

Terms of Reference

Content gap analysis and development: micro-business preparedness

Background

Micro, small, and medium-sized businesses (MSMEs) are the backbone of economies and communities. They help their communities thrive by providing employment, supplying necessary goods and services, and creating social cohesion. These elements are more critical than ever when a disaster hits, and MSME preparedness is a marker of resilient communities. However, MSMEs are often not aware of the risks to their business activities, do not have access to information that can help them prepare to address potential risks, are more vulnerable to the risks because they often operate within the informal sector, and lack the financial and human resources to make risk-informed decisions and investments.

Recognizing this challenge, the Global Disaster Preparedness Center (GDPC) created the Business Preparedness Initiative (BPI)¹ - helping Red Cross / Red Crescent (RCRC) National Societies (NS) and partners support small and medium-sized businesses prepared for local hazards. BPI is composed of two core components - Atlas: Ready for Business mobile app and 'Workshop in a Box.' At no cost, small and medium-sized businesses (SMEs) can download Atlas and engage in participatory planning at their own time - generating a customized Crisis and Recovery plan upon completion. Complementary is 'Workshop in a Box,' which provides NS' with guidance and training materials to build partnerships and host preparedness workshops for SMEs.

There is an increasing need and demand for **micro-business preparedness content inclusion within the Business Preparedness Initiative tools**. This intends to address micro-business' unique needs, opportunities, and considerations for preparedness planning and incorporate it accordingly into the Atlas content flows and Workshop in a Box's partnership guidance. By enhancing BPI's scope, National Societies and partners can better prepare MSMEs and support economic and community resilience holistically. There is also a need to target National Societies' staff and volunteers to promote and understand how to use the app, as they will be in charge of disseminating tools and guidance to some beneficiaries who will not be able to use the Atlas directly.

About GDPC

The Global Disaster Preparedness Center² is a joint venture between the International Federation of Red Cross and Red Crescent Societies (IFRC) and the American Red Cross. The GDPC aims to expand and enhance disaster preparedness capacities of the global RCRC

¹ <https://www.preparecenter.org/toolkit/business-preparedness-initiative-toolkit>

² <https://www.preparecenter.org/>

network through a service-oriented, demand-driven approach. The GDPC focuses on three areas of service: knowledge management, technical assistance, and research.

About Livelihoods Resource Centre (LRC)

The Livelihoods Resource Centre³ is a joint venture between the International Federation of Red Cross and Red Crescent Societies (IFRC) and the Spanish Red Cross. The mission of LRC is to assist IFRC members (and others) to provide awareness and livelihoods programming strategies to enhance community and individual's capacity to restore and maintain sustainable livelihoods. The LRC focuses on four areas of service: knowledge management, technical assistance, advocacy, and research.

Objectives

The aims of this consultancy are to conduct a gap analysis and provide recommendations for modifications to the content of tools accordingly. The purpose is to ensure micro-business preparedness planning gaps are identified throughout BPI's tools and recommendations are made for content development and systematic integration of considerations. Objectives are as follows:

- Review BPI (Atlas and Workshop in a Box) content
- Provide in-depth analysis of existing gaps in content in order to adapt the tools to the following audiences/contexts:
 - Potential users with limited business knowledge
 - MSME businesses / incoming generating activities with little or no business planning components
 - Users with limited access to smartphones and internet
 - MSMEs who operate in the informal sector
- Provide in-depth analysis of existing gaps of micro-business preparedness planning, within urban and rural contexts and in consideration of major disaster risks, especially those that pertain to pandemic response and climate change risks
- Identify and assess which gaps should be addressed by BPI within Atlas content and Workshop in a Box outreach guidance
- Prepare content recommendations for micro-business and livelihoods content integration within Atlas and Workshop in a Box

Deliverables

1. Work plan and methodology, report outline
2. Mid-term report

³ <http://www.livelihoodscentre.org/>

- a. Initial micro-business gap analytical findings, disaggregated by geographical/demographic type
 - b. Proposed steps forward
3. Final report:
 - a. Complete gap analytical findings with references to resources used
 - b. Proposed content development to bridge the gap
 - c. Recommendations for content integration within Atlas and Workshop in a Box
4. Presentation on findings to key stakeholder group

Timeframe

The duration of the consultancy will be September - November 2020, with possibility of extension.

Qualifications

- BA plus demonstrated professional experience in MSME business preparedness. MA and international experience preferred;
- Experience in Income Generating Activities across different contexts;
- Strong knowledge of sustainable livelihoods approaches;
- Experience in Red Cross / Red Crescent Movement volunteering is preferred;
- Excellent assessment, analytical, and research skills;
- Experience with disaster management or humanitarian assistance preferred;
- Experience and comfort working with mobile apps;
- Excellent written and oral communication skills in the English language

How to Apply

Interested and suitable candidates should submit an expression of interest which includes the following:

- Personal statement
- Brief statement outlining and describing proposed deliverables, including a work plan
- Financial proposal, including cost breakdowns per major activity
- Latest CV for key staff that would be involved

The final date of submission is 4th September 2020.

Submit your application with required documents to: gdpc@redcross.org with the subject line: Proposal - Micro-Business

As an Affirmative Action/Equal Opportunity Employer, well-qualified women, minorities, veterans, and persons with disabilities are encouraged to apply.