

## **BRAZIL**

### **SOCIAL SECTOR/GENDER AND DIVERSITY DIVISION**

#### **CONSULTANCY FOR THE DESIGN, APPLICATION AND PUBLICATION OF THE RESULTS OF A SURVEY TO UNDERSTAND AFRO-BRAZILIANS' HABITS OF CONSUMPTION**

#### **TERMS OF REFERENCE**

##### **Background**

Brazil in the last decade has seen the rise of a new Base of the Pyramid (BoP) with individuals who may have different aspirations, interests and lifestyles, as well as a shared interest in the preservation of a group identity. This has resulted in greater interest in understanding potential taste differences among the BoP for, among other things, durable goods, savings vehicles, investments, and public services such as health, education, and labor market intermediation services.

Research on the buying power of ethnic groups is an internationally emerging trend and an important advance towards better understanding the diverse consumer world. In Brazil, despite the growing purchasing power and unique cultural identity of the Afro-Brazilian population, there is still a lack of knowledge on Afro-Brazilian consumers and producers, as well as products and services for this population. Perhaps underlying and explaining this absence, there is little understanding of the economic potential and consumption habits of Afro-Brazilian consumers, or whether there is in fact a need for product and service differentiation by race in the country.

The objective of this technical cooperation is to support Government efforts to promote Afro-Brazilians entrepreneurs. Firstly, by understanding the needs of underserved Afro-Brazilian consumers and, secondly, by supporting new business models by Afro-Brazilians to meet this emerging market. Component 1 will produce knowledge on consumers, producers and products and services including knowledge about: (i) Afro-Brazilian consumer preferences for differentiated products and services in the health, education, labor, and housing markets; (ii) consumption habits of underserved Afro-Brazilian consumers; and (iii) existing business models by and for Afro-Brazilians and studies on pathways for Afro-entrepreneurship development. Component 2 will support public policy interventions by (i) delivering an acceleration program emphasizing soft-skills (pitching) and access to capital markets, and (ii) strengthening Afro-Brazilian networks of entrepreneurs in order to increase visibility, knowledge exchange, access to other networks and nationals and international markets and capital.

This technical cooperation will therefore contribute with greater understanding on the Brazilian market potencial, by developing a study about Afro-Brazilians purchasing behaviors and viewing patterns in order to better serve this important market population. Far from being considered as a homogenous consuming group, this survey will therefore look at

opportunities to differentiate and segment this expressive part of Brazilian population by race/ethnicity.

### **Contractual Purpose**

The objective of this consultancy is to apply a survey on the subject of Afro-Brazilians, a significant majority of Brazilian population, in order to understand differentiated consumption habits and demands of Afro-Brazilians. For this purpose the study will investigate the following themes:

- Demographic characteristics
- Social, cultural and political perception
- Social and economic characteristics
- Main barriers and biases
- Consumption patterns, especially on nutrition and personal care
- Major needs in housing, education, health and financing (to be covered by the study Serving the BoP)
- Portfolio of products and services already accessed and not accessed
- Plans for the future

Qualitative and quantitative methods will be applied in different phases of this research. Qualitative methodologies will provide the context and parameter to analyse and create data collection instruments that will be used in the study. The baseline analysis will provide information to enable to grasp the main issues that influences Afro-brazilians social, cultural and economic conditions.

To create parameters, a set of specialists on Brazilian Afro-descents will be consulted and interviewed. In addition, Afro-brazilian citizens will be invited to express their opinion and perspective about the main challenges faced by Afro-brazilians. These interviews will be organized in focus groups, a research technique where participants can share different points of view and be stimulated by other themes.

The analysis of this data will provide material to define the approach areas and the variables that will be tested in the survey. Quantitative methods will provide data for scoring analysis and for measuring the representativeness of the topics under investigation to the majority of Brazilian population.

### **Main Activities**

1. In depth interviews with experts on Afro-Brazilian history, culture and consuming behavior.
2. Focus groups in order to dive deeper into the issues pointed by the group of experts will be tested with the Afro-descent population. They will be stimulated to share their experience and express their point of view about needs, barriers and opportunities to better serve the Afro-Brazilians. Approach areas will also focus on consuming habits and services used.
3. A survey considering Afro-Brazilians as the final public. Afro-Brazilian households will be interviewed in order to understand how they are being served, the rational that guides their decision making for accessing products and services, perception of their social and economic reality.

