

PUBLIC

**REGIONAL**

**LABOR MARKETS AND SOCIAL NETWORK REGIONAL POLICY DIALOGUE (RPD)**

**(RG-T2469)**

**TC DOCUMENT**

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# LABOR MARKETS AND SOCIAL NETWORK REGIONAL POLICY DIALOGUE (RPD)

RG-T2469

## CERTIFICATION

I hereby certify that this operation was approved for financing under the Korea Poverty Reduction Fund (KPR) through a communication dated April 25, 2014 and signed by Mr. Suyeong Yu, Director of the International Bureau, Ministry of Strategy and Finance of the Republic of Korea. Also, I certify that resources from said fund are available for up to US\$250,900 in order to finance the activities described and budgeted in this document. This certification reserves resources for the referenced project for a period of four (4) calendar months counted from the date of eligibility from the funding source. If the project is not approved by the IDB within that period, the reserve of resources will be cancelled, except in the case a new certification is granted. The commitment and disbursement of these resources shall be made only by the Bank in US dollars. The same currency shall be used to stipulate the remuneration and payments to consultants, except in the case of local consultants working in their own borrowing member country who shall have their remuneration defined and paid in the currency of such country. No resources of the Fund shall be made available to cover amounts greater than the amount certified herein above for the implementation of this operation. Amounts greater than the certified amount may arise from commitments on contracts denominated in a currency other than the Fund currency, resulting in currency exchange rate differences, for which the Fund is not at risk.

\_\_\_\_\_  
Sofia M. Rivera  
Chief  
Grants and Cofinancing Management Unit  
ORP/GCM

06/12/2014  
\_\_\_\_\_  
Date

6/11/2014  
Toslan Kim

## APPROVAL

Approved:

\_\_\_\_\_  
Héctor Salazar Sanchez  
Manager  
Social Sector  
SCL/SCL

6/16/2014  
\_\_\_\_\_  
Date

\_\_\_\_\_  
Carmen Pagés-Serra  
Chief, SCL/LMK

JUN 16  
\_\_\_\_\_  
Date

## TC DOCUMENT

### I. Basic Project Data

▪ Country / Region:	Regional
▪ TC name:	Labor Markets and Social Security Network Regional Policy Dialogue (RPD)
▪ TC number:	RG-T2469
▪ Type:	Research & Dissemination (RD)
▪ Team leader / members:	Veronica Alaimo, team leader, (SCL/LMK); David Kaplan (SCL/LMK); Ethel Muhlstein (SCL/LMK); Laura Casas (SCL/LMK); Vivian Indorf (SCL/LMK); and Bernardita Sáez (LEG/SGO).
▪ Date of authorization of TC abstract:	April 25, 2014
▪ Beneficiaries:	All Bank's Borrowing Member Countries
▪ Executing Agency and Contact Name:	Inter-American Development Bank, Social Sector, Labor Markets and Social Security Unit (SCL/LMK), Veronica Alaimo, <a href="mailto:valaimo@iadb.org">valaimo@iadb.org</a> .
▪ Donors:	Korean Poverty Reduction Fund (KPR).
▪ IDB funding requested:	US\$250,900 (KPR)
▪ Local counterpart:	0
▪ Execution period:	12 months.
▪ Disbursement period:	18 months.
▪ Required start date:	June 2014.
▪ Type of consultants:	Individual consultants and firms.
▪ Prepared by Unit:	Labor Markets and Social Security Unit (SCL/LMK).
▪ Unit of Disbursement Responsibility:	Social Sector (SCL), through SCL/LMK.
▪ TC included in Country Strategy (y/n):	No.
▪ TC included in CPD (y/n):	No.
▪ GCI-9 sector priority:	Social Policy for Equity and Productivity – Labor Markets.

