



Asia-Pacific
Economic Cooperation

TERMS OF REFERENCE

SUMMARY OF SERVICES REQUESTED

Title of this service	Consultancy Services for the Project (ACT 012 2011A) “Implementing the Asia Pacific Economic Cooperation Code of Conduct for Business”
Expected start date	Signing of contract
Expected End date	20 April 2012
Maximum budget available	US\$25, 000.00
Project Overseer	Assistant Ombudsman Evelyn A. Baliton Public Assistance and Corruption Prevention Office Office of the Ombudsman Direct: 926. 87. 84 Fax: 426. 77. 48

BACKGROUND

Established in 1989, with the Philippines as a founding economy, the Asia Pacific Economic Cooperation (APEC) aims to create greater prosperity for the people of the region by facilitating balanced, inclusive and sustainable economic growth and by intensifying regional economic integration. In order to reach its goal, APEC Leaders made a commitment in the APEC Course of Action in Fighting Corruption and Ensuring Transparency to prevent and fight corruption in both the public and private sectors.

Hence, in 2007, APEC Leaders endorsed the APEC Anti-Corruption Code of Conduct for Business (Business Integrity and Transparency Principles for the Private Sector), which prohibits all forms of bribery and provides a general framework for an anti-bribery program at the enterprise level. In 2009, the Code was introduced to member economies through the pathfinder project of Australia, Chile, and Vietnam.

In July 2011, the APEC Budget and Management Committee approved the Philippines’ proposal, which builds on the aforesaid pathfinder project. As proposed, a baseline survey will be conducted to determine the extent by which the Code has been adopted by member economies. The results will be processed at a seminar-workshop on 22-23 March 2012 for the development of an operationalization programme that would further cascade the Code through policies, programmes, and systems at three levels: national, chamber of office/business association, and enterprise. The project aims to focus on Micro, Small and Medium-sized Enterprises (MSMEs) that account for around 90 percent of all businesses and employ as much as 60 percent of the work force in the region.

The project’s key objectives are as follows:

- 1) Implement the APEC Anti-Corruption Code of Conduct for Business through the strengthening of institutional capability of micro, small and medium enterprises;
- 2) Increase awareness that corruption is an unacceptable practice according to law and strengthen civil society within the private sectors of APEC member economies; and
- 3) Enhance the ability of APEC economies, particularly organizations, regulatory bodies and industry representatives to implement anti-corruption laws and standards within the host economy.

SERVICES REQUIRED

Under the general direction of the Project Overseer, the firm shall provide technical support, organize, manage, and document the proposed Seminar-Workshop on Implementing the APEC Code of Conduct for Business, scheduled on **22-23 March 2012 in Metro Manila, Philippines**. It shall be responsible for all technical, administrative and logistical concerns necessary to ensure the success of the Seminar-Workshop.

COMPETENCIES AND QUALIFICATION

To qualify for the assignment, the firm should:

- have a good track record in technical consultancy work relative to corporate governance
- have a good track record (within the last seven years) in organizing international conferences/seminars/workshops, with at least 50 participants, including the reporting and publication aspects
- be familiar with the APEC project implementation, procurement, and financial management procedures
- have financial capacity to provide pre-financing

ELIGIBILITY REQUIREMENTS

- company profile
- list of completed and on-going projects of a similar nature, within the last seven years
- work and financial plan(with GANTT chart)
- list of key personnel to be assigned to the contract and their complete qualification and experience data
- Securities and Exchange Commission registration
- Current audited financial statement or net financial contracting capacity

SCOPE OF WORK

Under the general direction of the Project Overseer, the firm shall undertake, among others, the following, in accordance with the Guidebook on APEC Projects (7th Ed.), APEC Publication Guidelines, and APEC Logo Guidelines, APEC forms/templates, APEC Style Manual and Accepted Nomenclature, APEC Website Guidelines, and APEC Intellectual Property Policy:

Pre-Seminar liaising and technical work

1. confirm participants from 21 member economies, presenters and panellists from international and regional organizations, moderators, speakers (opening and closing ceremonies)
2. prepare certificates of participation

3. set up an e-group of participants , presenters and panelists for knowledge management on member economy compliance with the APEC Code of Conduct for Business (e.g., laws, policies, etc. cited by member economies in the baseline tool)
4. gather and prepare report on consolidated results of the baseline study
5. arrange and confirm travel (including visa requirements) and accommodations of participants, in coordination with the APEC Secretariat, through the Project Overseer
6. coordinate reservations and arrangements for seminar venue, facilities, equipment, and meals (ensure that food requirements/preferences of participants are met), including the physical lay-out of plenary and workshop rooms, in coordination with the Project Overseer
7. collect power point presentations of presenters, papers of panelists, and speeches/messages of speakers for opening and closing ceremonies and the e-group turn-over develop seminar and workshop guidelines for each session (Sessions 1 and 2: talk show style) to cover learning objectives, materials needed, function room set up, templates and questions and appropriate time needed; and conduct a walk-through with the moderators prior to the seminar-workshop
8. design operationalization programme template that participants will accomplish at the workshop to craft a framework for cascading the APEC Code of Conduct for Business to the national, chamber of commerce, and enterprise levels
9. design checked-response and open-ended seminar evaluation/feedback form
10. conduct a dryrun (by session) of the seminar for the Project Overseer
11. brief presenters and panelists on seminar and workshop guidelines
12. develop, reproduce, and package seminar kits (contents to include evaluation/feedback form) and bags with APEC logo
13. prepare and disseminate press releases and write press kits
14. prepare backdrop for the seminar-workshop
15. prepare program and backdrop for ceremonial turn-over of e-group