Structure of the survey:

- a. The instrument includes questions concerning their demographics, lifestyle, viewing patterns, consuming and purchasing behaviors, barriers and opportunities to access products and services in the following sectors: personal care, food and nutrition, leisure and communication.
- b. Access to other sectors such as (i) education, (ii) health, (iii) housing, and (iv) financial services among others.
- c. Approach areas will dive into the behavioral aspects of households decision-making process as current consumers (tastes and preferences, values, aspirations and frustrations) in the sectors previously mentioned. The survey will investigate the reason why Afro-Brazilians spend their income in products and services provided by these sectors.
- d. A significant number of interviews will be conducted in the main cities of Brazil: Curitiba, São Paulo, Salvador, Belém and Goiânia considering some selection procedures.

### Outputs/Reports

1. Video recordings of focus groups and in-depth interviews.
2. A clean dataset with survey results.
3. A report about demographics and consuming patterns of Afro-Brazilians (in word and PPT formats). This report will be formed by data from:
  - a. Qualitative investigation directed to Afro-Brazilians will dive deeper into social, economic and cultural context, how these dimensions influence consuming habits.
  - b. Quantitative method directed to Afro-Brazilians will cover the demographics and general consuming habits and buying patterns. The survey will bring specific information concerning food, beverage and nutrition, personal care and communication.
  - c. How results compare to BoP Survey on health, education, financing and housing that is being carried out by Opportunities for the Majority Sector.

### Payment Schedule

1. 30% upon contract signature.
2. 30% after preliminary report with results from focus groups and in-depth interviews;
3. 40% upon conclusion of the survey and submission of the final version of the report about demographics and consuming patterns of Afro-Brazilians.

### Characteristics of the Consultancy

- **Type:** Contractual Firm.
- **Category and Type:** Services.
- **Contract Length:** 1 year.
- **Work Location:** Brazil.
- **Division Leader or Coordinator:** Luana Ozemela, Social Development Specialist (SCL/GDI) will have the basic and technical, and administrative responsibility for the coordination of the consultant's activities.

### **Qualifications**

The firm should have extensive proven experience working with market research and consulting focused on low-income markets. It is essential that the firm could deliver reports and could communicate in both Portuguese and English.

### **Payments and Conditions of Employment**

The remuneration shall be determined according to the rules and criteria of the Inter-American Development Bank.

### **Inbreeding**

Individuals working with the contractual firm, with relatives working for the IDB, including the fourth degree of consanguinity or affinity, up to the second degree are not eligible. This includes employees and contractuels. Firms must be based/nationals from a member country of the bank.

## **BRAZIL**

### **SOCIAL SECTOR/GENDER AND DIVERSITY DIVISION**

#### **CONSULTANCY FOR THE DELIVERY OF A COMPENDIUM OF INNOVATIVE BUSINESS MODELS BY AND FOR AFRO-BRAZILIANS**

##### **TERMS OF REFERENCE**

###### **Background**

Recognizing the constraints faced by Afro-Brazilian entrepreneurs, the Secretariat of Institutional Relations of the Presidency (SRI), Serviço Brasileiro de Apoio às Micro e Pequenas Empresas (SEBRAE), in partnership with the Institute Adolpho Bauer (IAB) and the Collective of Afro-Brazilian Entrepreneurs (CEABRA), launched the “Programa Brasil Afroempreendedor” or PBAE in August 2013. The program will identify entrepreneurs in 12 states and help them to develop their business plans (1,200 in total by the end of 2015). In April 2014, the IDB, through the Gender and Diversity Division and the Opportunities for the Majority Sector offered to support the program through the establishment of a non-reimbursable technical cooperation.

The objective of this technical cooperation is to support Government efforts to promote Afro-Brazilians entrepreneurs. Firstly, by understanding the needs of underserved Afro-Brazilian consumers and, secondly, by supporting new business models by Afro-Brazilians to meet this emerging market. Component 1 will produce knowledge on consumers, producers and products and services including knowledge about: (i) Afro-Brazilian consumer preferences for differentiated products and services in the health, education, labor, and housing markets; (ii) consumption habits of underserved Afro-Brazilian consumers; and (iii) existing business models by and for Afro-Brazilians and studies on pathways for Afro-entrepreneurship development. Component 2 will support public policy interventions by (i) delivering an acceleration program emphasizing soft-skills (pitching) and access to capital markets, and (ii) strengthening Afro-Brazilian networks of entrepreneurs in order to increase visibility, knowledge exchange, access to other networks and national and international markets and capital.

This technical cooperation will therefore strengthen public policy with evidence on main barriers faced by Afro-Brazilian entrepreneurs in access to finance and will increase the capacity of public and private institutions in the design of financial mechanisms for increasing access to credit to the segment. It will also provide input on race and ethnicity for a position paper to be developed regarding improving access to finance by the creation of fund structures and identify other actions to be taken to improve general access to finance to socially excluded groups.