### II. Objective and justification

- 2.1. The objective of the technical cooperation is to finance the technical, logistic and dissemination aspects of the Regional Policy Dialogue (RPD) of Labor Markets and Social Security Network to be held in Seoul, Korea in September of 2014.
- 2.2. The Labor Markets and Social Security Network is constituted by the Vice-ministers or public officials of equivalent status in charge of labor market and/or social security policy in Latin America and the Caribbean. The network's purpose is to promote dialogue and the exchange of experiences and lessons learned between countries of the region, in order to identify solutions to common challenges in terms of labor market and social security policies. For 2014, LMK is planning to address employment insurance issues from an integrated view: income support, considered a social security issue, and training and employment services, considered a labor market issue.
- 2.3. Many countries in the region are considering reforms to existing programs and/or undertaking the designs of new programs. The IDB is providing technical assistance in this topic to the governments of Mexico, Ecuador, and Jamaica, and other countries are in the process of asking the IDB for technical assistance or advancing in the topic with other partners such as the International Labor

Organization (ILO) or the World Bank (WB). LMK is currently working in its next flagship “*Beyond unemployment: understanding labor market risks in LAC. Options for policy design and implementation*”. This flagship will be the result of more than four years of work through a research network initiative (RG-T1516), two Economic Sector Work (ESW) RG-K1245 and RG-K1338. In addition information gathered through the Corporate Input Product (CIP) BK-C1115 has also provided valuable information for the diagnostic of unemployment risks faced by LAC workers. In this context, it becomes evident the need for a regional dialogue where the IDB can share the knowledge gathered in the last four years of research and technical assistance in this area, as well as to allow for countries to learn from each other.

- 2.4. The motivation for doing the Regional Dialogue in Seoul, Korea is that the Korean Employment Insurance (EI) system, introduced in 1995, integrates income support to the unemployed with active labor market policies to increase employability and help the unemployed find a job. This idea is at the core of what the IDB believes should be the direction of policy and program design in the region. In addition, the EI system was implemented in a relatively short period of time, as opposed to other international experiences such as the United States and European countries.
- 2.5. The Ministry of Employment and Labor (MOEL) in Korea has six regional employment and labor offices, 40 district offices and 84 employment centers as well as 11 affiliated organizations for executing its policies, projects and programs. When a person wants to get unemployment benefits, normally, he goes to an employment center close to his house. The centers are operated by MOEL and Korea Employment Information Service (KEIS).
- 2.6. In addition, a 2014/15 Memorandum of Understanding between MOEL in Korea and the IDB (expected to be signed in June 2014) will include social safety nets (employment insurance) as an area of action and proposes activities such as policy consulting, exchange of best practices, and knowledge creation and dissemination.
- 2.7. All this motivated SCL/LMK to organize the 2014 RPD in Korea, and combine a 1.5 day study tour with a 1.5 day policy dialogue.
- 2.8. The Ninth Capital Increase in the resources of the IDB (GCI-9) was put in place to meet the needs of its member countries, to strengthen its position and fulfill its mission to reduce poverty and inequality and bring sustainable development to Latin America and the Caribbean. This objective frames, among others, increasing the performance of the labor markets. LAC countries need initiatives that contribute to increase the performance of labor markets by increasing the capacity to create better paid and more productive jobs, and to increase social security coverage in a sustainable way. Additionally, the Bank is engaged to the objective of “financing to support regional cooperation and integration”.

### III. Activities, components, and budget

- 3.1. **Component 1: Exchange of regional practices and dialogue.** The main output will be an event where Latin American and Caribbean public officials will visit the Employment Insurance (EI) System in Seoul, Korea, and will engage in policy dialogue in this topic from September 22 to 26, 2014. The event will include two days to learn about labor policy in Korea (a one-day workshop and a one-day study tour visiting relevant offices) and two days of regional dialogue, where we will discuss the

current situation faces by LAC countries in this topic, including a diagnostic of unemployment risks faced by workers in the region, a critical review of policy instruments available and a comparison between LAC and Korea. The dialogue will be guided by an expert in facilitation and negotiation skills, which will guide the participant to identify key steps to follow to close the gap between LAC and Korea. Through dialogue, the participants will also identify barriers for change, such as cultural and political resistance. The preliminary agenda can be found in [38831716](#). The study tour will include:

