



## Project Scope Statement – Capacity Building Activities (Malaysia and Thailand) Phase Two, APEC-Canada Growing Business Partnership

The following document provides an outline of the focus areas and summary scope of work for the following Capacity Building Activities under the Phase Two, APEC-Canada Growing Business Partnership.

### Focus Areas

Bidder(s) are invited to consider how they will address the following focus areas for the target economies for the Capacity Building Activities:

Malaysia	<ul style="list-style-type: none"><li>• Business management: Improve business practices that support effective day-to-day management and long-term, sustainable planning.</li><li>• Social entrepreneurship: Improve business practices that support a social cause and provide opportunities for the community.</li><li>• Environmental, social, and corporate governance (ESG): Improve business practices that advance ESG in support of export and supply chain participation.</li><li>• Entry into Global Value Chains (GVCs): Enhancing the readiness of SMEs to enter GVCs</li></ul>
Thailand	<ul style="list-style-type: none"><li>• Business management: Improve business practices that support effective day-to-day management and long-term, sustainable planning.</li><li>• Financial management: Economic empowerment through day-to-day financial skills and leadership.</li><li>• Market Access: Supports for micro and/or small enterprises to access new markets and/or export.</li><li>• Environmental Sustainability: Improving business practices that are sustainable, and building a sustainability mindset, that will promote innovation and create opportunities.</li></ul>



## Summary Scope of Work

The selected bidder(s) for the Capacity Building activity stream will be responsible for delivering the following activities to MSME entrepreneurs in Malaysia and Thailand.

### Activity 1221: Business Management Workshop Series

#### A. Description of Activity

**Expected Output:** TWO (2) total workshop series\*:

- ONE (1) workshop series in Malaysia (tentatively in Kuala Lumpur)
- ONE (1) workshop series in Thailand (tentatively in Bangkok)

\*Minimum of 2-3 outputs (e.g.: events, networking, etc.) per series. At least one in-person output is required. Hybrid or virtual options will be considered. Bidders may also address additional services and/or considerations not specifically referenced that may be of potential benefit.

**Description:** The business management workshop series will be delivered to men and women MSME entrepreneurs and will focus on applying best practices for sustainable MSME growth, including fostering a supportive business environment for women and young women.

**Intended Outcome:** The intended outcome of this activity is the strengthened capacity among MSME entrepreneurs, especially women and young women, to apply best practices for business management that supports sustainable MSME growth in Malaysia and Thailand.

#### B. Scope of Work

- Work with APF Canada to provide input to the objectives and goals of the workshop series to ensure that these address the needs and/or knowledge gaps of MSME entrepreneurs, especially women and young women, in Malaysia and/or Thailand.
- Work with APF Canada to determine the workshop series program and materials, based on the key themes and topics in the Research Studies and topics relevant to MSMEs that are of interest to MSME entrepreneurs, especially women and young women, in Malaysia and/or Thailand.
- Translate the workshop series materials into Malay and/or Thai. If there is no translation capacity among staff, sub-contracting for translation is an eligible expense.
- Organize the venue and logistics for the workshop series, including providing an appropriate venue, staging of chairs, and access to appropriate audio/visual and translation equipment for use in English and Malay and/or Thai as needed for each event.
- Work with APF Canada to recruit and provide speakers who will present and guide discussion on the themes and topics of the workshop series.
- Assist in the recruitment of MSME entrepreneurs, especially women and young women, to participate in the workshop series in Malaysia and/or Thailand,



- Work with APF Canada to create and manage invitations, RSVPs, and registration for the workshop.
- Provide or contract catering services for the workshop.
- Provide staff to facilitate registration of workshop series participants and speakers, photography during the workshop series, and note-taking of the activities and information conveyed during the workshop.
- Conduct monitoring and evaluation of the workshops, including a mid-point report, a survey of participants and a final report of the results and outcomes.

### C. Timeline

- **Start date:** June 2024
- **Proposed duration:** 9-12 months with some flexibility based on donor requirements.

## Activity 1222: MSME Mentorship Program

### A. Description of Activity

**Expected Output:** TWO (2) individual mentorship programs\*:

- ONE (1) cohort in Malaysia
- ONE (1) cohort in Thailand
- \*In-person preferred, hybrid or virtual options will be considered.