###### **Consultancy Objective(s)**

The objective of this consultancy is to map out existing business models by and for Afro-Brazilians. This research will look at how innovative and often complex business models

identified from the survey on habits of consumption of Afro-Brazilians are delivering or could provide high value solutions to low-income, BoP and Afro-descendant market.

### **Main Activities**

The main activities are the following:

1. Identify business opportunities by and for Afro-descendants: prepare a Word document and Power Point presentation that delineates specific business opportunities that arise from the statistical analysis of the information collected during the Afro-Brazilian Consumer Survey. This presentation should include the identification of Afro-Brazilian needs. It should also include an analysis and diagnostic of the problems, challenges and inefficiencies that prevent the Afro-Brazilian consumers from meeting their needs from markets. Finally, it should formulate areas of improvement and action items in the sectors being studied.
2. Develop Value Proposition: prepare a Power Point presentation that develops clear value propositions that respond to the business opportunities identified under Activity 2.
3. Outline Business Models: prepare a Power Point presentation that outlines business models that can serve the unmet needs of the Afro-Brazilian consumers based on Activities 1 and 2 above.

### **Reports/Deliverables**

1. Intermediary report and power point presentations of activities 1, 2 and 3.
2. Final report (approximately 30-35 pages in length, plus annexes) presenting the findings of Activities 1, 2 and 3 above. The tone should address a business audience.

*Every report must be submitted to the Bank in an electronic file. The report should include cover, main document, and all annexes. Zip files will not be accepted as final reports, due to Records Management Section regulations.*

### **Payment Schedule**

1. 30% upon contract signature.
2. 30% after intermediary report with power point presentations of activities 1, 2 and 3;
3. 40% after approval of final report.

### **Qualifications**

- Academic Degree/ Level & Years of Professional Work Experience: Bachelors in statistics, economics, or related areas.
- Languages: Portuguese and English.
- Areas of Expertise: The consultant should have a proven record of market research and business consulting. It should have at least 5 years of experience in business modeling; analyzing and publishing reports or books on the topic; and working closely with the private sector.
- Skills: N/A.

### **Characteristics of the Consultancy**

- Consultancy category and modality: Products and External Services Contractual, Lump Sum.
- Contract duration: 40 days.
- Place(s) of work: External consultancy.
- Responsible person: Luana Ozemela, Social Development Specialist (SCL/GDI).

**Payment and Conditions:** Compensation will be determined in accordance with Bank's policies and procedures. The Bank, pursuant to applicable policies, may contribute toward travel and moving expenses. In addition, candidates must be citizens of an IDB member country.

**Consanguinity:** Pursuant to applicable Bank policy, candidates with relatives (including the fourth degree of consanguinity and the second degree of affinity, including spouse) working for the Bank as staff members or Complementary Workforce contractuels, will not be eligible to provide services for the Bank.

**Diversity:** The Bank is committed to diversity and inclusion and to providing equal opportunities to all candidates. We embrace diversity on the basis of gender, age, education, national origin, ethnic origin, race, disability, sexual orientation, religion, and HIV/AIDs status. We encourage women, Afro-descendants and persons of indigenous origins to apply.

## **BRAZIL**

### **SOCIAL SECTOR/GENDER AND DIVERSITY DIVISION**

#### **CONSULTANCY FOR THE DELIVERY OF A MAPPING OF NETWORKS BY AND FOR AFRO-BRAZILIANS**

##### **TERMS OF REFERENCE**

###### **Background**

Recognizing the constraints faced by Afro-Brazilian entrepreneurs, the Secretariat of Institutional Relations of the Presidency (SRI), Serviço Brasileiro de Apoio às Micro e Pequenas Empresas (SEBRAE), in partnership with the Institute Adolpho Bauer (IAB) and the Collective of Afro-Brazilian Entrepreneurs (CEABRA), launched the “Programa Brasil Afroempreendedor” or PBAE in August 2013. The program will identify entrepreneurs in 12 states and help them to develop their business plans (1,200 in total by the end of 2015). In April 2014, the IDB, through the Gender and Diversity Division and the Opportunities for the Majority Sector offered to support the program through the establishment of a non-reimbursable technical cooperation.

The objective of this technical cooperation is to support Government efforts to promote Afro-Brazilians entrepreneurs. Firstly, by understanding the needs of underserved Afro-Brazilian consumers and, secondly, by supporting new business models by Afro-Brazilians to meet this emerging market. Component 1 will produce knowledge on consumers, producers and products and services including knowledge about: (i) Afro-Brazilian consumer preferences for differentiated products and services in the health, education, labor, and housing markets; (ii) consumption habits of underserved Afro-Brazilian consumers; and (iii) existing business models by and for Afro-Brazilians and studies on pathways for Afro-entrepreneurship development. Component 2 will support public policy interventions by (i) delivering an acceleration program emphasizing soft-skills (pitching) and access to capital markets, and (ii) strengthening Afro-Brazilian networks of entrepreneurs in order to increase visibility, knowledge exchange, access to other networks and national and international markets and capital.

