

PUBLIC

DOCUMENT OF THE INTER-AMERICAN DEVELOPMENT BANK

**REGIONAL**

**MONITORING, EVALUATION AND DISSEMINATION OF CONNECTAMERICAS**

**(RG-T2410)**

**TC DOCUMENT**

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## Technical Cooperations Document

### I. BASIC INFORMATION

▪ Country/Region:	Regional
▪ TC Name:	Monitoring, Evaluation and Dissemination of ConnectAmericas
▪ TC Number:	RG-T2410
▪ Team Leader/Members:	Ady Beitler, Team Leader (INT/TIU); Matias Bendersky (ORP/ORP); Francisco Estrazulas (INT/INT); Daniel Hincapie (ORP/ORP); Kevin McTigue (LEG/SGO); and Oscar Vasco (INT/TIU)
▪ TC Taxonomy:	Research and Dissemination
▪ Date of TC Abstract Authorization:	July 15, 2014
▪ Beneficiary:	Small and medium enterprises, trade promotion organization, business associations and companies from IDB Latin American and Caribbean countries.
▪ Executing Agency:	The Inter-American Development Bank (IDB), through the Trade and Investment Unit (INT/TIU).
▪ Donors Providing Funding:	Fund for the Financing of Technical Cooperation for Regional Infrastructure Projects - FIRII
▪ IDB Funding Requested:	US\$1,450,000
▪ Local counterpart funding, if any:	N/A
▪ Disbursement period:	18 months
▪ Required start date:	August 20, 2014
▪ Types of consultants:	Firms and individual consultants
▪ Prepared by Unit:	Trade and Investment Unit (INT/TIU)
▪ Unit of Disbursement Responsibility:	Integration and Trade Sector (INT/INT)
▪ TC included in Country Strategy (y/n):	No
▪ TC included in CPD (y/n):	No
▪ GCI-9 Sector Priority:	Competitive Regional and Global Integration

### II. OBJECTIVES AND JUSTIFICATION

- 2.1 ConnectAmericas (CA) is a trade and integration facilitation infrastructure, sponsored by the IDB, that offers Small and Medium Enterprises (SMEs) from Latin America and the Caribbean (LAC) an online platform where they can: (i) establish business links with clients, suppliers and investors from the rest of the region and the world; (ii) access relevant information and training tools to make international trade transactions simpler and less costly; and (iii) obtain information about trade finance opportunities. Such infrastructure promotes integration from and for the private sector, allowing SMEs to move from the margins to the mainstream of international value chains.
- 2.2 CA is being developed and launched in a very favorable context thanks to the solid growth of intra-regional trade and investment in LAC, and the increased use of technology and Internet tools by SMEs. In fact, LAC is experiencing unprecedented growth in trade and investment. Between 1990 and 2010,

intra-regional trade grew tenfold, approximately from US\$18 billion to US\$180 billion. In addition, although the vast majority of companies in the region are SMEs (at least 3,7 million with 5 employees or more)<sup>1</sup> they only account for 13% of LAC exports. This scenario provides powerful reasons to deepen the integration efforts and overcome the barriers that SMEs are facing when they attempt to integrate into regional and global markets. Finally, SMEs in LAC are taking more advantage of the possibilities opened by the Internet. A recent study by Google showed that Internet usage in the region grew nearly 891% between 2000 and 2009; 86% of the companies surveyed had a proprietary website, and spend resources in online advertising.