- *Employment Services Policy Bureau, MOEL of South Korea*. Plays a role for fostering and overseeing employment service industry in the country. The bureau has four sub-divisions and each functions as follows: Employment Services Policy Division (among other functions, supervises KEIS), Employment Insurance Planning Division, Employment Support and Unemployment Benefits Division, and Asset Management Team.
- *Korea Workers' Compensation & Welfare Service (COMWEL)*, affiliated organization of MOEL. Provides various social security and labor welfare services and programs, including integrated assessment and billing of EI (Employment Insurance) and WCI (Workers' Compensation Insurance) premiums, medical care services, WCI benefits, rehabilitation services, CGP (Credit Guarantee Program), WCG (Wage Claim Guarantee) Program, IIW(industrially-injured worker)/NIIW(Non-Industrially-injured worker) CGP-based loan programs, etc.
- *Korea Employment Information Service (KEIS)*, affiliated organization of MOEL. Provides fast and accurate employment information such as job matching portal Work-Net and HRD-Net as well as occupational research and practical career counseling services, to facilitate the supply and demand of human resources.
- *Human Resource Development Service of Korea (HRDKorea)*, affiliated organization of MOEL. Implements vocational training programs provided through Employment insurance. It focuses on Lifelong Competency, Development, National Qualification Management, Skills Promotion & Skills Competition, Foreign Workforce Employment, International cooperation and Global job placement which is not largely related to social protection.

3.2. **Component 2: Dissemination.** This component will be dedicated to the preparation of documents including lessons learned, presentations and other resources to be used during the Dialogue. To prepare information about Korea, a team of LMK staff and consultants will visit Korea in June 2014. This visit will allow adjusting the agenda and preparing information to be disseminated among participants in advance. The materials about LAC diagnostic and policy instruments are currently being prepared by a team of LMK specialists working on the ESW RG-K1338. Considering the cultural and language differences between LAC countries and Korea, LMK aims at reducing these barriers before the participants arrive to Seoul. To that end, LMK staff and consultants will work with an external knowledge management consultant and facilitator to prepare the materials and organize a webinar to motivate participants to make the most out of the visit to Korea.

### Indicative Results Matrix

Description	Product	Results	Means of Verification
<b>Component 1. Exchange of Regional Practices and Policy Dialogue</b>			
<u>Activity 1.1:</u> Technical visits to the Employment Insurance System in Seoul, Korea.	Technical visit report and presentations.	Discussion and use of best practices, as applicable to LAC Countries.	Final RPD Report.  List of participants to the RPD Meetings
<u>Activity 1.2:</u> Regional Policy Dialogue exchange and discussions with ALC Countries.	1. Presentations from Experts.  2. Participation of Vice-Ministers and other technical staff from LAC Countries Ministries.	Contribution to the improvement in policy making decisions, and better planning, design, and execution of programs in the areas discussed.	Final RPD Report.  List of participants to the RPD Meetings
<b>Component 2. Studies and Dissemination</b>			
<u>Activity 2.1:</u> Reports of experts and best practice papers.	Report documenting experiences and best practices.	Contribution to the improvement in policy making decisions, and better planning, design, and execution of programs in the areas discussed.	Final RPD Report and presentations from meetings.
<u>Activity 2.2:</u> Communication and dissemination strategy	Report documenting agreements reached.	Exchange of knowledge on issues discussed and best practices for policy makers among LAC countries.	Final RPD Report.
<u>Activity 2.3:</u> Uploading of all documentation to Regional Policy Dialogue Meetings on LMK's Webpage.	Report documenting agreements reached.	Exchange of Knowledge on issues discussed and best practices for policy makers among LAC countries.	Final RPD Report and documentation uploaded on LMK's webpage.

#### IV. Indicative Budget

- 4.1 The total amount of funding needed is US\$250,900 from the Korea Poverty Reduction Fund (KPR). There will not be local counterpart funds. However, there will be other sources co-financing the project, as mentioned in the budget table below.