This technical cooperation will therefore strengthen public policy with evidence on main barriers faced by Afro-Brazilian entrepreneurs in access to finance and will increase the capacity of public and private institutions in the design of financial mechanisms for increasing access to credit to the segment. It will also provide input on race and ethnicity for a position paper to be developed regarding improving access to finance by the creation of fund structures and identify other actions to be taken to improve general access to finance to socially excluded groups.

###### **Consultancy Objective(s)**

The objective of this consultancy is to map out existing networks by and for Afro-Brazilians, best practices for strengthening existing networks and to develop a strategy to strengthen



Afro-Brazilian Entrepreneurial Networks. The ultimate goal is to strengthening Afro-Brazilian entrepreneurial networks in order to increase visibility, knowledge exchange, access to other networks and nationals and international markets and capital.

### **Main Activities**

The main activities are the following:

1. Identify the needs of Afro-Brazilian firms with respect to networking and Business-to-business Matchmaking. map out existing networks by and for Afro-Brazilians, best practices for strengthening existing networks.
2. Identify the experience of multi-sector networks based on demographics such as gender and race.
3. Estimate cost-benefits and the business case for setting up a new network.
4. Conceptualize and report the results of an international workshop with key stakeholders to discuss options, motivation and sustainability of a new an Afro-Brazilian Entrepreneurial Network.
5. Based on the results of workshop, to develop a strategy to strengthen Afro-Brazilian Entrepreneurial Networks and/or Business-to-business Matchmaking Fora and their support to the internationalization of Afro-Brazilian Businesses.

### **Reports/Deliverables**

1. Outline of the work proposal, plan of activities and a calendar.
2. Intermediary report and power point presentations with activities 1, 2 and 3.
3. Final report (approximately 30-35 pages in length, plus annexes) presenting the findings of Activities 1, 2, 3 and 4 above. The tone should address a business audience.

*Every report must be submitted to the Bank in an electronic file. The report should include cover, main document, and all annexes. Zip files will not be accepted as final reports, due to Records Management Section regulations.*

### **Payment Schedule**

1. 30% upon contract signature.
2. 40% after submission of the preliminary results.
3. 30% upon approval of final report.

The consultant will have to make one (1) to three (3) trips, 2-3 days in order to prepare the findings and disseminate the network. The Bank shall pay a fixed amount including all necessary expenses (travel and per diem) for the execution of these Terms of Reference.

### **Qualifications**

- Academic Degree/ Level & Years of Professional Work Experience: Bachelors in international relations, economics, law or related business discipline.
- Languages: Portuguese and English.
- Areas of Expertise: At least 5 years work experience in inclusion issues, access to finance, business development and networks.

- Skills: N/A.

### **Characteristics of the Consultancy**

- Consultancy category and modality: Products and External Services Contractual, Lump Sum.
- Contract duration: 100 days.
- Place(s) of work: External consultancy.
- Responsible person: Luana Ozemela, Social Development Specialist (SCL/GDI).

**Payment and Conditions:** Compensation will be determined in accordance with Bank's policies and procedures. The Bank, pursuant to applicable policies, may contribute toward travel and moving expenses. In addition, candidates must be citizens of an IDB member country.

**Consanguinity:** Pursuant to applicable Bank policy, candidates with relatives (including the fourth degree of consanguinity and the second degree of affinity, including spouse) working for the Bank as staff members or Complementary Workforce contractuels, will not be eligible to provide services for the Bank.

**Diversity:** The Bank is committed to diversity and inclusion and to providing equal opportunities to all candidates. We embrace diversity on the basis of gender, age, education, national origin, ethnic origin, race, disability, sexual orientation, religion, and HIV/AIDs status. We encourage women, Afro-descendants and persons of indigenous origins to apply.

## **BRAZIL**

### **SOCIAL SECTOR/GENDER AND DIVERSITY DIVISION**

#### **CONSULTANCY FOR THE ASSESSMENT OF THE PROFILE OF FIRMS CURRENTLY PARTICIPATING IN GOVERNMENT PROCUREMENT AND EXISTING PRACTICES, PROCESSES AND BARRIERS TO ENTRY AT THE FEDERAL LEVEL**

#### **TERMS OF REFERENCE**

##### **Background**

Recognizing the constraints faced by Afro-Brazilian entrepreneurs, the Secretariat of Institutional Relations of the Presidency (SRI), Serviço Brasileiro de Apoio às Micro e Pequenas Empresas (SEBRAE), in partnership with the Institute Adolpho Bauer (IAB) and the Collective of Afro-Brazilian Entrepreneurs (CEABRA), launched the “Programa Brasil Afroempreendedor” or PBAE in August 2013. The program will identify entrepreneurs in 12 states and help them to develop their business plans (1,200 in total by the end of 2015). In April 2014, the IDB, through the Gender and Diversity Division and the Opportunities for the Majority Sector offered to support the program through the establishment of a non-reimbursable technical cooperation.