- 2.3 CA was launched on March 28, 2014 at the IDB Annual Meeting in Bahía, Brazil. As of this date, it has received almost 30,000 unique visitors and 6,500 businessmen and businesswomen have signed up to its matchmaking services so far. It offers users the following features:
- a. **Connect:** this option allows users to join professional groups of industry colleagues and potential clients, suppliers and investors. In these groups, users share their companies' information, including description of their services, links to their websites, product catalogs, marketing materials and special offers or requests. CA also facilitates matchmaking services and offer cost-effective solutions to enable business transactions, such as an internal messaging system.
  - b. **Learn:** users are directed to a repository of tutorials, databases, webinars and interactive tools that enhances their knowledge of the exporting process. First, CA provides testimonials from companies operating in the region, as well as information channels such as news feeds and social media tools, providing the latest trends in the industries where users have formed groups. Additionally, CA promotes the services offered by government agencies- particularly Trade Promotion Organizations (TPO) and Investment Promotion Agencies (IPA) - to support the internationalization of SMEs. As of now, there are over 40 TPOs and business chambers from 15 countries which services are being disseminated in ConnectAmericas. It is expected that by the end of 2014, all 26 countries TPOs will be displaying their information in ConnectAmericas, and many more business chambers will join as well. ConnectAmericas also offers Massive Online Open Courses (MOOCs) in partnership with Telefonica Learning Services. So far, 1056 people registered for the first edition of the courses, with a graduation rate of 29% for the courses in Spanish and 26% in three languages Spanish, English and Portuguese. This is a success rate significantly higher than the median for MOOCS, currently estimated at 20%. Finally, INTRADE – a database developed by the IDB which contains the largest repository of information and statistics on imports and exports in the region, as well as the most comprehensive data on free trade agreements signed by countries in the region.

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<sup>1</sup> Moreno, La Década de América Latina (2012).

- c. **Finance:** this module offers users opportunities to learn about funding or technical assistance opportunities to improve their export capacity. This includes, among others: (i) information on the IDB lines of credit, such as the Trade Finance Facilitation Program (TFFP) - the list of affiliated banks, their products and the application processes for their credit lines; and (ii) other financial services and technical assistance provided by the IDB Group to the SMEs, including: (a) direct financial and technical assistance by the Inter-American Investment Corporation and Multilateral Investment Fund; and (b) government programs funded by public sector windows of the Bank.
- 2.4 In sum, CA is a new generation of integration infrastructure that uses the Internet to replicate the physical marketplace whereby producers and buyers meet and exchange goods and services for profit. It is an infrastructure of the 21<sup>st</sup> Century that will enable SMEs participate in regional and global value chains.
- 2.5 The design and development of ConnectAmericas is being funded by a variety of resources and operations, including funding from the Fund for the Financing of Technical Cooperation for Initiatives for Regional Infrastructure Integration (FIRII) (RG-T2361; RG-T2359; RG-T2241; RG-T2304; RG-M1218; RG-T2448). These are currently supporting the design and development of the integration infrastructure platform, the analytical work required to identify and reach out to the target markets, and the integration of the INTRADE database into ConnectAmericas.
- 2.6 This TC is intended to develop digital tools to monitor and disseminate the activity of users within ConnectAmericas and the way they utilize the platform as a tool of integration into global markets and international value chains, via business contacts, learning materials and financial products, and to transform the information received from users into useful tools for the Bank and its clients to design policies to promote the internationalization of SMEs.
- 2.7 This TC is aligned with the Sector Strategy to Support Competitive Global and Regional Integration (GN-2565-4) as it will facilitate regional commerce and promote the internationalization of SMEs, thereby increasing the demand for trade-related infrastructure (e.g. transportation and customs).
- 2.8 In addition, this TC is consistent with the scope of the FIRII (GN-2344-8) because the program will contribute to the development of a commerce facilitation infrastructure platform that is expected to increase the demand for trade -related infrastructure, particularly through public-private partnerships. In this sense, the TC is consistent with the objectives of the FIRII as expressed in Paragraph 3.13 of the Fund's bylaws: "the expected outcome of the Integration Fund is to help the countries in the preparation of good integration projects including the economic, social and environmental perspectives. This, in turn, will have a positive impact in the sustained development of the region, and help attract to the pipeline of the Bank good infrastructure operations."