#### Indicative Budget (US\$)

Activity/Component/Description	IDB/Fund Funding			
	RG-T2469	RG-T2436 (ATN/FI-14369-RG-8)	Other sources (IDB staff travel)	Total Funding
<b>Component 1. Exchange of regional expertise and innovative practices and dialogue</b>				
Travel (air ticket, hotel, per-diem)	\$ 142,400.00	\$ 50,000.00	\$ 55,500.00	\$247,900.00
Intepreters and facilitator services	\$ 15,000.00			\$15,000.00
Study tour (services)	\$ 27,000.00			\$27,000.00
Logistics services (rooms, catering, audiovisual equipment)	\$ 31,500.00			\$31,500.00
<b>Subtotal</b>	<b>\$ 215,900.00</b>	<b>\$ 50,000.00</b>	<b>\$ 55,500.00</b>	<b>\$321,400.00</b>
<b>Component 2. Studies and dissemination</b>				
Learning visit to Korea	\$ -	\$ 10,000.00		\$10,000.00
Knowledge management consultant	\$ -	\$ 20,000.00		\$20,000.00
Design and dissemination services	\$ 15,000.00			\$15,000.00
Consultancy support	\$ 20,000.00	\$ 20,000.00		\$40,000.00
<b>Subtotal</b>	<b>\$ 35,000.00</b>	<b>\$ 50,000.00</b>	<b>\$ -</b>	<b>\$ 85,000.00</b>
<b>TOTAL IDB</b>	<b>\$ 250,900.00</b>	<b>\$ 100,000.00</b>	<b>\$ 55,500.00</b>	<b>\$ 406,400.00</b>

- 4.2 In addition, the preparation and execution of the Regional Dialogue in Korea will use funds from (i) the TC RG-T2436 (ATN/FI-14369-RG-8) "Promoting Knowledge and Capacity Building through the

Regional Policy Dialogue”, which is already approved and is the typical TC used every year to finance the regional dialogue held in Washington, DC; and (ii) other administrative and ESW funds to finance travel of IDB staff.

**V. Executing agency**

- 5.1 SCL/LMK will be responsible for the execution of the technical cooperation. This is justified due to the regional nature of the cooperation and its expected output, a regional event that will benefit all LAC countries. This is justified due to the experience of past dialogue meetings and LMK’s technical knowledge of labor markets and social security issues. SCL/LMK will try to promote an adequate amount of participation among LAC member countries. Due to the regional character of the operation, SCL/LMK will make the necessary arrangements for its completion in a timely and efficient manner. SCL/LMK will also ensure that the technical knowledge acquired through the Regional Policy Dialogue is disseminated, available, and used across countries, as applicable, through future technical assistance.
- 5.2 For the hiring of services other than consulting services, the team will apply the policies and procedures for corporate procurement of the Bank (GN-2303-20). For the hiring of individual consultants, the procedures for the selection of Human Resources of the Bank (AM-650); and for the hiring of consulting firms, the policies and procedures for projects for the selection of consultants (GN-2350-9), using E-sourcing.
- 5.3 SCL/LMK will present a final report including the results of the Regional Policy Dialogue and all presentations and papers discussed will be disseminated and uploaded to SCL/LMK’s webpage.

**VI. Risks**

- 6.1 The main participants of the Dialogue are Vice-Ministers from LAC. Due to the changing nature of their agenda, and the political cycles, there might be last-minute changes in attendance and last minute cancellations. The LMK team will work to minimize this risk with continuous communication with counterparts.

**VII. Exceptions to Bank policies**

- 7.1 None.

**VIII. Safeguards**

- 8.1 There are no expected negative social and environmental impacts and this project received classification C. See safeguard reports at [38668164](#).