The objective of this technical cooperation is to support Government efforts to promote Afro-Brazilians entrepreneurs. Firstly, by understanding the needs of underserved Afro-Brazilian consumers and, secondly, by supporting new business models by Afro-Brazilians to meet this emerging market. Component 1 will produce knowledge on consumers, producers and products and services including knowledge about: (i) Afro-Brazilian consumer preferences for differentiated products and services in the health, education, labor, and housing markets; (ii) consumption habits of underserved Afro-Brazilian consumers; and (iii) existing business models by and for Afro-Brazilians and studies on pathways for Afro-entrepreneurship development. Component 2 will support public policy interventions by (i) delivering an acceleration program emphasizing soft-skills (pitching) and access to capital markets, and (ii) strengthening Afro-Brazilian networks of entrepreneurs in order to increase visibility, knowledge exchange, access to other networks and national and international markets and capital.

This technical cooperation will therefore strengthen public policy with evidence on main barriers faced by Afro-Brazilian entrepreneurs in access to finance and will increase the capacity of public and private institutions in the design of financial mechanisms for increasing access to credit to the segment. It will also provide input on race and ethnicity for a position paper to be developed regarding improving access to finance by the creation of fund structures and identify other actions to be taken to improve general access to finance to socially excluded groups.

## **Consultancy Objective(s)**

The objective of this consultancy is study the Brazilian federal government procurement process, the profile of the enterprises that participate in that process, and recommendations for including Afro-Brazilian enterprises, particularly Afro-women led enterprises.

## **Main Activities**

The main activities are the following:

1. Study the Brazilian federal government procurement process including:
  - Regulatory framework as it applies to MPEs (micro and small businesses or “Micro e Pequenas Empresas”) wishing to sell to government (what are the basic criteria to participate in this process?).
  - Step by step explanation of the process.
  - Is diversity data collected? If yes, how is that data collected?
  - If collected, what are the current diversity numbers?
2. General overview of MPEs in Brazil (including Afro-Brazilian, women-owned, demographics, employees, sales, number of years in business, etc).
3. Profile of MPEs supplying the federal government (including Afro-Brazilian, women-owned, demographics, employees, sales, number years in business, etc).
4. Is there a pool of MPEs, specifically Afro-Brazilian and women-owned businesses (or both), that would be eligible to supply the government?
5. Study the challenges faced by MPEs:
  - Challenges that MPEs in general face as participants, or potential participants, in the Brazilian federal government procurement process.
  - Additional challenges that Afro-Brazilian entrepreneurs and women may face in the same process.
  - If an MPE is eligible, what prevents it from participating in the process?
6. Propose Recommendations
  - What changes could be made to the procurement process that would make it easier for MPEs to participate?
  - What could be done to offer equal opportunity to groups such as Afro-Brazilians and women?
  - What advances do MPEs in general, and specifically Afro-Brazilian enterprises and women-owned businesses, need to make in order to be eligible to participate in the Brazilian federal government procurement process?
  - What other capabilities do these MPEs need in order to perform well in the bidding process so they actually win contracts?
  - And what do they need in order to implement well?
  - What resources exist already? What is lacking?
  - Present best practices and lessons from other countries such as the US that implemented a minority supplier certification scheme through its Minority Supplier Council.

## **Reports / Deliverables**

1. Intermediary report and power point presentations with activities 1 to 5.
2. Final report (approximately 30-40 pages in length, plus annexes) presenting the findings of Activities 1 to 5 above.

Every report must be submitted to the Bank in an electronic file. The report should include cover, main document, and all annexes. Zip files will not be accepted as final reports, due to Records Management Section regulations.

### **Payment Schedule**

1. 30% upon contract signature.
2. 40% after submission of the preliminary results.
3. 30% upon approval of final report.

The consultant will have to make one (1) trips 2-3 days in order to have one-on-one meetings. The Bank shall pay a fixed amount including all necessary expenses (travel and hotel) for the execution of these Terms of Reference.

### **Qualifications**

- Academic Degree/ Level & Years of Professional Work Experience: Bachelors in international relations, economics, law or related discipline.
- Languages: Portuguese and English.
- Areas of Expertise: At least 5 years work experience in supply chain, government procurement, inclusion issues, access to finance, business development and networks.
- Skills: N/A.