### III. DESCRIPTION OF ACTIVITIES /COMPONENTS AND BUDGET

- 3.1 **Component I. Monitoring and Evaluation System (US\$360,000).** This component will support the implementation of monitoring tools that can allow ConnectAmericas' administrators to obtain and analyze the data coming from the platform's usage and outside sources across the Web. In particular, these tools will monitor the way users utilize the platform as a tool of integration into global markets and international value chains, via business contacts, learning materials and financial products.
- 3.2 There are two types of metrics to evaluate activity on websites: *volume* metrics and *value* metrics. Volume metrics refer to quantitative information, such as total traffic in the website and the segmentation of users by nationality, gender, languages, commercial sectors, etc. The value metrics, on the other hand, are qualitative tools that attempt to interpret and explain the information produced by the platform's activity. These metrics include, for example, the comparison of general market trends with the behavior of samples of users with comparable characteristics, or the measurement of the effectiveness of learning materials (e.g. their ability to develop business opportunities thanks to the skills newly acquired in the online courses). Value metrics do require significant work in methodology and technology development, to allow the crossing of dozens of variables coming from users' behavior. In all these measurement activities, particular attention will be paid to the logistics and infrastructure communities of ConnectAmericas, and the way large international companies from these sectors do business with SMEs.
- 3.3 These monitoring activities are expected to assist the Bank and other policymakers across the region to understand the behavior of SMEs against the use of a tool like ConnectAmericas, and other electronic means of export promotion in general.
- 3.4 ConnectAmericas is committed to the respect of its users' privacy. Therefore, the activities described above will be conducted exclusively for purposes of research and development, with the aim of fostering business opportunities for the region's small and medium enterprises. The data will only be treated and communicated at the aggregate level on an anonymous basis, it will not be shared with any outside organization without the proper consent of the users, and will be guided by the advice of legal counsel, as it has been doing until now (for more information, see the ConnectAmericas [Terms of Use](#) and [Privacy Policy](#)).
- 3.5 Activities to be financed under this component include: (i) consulting services to monitor the usage of the servers and collect metadata on usage preferences; and (ii) development of technology to maximize the system's ability to collect the information and cross its variables thereof.
- 3.6 **Component II. Update and development of new features (US\$590,000).** In parallel with the monitoring and evaluation of the features currently offered by ConnectAmericas, this component will support the update of platform's existing

features and the development of new ones, to respond to the patterns of usage and behavior detected under Component I. These may include, for example, tools to make it easier for users to communicate with each other via free videoconferencing services and tools to allow the users to conduct data queries themselves with the information developed under Component I.

- 3.7 In addition, the new functionalities are expected to benefit policymakers and Trade Promotion Organizations (TPO) from the region. New developments in this sense are expected to include tools for TPO to verify companies in the website (i.e. attest that a certain company is a member of the TPO, thereby encouraging trust before other users) and tools to allow TPO to upload information about their activities and events directly on the site, thereby encouraging the organic growth of the community and decreasing administrative maintenance costs for the Bank.
- 3.8 Activities to be financed under this component include consulting services to: (i) interpret the platform's monitoring data and translate it into technical requirements to develop new features; (ii) write the user stories and requirements to update existing features and develop new ones; and (iii) develop the corresponding technology features.
- 3.9 **Component III. Outreach and dissemination (US\$425,000).** In order to enhance the user base and the numbers of user groups participating in evaluation control groups, as well as to position ConnectAmericas as a business intelligence tool, this component will support the dissemination of the monitoring and evaluation services offered by ConnectAmericas among trade promotion organizations, business associations and companies across the region. To this end, based on a strategy that will be prepared specifically for this component, dissemination events will be put together in the context of already-existing specialized events where there can be efficiencies of scale to reach the desired audiences. For example, so far ConnectAmericas has participated and been presented at prestigious events like the World Economic Forum's Latin American meeting in Panama, the International Association of Outsourcing Professionals' world congress in Florida; the Alimentario expo in Spain; and the Fancy Foods fair in New York City.
- 3.10 There have been several dissemination activities of ConnectAmericas conducted up to date, including participation in specialized industry forums, presentations before business chambers and government entities across 19 countries, production of audiovisual materials disseminated in social media channels, and investments in digital marketing. Notwithstanding, the outreach and dissemination activities proposed in this operation have to do with the precise instruments of information that Components I and II are seeking to create. In this sense, ConnectAmericas seeks to enhance its position as a business intelligence tools with input from its own activity. This is why the Bank's personnel will play a key role in the design and implementation of the campaigns, by targeting audiences that are relevant and consistent with their operational work. For the same reason, ConnectAmericas will continue collaborating with other initiatives from the IDB Group – including

MapAmericas, InvestAmericas and Compete Caribbean– to consolidate efforts to promote trade and investment in the LAC region.

- 3.11 Activities to be financed under this component include: (i) consulting services to design and implement a targeted dissemination campaign to promote the platform to SMEs and TPOs in the region; and (ii) two events to present the findings of the monitoring and evaluation activities. This campaign will be focused on social media tools and other forms of digital advertising, focus groups and business meetings.

