

Qualified and interested individual(s) are asked to submit the following:

- i. Expression of interest that highlights an understanding of ToR and the task to be accomplished;
- ii. A detailed technical proposal that includes: (a) Proposed methodology, (b) consultant's profile (CV) (c) past related experience
- iii. Financial Proposal clearly capturing the activities rate for implementing this project;
- iv. Academic credentials, Copy of Pin certificate, Tax Compliance Certificate

#### **10. Application for consultancy**

Interested consultants or entities are requested to submit technical and financial proposals to [procurement@kam.co.ke](mailto:procurement@kam.co.ke) by **24<sup>th</sup> March 2023** stating, "**POLICY ROUND TABLE GUIDELINES CONSULTANCY**".

**KAM Physical address:** KAM Procurement  
Kenya Association of Manufacturers  
KAM House  
Mwanzi Road, Opposite Westgate Mall  
P.O Box 30225 -00100  
Nairobi