### **Characteristics of the Consultancy**

- Consultancy category and modality: Products and External Services Contractual, Lump Sum.
- Contract duration: 80 days.
- Place(s) of work: External consultancy.
- Responsible person: Luana Ozemela, Social Development Specialist (SCL/GDI).

**Payment and Conditions:** Compensation will be determined in accordance with Bank's policies and procedures. The Bank, pursuant to applicable policies, may contribute toward travel and moving expenses. In addition, candidates must be citizens of an IDB member country.

**Consanguinity:** Pursuant to applicable Bank policy, candidates with relatives (including the fourth degree of consanguinity and the second degree of affinity, including spouse) working for the Bank as staff members or Complementary Workforce contractuels, will not be eligible to provide services for the Bank.

**Diversity:** The Bank is committed to diversity and inclusion and to providing equal opportunities to all candidates. We embrace diversity on the basis of gender, age, education, national origin, ethnic origin, race, disability, sexual orientation, religion, and HIV/AIDs status. We encourage women, Afro-descendants and persons of indigenous origins to apply.

## **BRAZIL**

### **SOCIAL SECTOR/GENDER AND DIVERSITY DIVISION**

#### **CONSULTANCY FOR THE DELIVERY OF AN ACCELERATION MODEL PROGRAM FOR AFRO-BRAZILIAN ENTREPRENEURS**

##### **TERMS OF REFERENCE**

###### **Background**

Recognizing the constraints faced by Afro-Brazilian entrepreneurs, the Secretariat of Institutional Relations of the Presidency (SRI), Serviço Brasileiro de Apoio às Micro e Pequenas Empresas (SEBRAE), in partnership with the Institute Adolpho Bauer (IAB) and the Collective of Afro-Brazilian Entrepreneurs (CEABRA), launched the “Programa Brasil Afroempreendedor” or PBAE in August 2013. The program will identify entrepreneurs in 12 states and help them to develop their business plans (1,200 in total by the end of 2015). In April 2014, the IDB, through the Gender and Diversity Division and the Opportunities for the Majority Sector offered to support the program through the establishment of a non-reimbursable technical cooperation.

The objective of this technical cooperation is to support Government efforts to promote Afro-Brazilians entrepreneurs. Firstly, by understanding the needs of underserved Afro-Brazilian consumers and, secondly, by supporting new business models by Afro-Brazilians to meet this emerging market. Component 1 will produce knowledge on consumers, producers and products and services including knowledge about: (i) Afro-Brazilian consumer preferences for differentiated products and services in the health, education, labor, and housing markets; (ii) consumption habits of underserved Afro-Brazilian consumers; and (iii) existing business models by and for Afro-Brazilians and studies on pathways for Afro-entrepreneurship development. Component 2 will support public policy interventions by (i) delivering an acceleration model program emphasizing soft-skills (pitching) and access to capital markets, and (ii) strengthening Afro-Brazilian networks of entrepreneurs in order to increase visibility, knowledge exchange, access to other networks and national and international markets and capital.

This technical cooperation will therefore strengthen public policy with evidence on main barriers faced by Afro-Brazilian entrepreneurs in access to finance and will increase the capacity of public and private institutions in the design of financial mechanisms for increasing access to credit to the segment. It will also provide input on race and ethnicity for a position paper to be developed regarding improving access to finance by the creation of fund structures and identify other actions to be taken to improve general access to finance to socially excluded groups.

Additionally the IDB wishes to develop an acceleration methodology adapted to the needs of Afro-Brazilian entrepreneurs and increase access to capital of Afro-Brazilian entrepreneurs. Also, it will develop a methodology for enhancing capability of mentors to understand issues faced by diverse mentees in order to achieve better mentor-mentee relationship outcomes.

### **Contractual Purpose**

1. The main objective of this contract is to support afro-Brazilian entrepreneurial ventures by delivering an acceleration model program to strengthen technical capacity and pitching skills.
2. The specific purposes of the firm are: (a) develop a method for selecting high potential afro-Brazilian entrepreneurs; (b) deliver training and coaching for a total of 30 entrepreneurs; (c) organize a workshop day to improve pitching and fund raising skills (d) place the best entrepreneurs in business pitch competitions; and (e) evaluate the program and its impact on the participants.

### **Main Activities**

1. Dissemination of the program for a pool of pre-selected Afro-Brazilians entrepreneurs by SEBRAE, Feira Preta, Integrare and other related networks. Document the methodology for selecting high potential entrepreneurs.
2. Identify and select 30 high-potential Afro-Brazilian entrepreneurs from the selected pool. The target audience should include high growth potential MSMEs controlled by Afro-Brazilians (in different stages of development), with attention to those serving BoP markets, women and social impact.