**Required annexes**

- Terms of Reference [38787145](#)
- Procurement Plan [38770175](#)
- OK GCM fund to use of funds [38832454](#)
- OK LEG to use of funds [38832142](#)





## **SECTOR SOCIAL- LABOR MARKETS AND SOCIAL SECURITY UNIT (SCL/LMK)**

### **TERMS OF REFERENCE MODERATOR FOR THE REGIONAL POLICY DIALOGUE WORKSHOP IN SEOUL, KOREA, SEPTEMBER, 2014 (RG-T2469)**

#### **I. BACKGROUND**

- 1.1 The Bank is interested in systematizing and improving its support on labor market and social security issues to the governments in LAC, and therefore it has created the Labor Markets and Social Security Unit (SCL/LMK) in the Social Sector in January, 2009. SCL/LMK supports the efforts of LAC governments to improve conditions of their labor markets, employment and training services, as well as social security systems, through loans, technical cooperations, knowledge products, studies on best practices, impact evaluations, and the promotion of policy dialogue among countries in the Region, through periodic workshops.
- 1.2 The motivation for doing the Regional Dialogue in Seoul, Korea in 2014 is that the Korean Employment Insurance (EI) system, introduced in 1995, integrates income support to the unemployed with active labor market policies to increase employability and help the unemployed find a job. This idea is at the core of what the IDB believes should be the direction of policy and program design in the region. In addition, the EI system was implemented in a relatively short period of time, as opposed to other international experiences such as the United States and European countries.
- 1.3 The Ministry of Employment and Labor (MOEL) in Korea has six regional employment and labor offices, 40 district offices and 84 employment centers as well as 11 affiliated organizations for executing its policies, projects and programs. When a person wants to get unemployment benefits, normally, he goes to an employment center close to his house. The centers are operated by MOEL and Korea Employment Information Service (KEIS).
- 1.4 In addition, a 2014/15 Memorandum of Understanding between MOEL in Korea and the IDB (expected to be signed in June 2014) will include social safety nets (employment insurance) as an area of action and proposes activities such as policy consulting, exchange of best practices, and knowledge creation and dissemination.
- 1.5 All this motivated SCL/LMK to organize the 2014 RPD in Korea, and combine a 1.5 day study tour with a 1.5 day regional policy dialogue.

#### **II. OBJECTIVES OF THE CONSULTANCY**

- 2.1 The objective of the consultancy is to facilitate the Regional Policy Dialogue Workshop in Seoul, Korea, to take place in September, 2014.

### **III. CHARACTERISTICS OF THE CONSULTANCY**

3.1 Type of consultancy: International individual consultant, PEC

3.2 Duration: September 15, 2014 to October 3, 2014.

3.3 Place of Work: Place of residence and Seoul, Korea.

Requirements: (i) Master's Degree in economics, sociology, public policy, or related area. economics, sociology, public policy, or related area; and (ii) experience in coordination and direction multiple dialogue events. Experience facilitating Bank dialogue events preferred.

### **IV. ACTIVITIES AND RESPONSIBILITIES**

4.1 Responsibilities will include, but not be limited to:

1. Interaction with the Labor Markets and Social Security Unit specialists in charge of this workshop, through phone conversations and Exchange of documents. Review of the design of the workshop to ensure a quality dialogue that achieves its objectives. As a result of this interaction, the design of the following aspects of the workshop will be adjusted: a) purpose; b) dynamics, c) timing, d) and methodology of documentation. Estimated amount of phone conversations: three to five. Also, review and preparation of the Regional Policy Dialogue Agenda.
2. Acting as moderator of the Dialogue during the workshop from September 22 to September 26, 2014 in Seoul, Korea. All travel expenses, per diem, and professional fees will be paid as part of this contract.
3. Follow up meetings with specialists in charge of event to evaluate its results. Prepare contributions on event results, conclusions, recommendations, and next steps.

### **I. COORDINATION**

5.1 The work of the consultant will be coordinated by Veronica Alaimo ([valaimo@iadb.org](mailto:valaimo@iadb.org)), phone +1 (202) 623-2371.

