**Scope of Work, My Armenia Program**

**For Business Consulting Services**

**My Armenia Program Background**

My Armenia, a joint partnership between USAID, the Smithsonian Institution, and the people of Armenia, harnesses the power of research, documentation, and storytelling to strengthen cultural sustainability through community-based tourism development. As outlined by USAID|Armenia and the Smithsonian Institution, the primary goals of this 5-year program are to build cultural heritage tourism in Armenia so as to increase the number of tourist visits, increase spending and days stayed per tourist with an emphasis outside of the capital, and create new job opportunities for Armenians.

Guided by our mission for the “increase and diffusion of knowledge” and our values in long-term high-quality cultural heritage work, the Smithsonian Institution (SI) and our partners will work towards these joint goals. SI will apply its long history for cultural heritage preservation and support to community economies to strengthen cultural heritage tourism in Armenia. In collaboration with USAID, SI has identified four major objectives for the project:

1. Objective 1: Strengthen Armenia’s cultural heritage tourism offering
2. Objective 2: Increase awareness of Armenia as a cultural heritage tourism destination
3. Objective 3: Improve cultural tourism sector workforce skills
4. Objective 4: Coordinate GOAM, donor, resource partner, and stakeholder involvement

**Overview of Assignment**

The My Armenia Program (MAP) is seeking a business consultant to work with a range of community-based program beneficiaries (estimated up to 100 beneficiaries in total) in the five target regions of the Program (Syunik, Vayots Dzor, Shirak, Lori, and Tavush), to support their development as enterprises in touristic and cultural sectors. The MAP beneficiaries that the consultant will work with are represented in the sectors of tourism (gastro, adventure, art, wine making, etc.), craft, festivals, and museums. Specifically, the consultant will work with MAP beneficiaries individually and/or in small groups by advising them on relevant business registration classifications and procedures, business taxation systems, business plan development, and proposal development for fundraising and grant programs.

**Specific Tasks and Responsibilities**

Work with MAP technical leads to examine the current needs of the beneficiaries in the enterprise development field

Provide individual and group business advisory (including legislative, financial, and taxation considerations, as well as relevant COVID-19 considerations related to the economic downturn) to the beneficiary enterprises based on their assessed needs[[1]](#footnote-1) (start the consultancy with small groups who have the same need for information and continue with one-on-one follow ups)

Provide individualized assistance to the MAP beneficiaries in the business registration process

Advise the MAP beneficiaries on the most appropriate registration and taxation system for their business

Provide updates to the MAP team and beneficiaries on active and upcoming business development opportunities and investment programs (governmental or donor grant and financial programs, training and capacity building opportunities, webinars and seminars, etc.)

Train and assist MAP beneficiaries in development of program proposals, applications, and business plans to engage financial investments in their enterprises

**Deliverables**

* Monthly or biweekly reports (TBD by MAP based on estimated workload) on the current work done including but not limited to number of beneficiaries worked with, the content of advisory work, the results of individual work (registration, business plan, or a proposal), and field work implemented[[2]](#footnote-2)
* Copies of any business plan or proposal developed within the advisory sessions
* Coaching and advisory materials developed

All deliverables are subject to MAP review and approval.

**Estimated Level of Effort and Travel**

Estimated level of effort: Up to 130days (8-hour days), over 6+ months.

As necessary, the consultant will be asked to travel to the target regions of the program (Syunik, Vayots Dzor, Lori, Tavush, and Shirak) to meet in-person with beneficiaries.[[3]](#footnote-3)

**Period of Performance**

6 months from date of contract signature, with possible extension.

**Evaluation Criteria**

1. **Relevant Experience.** The contractor must have experience providing services of similar scope and size, as demonstrated through:

* 3-5 years of experience in business and management consulting, training, and advisory spheres, particularly in Small and Medium Enterprise sector
* Excellent knowledge of current Armenian business and taxation environment and tourism sector-related legislation updates, including those related to COVID-19 relief programs
* Ability to travel and work in rural regions of Armenia and provide assistance remotely via telecommunication means

Strong written and spoken knowledge of Armenian and English languages

1. **Technical Competence.** The contractor must provide a current CV outlining their technical competence in carrying out the assignment
2. **Price.** The contractor must submit as part of their offer:

* Daily gross rate to complete the assignments outlined
* Travel reimbursable budget considering an estimated 4-5 trips per month, and assuming Goris as the farthest destination (all travel considerations will be subject to current restrictions and safety measures in regard to COVID-19)

1. MAP technical program staff will assess beneficiaries needs and capacity in advance of hiring the business consultant. [↑](#footnote-ref-1)
2. As the work proceeds, MAP reserves the right to request additional information included or added to the reports. [↑](#footnote-ref-2)
3. Travel will depend on current restrictions and safety measures in regard to COVID-19 at the time of implementation. MAP will work with the contractor and beneficiaries to ensure that all parties are comfortable with potential risks, and will move to remote virtual assistance if deemed necessary. [↑](#footnote-ref-3)