### **Implementation of an acceleration model program for Afro-Brazilians which consists of:**

3. Organize of an Opening Lecture to explain and motivate participants about the program (workload: 2 hours)
4. Hold one (1) workshop with experienced professionals (on race issues and entrepreneurship/business development) where the main issues and difficulties found by the entrepreneurs will be discussed. Tutors/coaches will also participate and promote a conversation about challenges faced particularly by afro-entrepreneurs, such as race discrimination and stereotypes in the access to credit, networks and training (workload: 4 hours).
5. Provide a 3-month online program which consists in:
  - a. Participation in the existing “Bota pra fazer” online training including the following seven courses (How to scale and innovate in your business, Impact valuation, Marketing, Sales, HR management, Basic Finance and Funding) (workload: 14 hours).
  - b. Participation in 2 (two) of the other additional courses offered by the firm to follow during the training.
  - c. One-year license to access training contents.
  - d. Tutoring available for the 3-months period from an experienced professional.
6. Organize a workshop day in Sao Paulo to provide pitching and fund raising skills to the participants. (workload: 9 hours).
7. Among the participants, the firm will select at least three best businesses. The selected ones will participate in a competition called “Liga dos Campeões” when they will present their business to potential investors.
8. Evaluation of the program.
9. Personal coaching for the selected group as an option to be decided by the IDB.

## **Outputs/Reports**

1. A work plan for the development of consultancy, including all activities in previous section as well as the workshops' agendas, speakers and market participants.
2. Evaluation of the program: The consulting firm will provide evaluating reports after the following phases: i) Closing of inscriptions; ii) Workshop day; iii) Selection of candidates to receive the Personal Coaching; and iv) Six month after the program ending.

## **Payment Schedule**

1. 30% upon contract signature.
2. 40% after the access to capital workshop and receipt of intermediate report.
3. 30% upon conclusion of the program: approval of final report containing program key takeaways).

## **Characteristics of the Consultancy**

- **Type:** Contractual Firm.
- **Category and Type:** Services.
- **Contract Length:** 1 year.
- **Work Location:** Brazil.
- **Division Leader or Coordinator:** Luana Ozemela, Social Development Specialist (SCL/GDI) will have the basic, technical, and administrative responsibility for the coordination of the consultant's activities.

## **Qualifications**

The firm should have extensive proven experience in entrepreneurship development, access to private investors and preferably with experience accelerating Afro-descendants' firms. It is essential that the firm could deliver reports and could communicate in both Portuguese and English.

## **Payments and Conditions of Employment**

The remuneration shall be determined according to the rules and criteria of the Inter-American Development Bank.

## **Inbreeding**

Individuals working with the contractual firm, with relatives working for the IDB, including the fourth degree of consanguinity or affinity, up to the second degree are not eligible. This includes employees and contractuels. Firms must be based/nationals from a member country of the bank.



## **BRAZIL**

### **SOCIAL SECTOR/GENDER AND DIVERSITY DIVISION**

#### **CONSULTANCY FOR THE SUPPORT WITH DISSEMINATION, ORGANIZATION AND CONNECTAMERICAS SETUP AND ADMINISTRATION**

##### **TERMS OF REFERENCE**

###### **Background**

Recognizing the constraints faced by Afro-Brazilian entrepreneurs, the Secretariat of Institutional Relations of the Presidency (SRI), Serviço Brasileiro de Apoio às Micro e Pequenas Empresas (SEBRAE), in partnership with the Institute Adolpho Bauer (IAB) and the Collective of Afro-Brazilian Entrepreneurs (CEABRA), launched the “Programa Brasil Afroempreendedor” or PBAE in August 2013. The program will identify entrepreneurs in 12 states and help them to develop their business plans (1,200 in total by the end of 2015). In April 2014, the IDB, through the Gender and Diversity Division and the Opportunities for the Majority Sector offered to support the program through the establishment of a non-reimbursable technical cooperation.

The objective of this technical cooperation is to support Government efforts to promote Afro-Brazilians entrepreneurs. Firstly, by understanding the needs of underserved Afro-Brazilian consumers and, secondly, by supporting new business models by Afro-Brazilians to meet this emerging market. Component 1 will produce knowledge on consumers, producers and products and services including knowledge about: (i) Afro-Brazilian consumer preferences for differentiated products and services in the health, education, labor, and housing markets; (ii) consumption habits of underserved Afro-Brazilian consumers; and (iii) existing business models by and for Afro-Brazilians and studies on pathways for Afro-entrepreneurship development. Component 2 will support public policy interventions by (i) delivering an acceleration program emphasizing soft-skills (pitching) and access to capital markets, and (ii) strengthening Afro-Brazilian networks of entrepreneurs in order to increase visibility, knowledge exchange, access to other networks and national and international markets and capital.