## **SOCIAL SECTOR - LABOR MARKETS AND SOCIAL SECURITY UNIT (SCL/LMK)**

### **TERMS OF REFERENCE SUPPORT TO THE REGIONAL POLICY DIALOGUE WORKSHOP IN SEOUL, KOREA, SEPTEMBER 2014 (RG-T2469)**

#### **I. BACKGROUND**

- 1.1 The Bank is interested in systematizing and improving its support on labor market and social Security issues to the governments in LAC, and therefore it has created the Labor Markets and Social Security Unit (SCL/LMK) in the Social Sector in January, 2009. SCL/LMK supports the efforts of LAC governments to improve conditions of their labor markets, employment and training services, as well as social security systems, through loans, technical cooperations, knowledge products, studies on best practices, impact evaluations, and the promotion of policy dialogue among countries in the Region, through periodic workshops.
- 1.2 The motivation for doing the Regional Dialogue in Seoul, Korea in 2014 is that the Korean Employment Insurance (EI) system, introduced in 1995, integrates income support to the unemployed with active labor market policies to increase employability and help the unemployed find a job. This idea is at the core of what the IDB believes should be the direction of policy and program design in the region. In addition, the EI system was implemented in a relatively short period of time, as opposed to other international experiences such as the United States and European countries.
- 1.3 The Ministry of Employment and Labor (MOEL) in Korea has six regional employment and labor offices, 40 district offices and 84 employment centers as well as 11 affiliated organizations for executing its policies, projects and programs. When a person wants to get unemployment benefits, normally, he goes to an employment center close to his house. The centers are operated by MOEL and Korea Employment Information Service (KEIS).
- 1.4 In addition, a 2014/15 Memorandum of Understanding between MOEL in Korea and the IDB (expected to be signed in June 2014) will include social safety nets (employment insurance) as an area of action and proposes activities such as policy consulting, exchange of best practices, and knowledge creation and dissemination.
- 1.5 All this motivated SCL/LMK to organize the 2014 RPD in Korea, and combine a 1.5 day study tour with a 1.5 day regional policy dialogue.

#### **II. OBJECTIVES OF THE CONSULTANCY**

- 2.1 The objective of the consultancy is to support the organization of the Regional Policy Dialogue in Seoul, Korea, to take place in September, 2014.

### **III. CHARACTERISTICS OF THE CONSULTANCY**

- 3.1 Type of consultancy: Individual consultant
- 3.2 Duration: From June 2014 to December 2014.
- 3.3 Place of Work: Washington DC and Seoul, Korea.
- 3.4 Requirements: Master's degree and studies in business administration are highly desired. At least two years of experience organizing international high level events. Experience working at the Bank organizing workshops of a similar nature preferred. Experience working as part of a team, multitasking, and meeting deadlines. Written and oral command of English and Spanish.

### **IV. ACTIVITIES AND RESPONSIBILITIES**

- 4.1 Responsibilities will include, but not be limited to:
  - Support the coordination and preparation of the workshop, including.
    - Coordinating logistics with event panelists.
    - Sending invitations, following up on participation, and preparing list of participants.
    - Logistical support for hiring services and logistics required for the event
    - Coordinating reservations / purchases for trips, hotels, per diem payments to participants.
    - Organizing the agenda and coordinating panelists' presentations.
    - Preparing and making available all materials to be presented or disseminated.
    - Supporting event communications.
    - Coordinating with LMK front office for administrative, procedural, contractual, and logistical aspects.
    - Accounting, recording and tracking all expenses for the event.
    - Publishing all documents required on the SCL/LMK Webpage.
    - Presenting of a report on Budget and expenses.

### **V. FORM OF PAYMENT**

- 5.1 Payments to the consultant will be bi-monthly. Travel expenses, if necessary, will be processed separately through a letter of agreement.

### **VI. COORDINATION**

- 6.1 The coordination of the consultant will be in charge of Veronica Alaimo (SCL/LMK).

## **SECTOR SOCIAL- LABOR MARKETS AND SOCIAL SECURITY UNIT (SCL/LMK)**

### **TERMS OF REFERENCE CONSULTANCY FOR RESULTS AND COMMUNICATIONS STRATEGY FOR THE REGIONAL POLICY DIALOGUE WORKSHOP IN SEOUL, KOREA, SEPTEMBER, 2014 (RG-T2469)**

