

Terms of Reference

Corporate Social Responsibility needs assessment

I. Background

UN working with the private sector – CONTEXT

Economic and political developments over the last decade, in particular globalisation and the increased influence of markets and private investment on development, have spurred interest by the United Nations in collaborating with the business sector. At the same time, business realise they have a broader responsibility, not only to shareholders and employees, but including society at large. Businesses are pressured by consumers, employees, governments to review their business models and business strategies to responsibly address their impact on environment, economy and society. In addition, there are many business opportunities emerging for companies to tap new markets for less well-off consumers with new affordable products and services¹. These new exciting developments have been broadly defined as corporate social responsibility (CSR), which in other terms imply commitment of businesses to contribute to sustainable economic and social development and tackling poverty.

The United Nations collaborates with the private sector in the framework of the Global Compact, currently the largest corporate social initiative in the world, launched by the UN SG Kofi Annan in 2000. The Global Compact is asking businesses to embrace and act upon ten universal principles in the areas of human rights, labor rights and environment, and partner with the UN in support of MDGs -- in order to create a global economy with a human face that benefits all and is embedded in universally shared values².

The Global Compact offers a value-based platform for UNDP when approaching and engaging business and thus when bringing corporate social responsibility to the country level and stimulating business partnerships for development, UNDP country office uses the Global Compact as a basis and value –platform for building relationships with companies.³

UNDP activities in Moldova

Since the start of its operations in Moldova in 1992, UNDP has supported the country's development through advocacy, policy advice and technical assistance. Most of these activities have contributed to establishing an enabling environment for the private sector to function efficiently in a democratic, market economy. While the private sector has benefited indirectly from a set of related activities, no direct partnership has been established to date.

¹ Numerous examples of so called 'bottom of the pyramid' business models are contained in, C.K. Prahalad: *The Fortune at the bottom of the pyramid. Eradicating poverty through profits*, Wharton School Publishing, 2004

² <http://www.unglobalcompact.org>

³ UNDP Policy Statement on working with the private sector, <http://content.undp.org/go/groups/brsp/dbp/basicas/?src=brsp>

To enlarge the scope of its activities and make them more relevant to the needs of the private sector as the prime engine of the country's economy, UNDP Moldova is engaging into Partnership with the Private Sector for development of Moldova. The launch of the Global Compact initiative in Moldova will serve as a value platform to promote Corporate Social Responsibility in the Moldovan society and role of business in development.

UNDP is offering its support and the first step is to commission a study that will map and evaluate the landscape with respect to Corporate Social Responsibility in Moldova and provide recommendations for future possible UNDP interventions.

II. Job Content

The main objective of this study will be to evaluate the possibilities for the private sector to engage in UNDP development work.

Evaluation will consist of three parts:

Type of assessment	Main activities	End products/outputs
Assessment - non-business entities	Analysis of collaboration with private sector by other UN agencies, government, bilateral agencies (USAID, DFID, GTZ..?), World Bank and IFC, and selected NGOs – trends, impact achieved, areas of focus	<ul style="list-style-type: none"> • Understanding of external landscape • Lessons learned – examples of most high-impact partnerships
Assessment – companies	<p>Assess the companies activities in terms of responsible management:</p> <ul style="list-style-type: none"> • Develop a survey that will evaluate if the companies are practicing responsible business (drawing from the Global Compact indicators, EU & CEE standards, or other internationally recognized criteria) • Conduct the survey on a minimum 30 sample companies • Compile a database of main companies, their contact person responsible for CSR, and relevant activities conducted for the past 1-2 years <p>Provide a description of main training/learning needs of the companies in relationship with CSR</p>	<ul style="list-style-type: none"> • Information about: CSR active companies, their CSR profiles (activities, concerns, opportunities that they perceive with CSR) • Date base of CSR focal points in companies responsible for CSR
Recommendations on next steps for UNDP Moldova	<ul style="list-style-type: none"> • Identification of a set of appropriate options for UNDP in collaborating with the private sector • Analysis of advantages and disadvantages of each option 	<ul style="list-style-type: none"> • Defined set of options for UNDP's collaboration with the private sector, private sector engagement in development (including PRSP and EU-Moldova Action Plan implementation and monitoring).

		<ul style="list-style-type: none"> • Assessment of pros and cons of each option, taking into account UNDP's current position as well as activities of other players
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III. Outputs

The study will result in a report that will cover the outputs mentioned in section II. The report will be in English.

IV. Requirements for candidates

The candidate to conduct this assignment may be an individual or an institution proposing a team to accomplish the assignment. The consultant(s) will have an advanced university degree in economics or a related field, and at least 5 years of practical experience in areas relevant for the study; experience with international organizations supporting the private sector could be an asset. The consultant should have good analytical skills and working knowledge of English.

V. Implementation

The study will be managed by UNDP Programme Associate, who will provide the consultant with all relevant documentation, which is available at UNDP and will maintain close consultation with the consultant throughout the assignment. The duration of work would be up to 45 days.

VI. Submission of Proposals:

Each participant of the selection process will have to present a proposal containing:

- CVs of consultants or description of the organization, which, among others, should include information on the legal status of the institution and its institutional capacity, data on its experience and examples of the research work carried out by its team, resources available (staff, facilities etc.)
- a **Concept** of work specifying the methodology of the assessment,
- a schedule of the activities and budget,
- References, if available.

Interested organizations should submit the **Proposal** to

UNDP Moldova, str. 31 August, 131, Chisinau MD-2012, Republic of Moldova marked with "**Tender: CSR Study**" to the Attention of Ignacio Artaza, Deputy Resident Representative

VII. More information:

For details please contact UNDP Moldova, 131, 31 August str., tel. 220045, <http://www.undp.md>.

Deadline for submission: 22 August, 2005