**Description:** The MSME Mentorship Program will be delivered to women and young women entrepreneurs and will focus on adapting best practices for sustainable business management into their operations.

**Intended Outcome:** The intended outcome of this activity is the strengthened capacity among MSME entrepreneurs, especially women and young women, to apply best practices for business management that supports sustainable MSME growth in Malaysia and Thailand.

### B. Scope of Work

- Work with APF Canada to further conceptualize and narrow the focus of the “Women in MSMEs Mentorship Program” to ensure it fills any critical knowledge gaps in the APEC developing economy region;
- Work with APF Canada to identify, contact and secure suitable MSME champions as mentors informed by Canadian best practices (e.g.: trained by Canadian entrepreneurs);
- Work with APF Canada and its partners in Malaysia and/or Thailand to identify, contact and recruit women and young-women MSMEs entrepreneurs as mentees;
- Create groups of 25-30 women mentees for each economy (Malaysia and Thailand), with 50-60 MSME entrepreneurs participating in total, of which 50% are young entrepreneurs (18-35 years old.)



- Design, implement, and evaluate the “Women in MSMEs Mentorship Program” in accordance with the Project Implementation Plan, Logic Model, Performance Measurement Framework, and other guiding documents from APF Canada.
- Provide an online platform to deliver the “Women in MSMEs Mentorship Program” for one year, including sessions between the mentees and mentors, and in-person and/or virtual networking opportunities for the mentees in their home economy and/or across the three economies.
- Deliver the “Women in MSMEs Mentorship Program” in English, with the potential to incorporate translation and Canadian mentors that are familiar with the MSME ecosystem in the Asia-Pacific region, and who speak Bahasa Melayu or Thai, respectively.
- Provide program onboarding as well as ongoing support to mentors and mentees for the duration of the “Women in MSMEs Mentorship Program”.
- Provide APF Canada quarterly updates on the participants and progress within the program as well as ongoing communication on any issues facing mentees and mentors.
- Collect feedback from mentors and mentees for APF Canada reporting purposes following the completion of mentoring program. Full debrief following the conclusion of the contract period provided.
- Provide infographics for each country’s participants explaining the “Mentorship Program” process.
- Provide written and video testimonials from participants for APF Canada to share online.
- If the budget and timeframe allow, other optional services could include:
  - Administer a scholarship, grant, or financial reward for all or select mentees.
  - Organize travel to Canada and/or Asia Pacific Region for all or select mentees to meet their mentors.
  - Coordinate capacity building programming for mentors e.g.) networking and/or skill building sessions.

#### C. Timeline

- **Start date:** June 2024
- **Proposed duration:** Minimum 6 month program with some flexibility based on donor requirements.

### Activity 1211: Research Studies

#### A. Description of Activity

##### **Expected Output:**

- Up to THREE (3) research studies in Malaysia will be selected.
- Up to THREE (3) research studies in Thailand will be selected.



**Description:** The research studies will be delivered to men and women MSME entrepreneurs and will focus on best practices for MSME business management, including topics that promote long-term and environmentally friendly growth.

**Intended Outcome:** The intended outcome of this activity is “improved knowledge among men and women MSME entrepreneurs about business management practices that support gender responsive and sustainable MSME growth in Malaysia, Papua New Guinea, and Thailand.”

B. Scope of Work

- Provide a proposal for the topics that will be covered in the Research Studies, relevant to MSME development in Malaysia and Thailand
- Draft a Research Study, according to the topic agreed upon together with APF Canada
- Conduct primary and secondary research toward the drafting of the Research Study, such as literature reviews and interviews with stakeholders.
- Coordinate with APF Canada on the editing process of the Research Study.
- Translate the Research Study into Malay or Thai. If there is no translation capacity among staff, sub-contracting for translation is an eligible expense.
- Copyedit and design the Research Study.
- Support knowledge sharing for the findings from the Research Study.
- Support with monitoring and evaluation activities.
- Provide ongoing consultation for capacity building programming in Malaysia and/or Thailand, based on findings from the Research Study.

C. Timeline

- **Start date:** June 2024
- **Proposed duration:** 9-12 months with some flexibility based on donor requirements.