#### **I. BACKGROUND**

- 1.1 The Bank is interested in systematizing and improving its support on labor market and social security issues to the governments in LAC, and therefore it has created the Labor Markets and Social Security Unit (SCL/LMK) in the Social Sector in January, 2009. SCL/LMK supports the efforts of LAC governments to improve conditions of their labor markets, employment and training services, as well as social security systems, through loans, technical cooperations, knowledge products, studies on best practices, impact evaluations, and the promotion of policy dialogue among countries in the Region, through periodic workshops.
- 1.2 The motivation for doing the Regional Dialogue in Seoul, Korea in 2014 is that the Korean Employment Insurance (EI) system, introduced in 1995, integrates income support to the unemployed with active labor market policies to increase employability and help the unemployed find a job. This idea is at the core of what the IDB believes should be the direction of policy and program design in the region. In addition, the EI system was implemented in a relatively short period of time, as opposed to other international experiences such as the United States and European countries.
- 1.3 The Ministry of Employment and Labor (MOEL) in Korea has six regional employment and labor offices, 40 district offices and 84 employment centers as well as 11 affiliated organizations for executing its policies, projects and programs. When a person wants to get unemployment benefits, normally, he goes to an employment center close to his house. The centers are operated by MOEL and Korea Employment Information Service (KEIS).
- 1.4 In addition, a 2014/15 Memorandum of Understanding between MOEL in Korea and the IDB (expected to be signed in June 2014) will include social safety nets (employment insurance) as an area of action and proposes activities such as policy consulting, exchange of best practices, and knowledge creation and dissemination.
- 1.5 All this motivated SCL/LMK to organize the 2014 RPD in Korea, and combine a 1.5 day study tour with a 1.5 day regional policy dialogue.

#### **II. OBJECTIVES OF THE CONSULTANCY**

- 2.1 The objective of the consultancy is to develop an appropriate communication strategy and dissemination of results, allowing the visibility of the knowledge shared and the agreements reached within the Regional Policy Dialogue

Workshop in Seoul, Korea, to take place in September, 2014, positioning the Bank as a reference in the field.

### **III. CHARACTERISTICS OF THE CONSULTANCY**

- 3.1 Type of consultancy: Individual consultant
- 3.2 Duration: From June, 2014 to December, 2014.
- 3.3 Place of Work: Washington, DC and Seoul, Korea.
- 3.4 Requirements: the consultant must be a professional with a Master's degree in social communication, marketing or related areas. He/she will also have 5 years of professional experience, with 3 years of experience in areas similar to this consultancy. At least one year of experience working in international organizations and dissemination of results of projects and events of this caliber will be preferred.

### **IV. ACTIVITIES AND RESPONSIBILITIES**

- 4.1 Responsibilities will include, but not be limited to:
  - 1. Designing communication goals during the phases of collection of the inputs and dissemination positioning of results, including (i) identification of stakeholders; (ii) outreach to audiences through various communication channels; and (iii) defining a scheme to deliver key messages to audiences.
  - 2. Analyzing and defining social media alternatives to make visible the Bank, the Regional Policy Dialogue, the Fund Donor, and its results. The consultant will provide recommendations on how to optimize the participation of key audiences through social media tools.
  - 3. Synergy with the communication policy of the IDB. Plans must fit within the global communications strategy for the Bank, for the Unit and the Fund Donor. The consultant will also ensure compatibility with the policies of External Relations.

### **V. PRODUCTS AND PAYMENTS**

- 5.1 The expected products of the consultancy are:
  - a. Product 1: Work plan including strategy, timing, and proposed plan of action.
  - b. Product 2: Implementation report during the phase of collection of inputs.
  - c. Product 3: Final report on communications and dissemination of products.

- 5.2 Payment is due upon delivery of the aforementioned products according to the following schedule:
- a. • 25% upon delivery and approval of product 1.
  - b. • 35% upon delivery and approval of product 2.
  - c. • 40% upon delivery and approval of product 3.
- 5.3 Any travel for this consultancy will be covered separately through a letter of agreement.

## **VI. COORDINATION**

- 5.1 The work of the consultant will be coordinated by Veronica Alaimo ([valaimo@iadb.org](mailto:valaimo@iadb.org)), phone +1 (202) 623-2371.