Seminar-Proper (Indicative Program of Activities, attached)

16. serve as master of ceremonies
17. prepare and oversee the registration process, including issuance of identification cards, seminar kits, certificates, and welcome dinner invitations and man the registration desk
18. provide secretariat support and serve as focal person for inquiries from speakers, participants, presenters, panelists, moderators
19. observe discussions, interactions and participation in the workshops and give feedback to the plenary moderator of each workshop session
20. document proceedings (video, photographs, transcript of open forum/plenary discussions) and collect workshop outputs produce posters (with photos) summarizing the results of workshops for display in the plenary room
21. organize welcome dinner, in coordination with the Project Overseer, provide entertainment, and serve as emcee
22. Distribute certificates of participation

Post-Seminar

23. develop, polish and package terminal report (including results of evaluation/feedback form) and knowledge products (Consolidated Baseline Report, Seminar Proceedings, video documentation/podcast, speeches/messages, papers and power point presentations, and Evaluation Report)
24. present the draft terminal report to the Project Overseer and finalize (incorporating comments on the draft report)

EXPECTED OUTPUTS AND DELIVERABLES

- 1) Report on the consolidated results of the baseline tool (71 hard copies and 2 CD format)
- 2) Country and agency papers submitted per member-economy
- 3) Speeches/messages of speakers at the opening and closing ceremonies, power point presentations of presenters, papers of panelists
- 4) Criteria and selection of participants
- 5) Participants' registration form
- 6) Report on participants' profile
- 7) Administrative Circular for participants re logistical issues, APEC travel undertaking and reimbursement rules, etc.
- 8) List of speakers, presenters, panelists
- 9) Confirmation Slip of speakers, participants, presenters, panelists
- 10) Corporate Booking Plan for Hotel Accomodation (prepared in coordination with the Technical Working Group of the Bids and Awards Committee of the Office of the Ombudsman)
- 11) Transportation Work Plan (airport-hotel) (hotel-venue-hotel)
- 12) Power point presentations and papers of presenters and panelists (71 hard copies & 2 CD format)
- 13) Program for 2 days (71copies)
- 14) Workshop Guidelines (71)
- 15) Seminar kits (71); backdrops (2)
- 16) Operationalization programme template
- 17) Evaluation /Feedback Form (71) and Evaluation Report (6 hard copies and 2 CD format)
- 18) Press Release and Press Kit(4)
- 19) Directory of participants, presenters, panellists, moderators (71)
- 20) Posters summarizing the results of workshops
- 21) Photos (2 CDs)
- 22) Video Documentation (3)
- 23) Seminar Proceedings Report (28 hard copies and 2 CD format)
- 24) Secretariat during the 2-day seminar workshop
- 25) E-group of participants, presenters and panelists (with resource centre on laws, policies, etc. cited by member economies in the baseline tool)
- 26) Financial Plan – should indicate the schedule and milestones for the whole duration of the contract by which progress will be measured
- 27) Technical Plan for the 3 major tasks of collection of the baseline results; development of workshop guidelines and event organization/project management
- 28) Packaged Terminal Report (integrating the consolidated baseline tool results report, photos, video/podcast, papers presented, power point presentations, evaluation report, seminar proceedings report) (21 hard copies and 2 CD format)

REPORTING RESPONSIBILITIES

The firm shall submit progress reports to the Project Overseer every two weeks, using, as a template, the form provided in Appendix F of the Guidebook on APEC Projects (7th Ed.).

EFFECTIVITY

Engagement of the firm will commence upon signing of the contract (official APEC sample contract attached), which shall be between the firm and the APEC that is based in Singapore.

BUDGET

The total approved labour cost for the firm is **US\$25,000.00**.

TERMS OF PAYMENT

TRANCHE	DELIVERABLE	PERCENTAGE	PAYMENT
Tranche 1	Signing of contract	25%	US\$ 6,250.00
Tranche 2	Consolidated Baseline Tool Results which must be submitted not later than 29 February 2012 (upon acceptance by the Project Overseer)	50%	US\$12,500.00
Tranche 3	Packaged Terminal Report (upon acceptance by the Project Overseer)	25%	US\$ 6,250.00
Total			US\$25,000.00