This technical cooperation will therefore strengthen public policy with evidence on main barriers faced by Afro-Brazilian entrepreneurs in access to finance and will increase the capacity of public and private institutions in the design of financial mechanisms for increasing access to credit to the segment. It will also provide input on race and ethnicity for a position paper to be developed regarding improving access to finance by the creation of fund structures and identify other actions to be taken to improve general access to finance to socially excluded groups.

###### **Consultancy Objective(s)**

The objective of this consultancy is to provide support on project’s organization, data gathering, coordination with national and international partners, and dissemination of results

of these efforts through publications, briefings and presentations prescribed by the project supervisor; and at various phases of the project, provide regular progress update to project supervisor. Additionally, the consultant will co-lead the creation of an Afro-Brazilian entrepreneurial online community in ConnectAmericas.

## **Main Activities**

The main activities will be as follows:

### **A. Launch an Afro-Brazilian Entrepreneurial Network in the IDB's ConnectAmericas Platform**

1. Create an Online Network through ConnectaAmericas Platform for Afro-Brazilian entrepreneurs.
2. Mobilize the ConnectaAmericas community.
3. Engage with entrepreneurs and partners, to disseminate the platform and increase visibility with potential new entrants in Brazil.
4. Identify content adapted to the needs of the segment to be uploaded into the platform.
5. Design and maintain a Google Analytics Report for Monitoring and Evaluation of the Network.
6. Propose a mechanism for the network's sustainability.

### **B. Provide support with project dissemination and coordination**

1. Gather results from the different components and writing up technical notes highlighting findings, lessons and recommendations.
2. Organize, prepare and deliver presentations for conferences, meetings and BBLs.
3. Support in the conceptualization of an international meeting with policy makers, researchers, and partners on Afro-Brazilian Entrepreneurial Networks.
4. Prepare a final report with results from the international meeting.

## **Reports / Deliverables**

1. A technical note on Afro-Brazilian consumers.
2. Two presentations/BBLs organized.
3. An International Event on Afro-Brazilian Entrepreneurial Network organized.
4. A Community created in ConnectaAmericas for Afro-Brazilian Entrepreneurs.
5. Presentation/Briefing/Info-graphic presenting the ConnectaAmericas for Afro-Brazilian Entrepreneurs and to external audiences.
6. A Google Analytics Report developed to help analyze member traffic and their characteristics.
7. A note with a proposed arrangement for the sustainability and further dissemination of the ConnectAmericas community.

## **Payment Schedule**

3. 30% upon contract signature.
4. 40% after submission of the preliminary results.
5. 30% upon approval of final report.

## **Qualifications**

- Academic Degree/ Level & Years of Professional Work Experience: Bachelors in international relations, economics, law or related discipline.
- Languages: Portuguese and English.
- Areas of Expertise: At least 5 years work experience in supply chain, government procurement, inclusion issues, access to finance, business development, networks.
- Skills: N/A.

## **Characteristics of the Consultancy**

- Consultancy category and modality: Temporary Term Contractual, Monthly.
- Contract duration: 12 months.
- Place(s) of work: Headquarters.
- Responsible person: Luana Ozemela, Social Development Specialist (SCL/GDI).

**Payment and Conditions:** Compensation will be determined in accordance with Bank's policies and procedures. The Bank, pursuant to applicable policies, may contribute toward travel and moving expenses. In addition, candidates must be citizens of an IDB member country.

**Visa and Work Permit:** The Bank, pursuant to applicable policies, may submit a visa request to the applicable immigration authorities; however, the granting of the visa is at the discretion of the immigration authorities. Notwithstanding, it is the responsibility of the candidate to obtain the necessary visa or work permits required by the authorities of the country(ies) in which the services will be rendered to the Bank. If a candidate cannot obtain a visa or work permit to render services to the Bank the contractual offer will be rescinded

**Consanguinity:** Pursuant to applicable Bank policy, candidates with relatives (including the fourth degree of consanguinity and the second degree of affinity, including spouse) working for the Bank as staff members or Complementary Workforce contractuels, will not be eligible to provide services for the Bank.

**Diversity:** The Bank is committed to diversity and inclusion and to providing equal opportunities to all candidates. We embrace diversity on the basis of gender, age, education, national origin, ethnic origin, race, disability, sexual orientation, religion, and HIV/AIDs status. We encourage women, Afro-descendants and persons of indigenous origins to apply.

May 13, 2015