**Table 1. Indicative Results Matrix**

		Baseline		Year 1		Year 2		Expected	Data
	Unit	Value	Year	Planned	Actual	Planned	Actual	Completion	Source
Monitoring and Evaluation System									
Development of volume and value metrics to evaluate ConnectAmericas	#	0	2014	4		4		2015	Report
Production of evaluation reports based on the metrics developed	#	0	2014	1		1		2015	Report
Update and development of new features									
Functionalities to facilitate integration with Trade Promotion Organizations	#	0	2014	2		2		2015	Report
Outreach and dissemination									
Campaigns to disseminate monitoring and evaluation results	#	0	2014	1		1		2015	Report
Results dissemination events	#	0	2014	0		2		2014	Report

- 3.12 The total amount of this technical cooperation is US\$1,450,000, and resources will be provided by the FIRIL. In addition to the results framework of this particular operation, the overall sustainability of ConnectAmericas reflects its public-private nature as a regional public good designed to foster international trade and investment.

**Table 2. Indicative Budget (US\$)**

Component	Description	IDB Funding	Total Funding
Component 1	Monitoring and Evaluation System	360,000	360,000
Component 2	Update and Development of new Features	590,000	590,000
Component 3	Outreach and Dissemination	425,000	425,000
Monitoring and Evaluation		75,000	75,000
<b>TOTAL</b>		<b>1,450,000</b>	<b>1,450,000</b>

- 3.13 For purposes of clarification, the monitoring and evaluation component of the budget is different from Component I insofar as the former is intended to monitor the effectiveness of the operation, whereas the latter is intended to monitor ConnectAmericas as a tool. Therefore, the monitoring and evaluation component of this operation will assess whether the tools developed under Component I and Component II were actually conducive to the overall goal of developing an information system capable of increasing the export readiness of LAC's SMEs.

#### **IV. EXECUTING AGENCY AND EXECUTION STRUCTURE**

- 4.1 This operation will be executed by the IDB through the Trade and Investment Unit (INT/TIU) of the Integration and Trade Sector (INT/INT), in accordance with the Bank's Technical Cooperation Policy (Document GN-2470-2). There are two main reasons that justify the execution of the project by the Bank. First, as a regional project that involves coordination with several public and private sector stakeholders in LAC, the Bank is in a unique position to manage and coordinate the activities given its presence in all countries. Second, the Bank, through the Integration and Trade Sector in particular, has gained invaluable know-how in the execution of international trade and investment promotion activities, particularly ConnectAmericas, which has been managed by TIU since its inception in 2013.
- 4.2 The Bank will hire consulting services (individuals and firms) and non-consulting services in accordance with policies and procedures for corporate procurement
- 4.3 INT/TIU will have the principal responsibility for the technical aspects of the project as well as the responsibility for disbursements and basic administration.

#### **V. MAJOR ISSUES**

- 5.1 The success of the project will depend on a significant level of engagement and participation of users and relevant stakeholders, including the trade promotion agencies of the countries where the integration infrastructure platform will be launched. The operation will mitigate the risk with an intensive promotion strategy that includes the organization of regional events where the relevant stakeholders can be present and interact with each other and the platform, and then monitor its usage and impact.

#### **VI. EXCEPTIONS TO BANK POLICY**

- 6.1 No exceptions to Bank policies were identified.

#### **VII. ENVIRONMENTAL AND SOCIAL STRATEGY**

- 7.1 This operation does not present environmental and social risks as it is an international trade infrastructure that is based on the Internet. According to the Environment and Safeguards Compliance Policy (OP-703), this TC was classified as Category C (see [Environmental and Screening Classification](#))

#### **Required annexes:**

- Annex I [Terms of Reference](#)
- Annex II [Procurement Plan](#)



## **Regional**

## **INT/INT**

### **ConnectAmericas Technological Platform: New Features Development**

#### **Terms of Reference**

##### **I. Background**

- 1.1 Between 1990 and 2010, intra-regional trade among Latin American and Caribbean (LAC) countries grew tenfold, approximately from USD 18 billion to USD 180 billion. As of 2011, there are 42 free trade agreements registered which cover 237 bilateral relationships and approximately 89% of the region's trade volume. This scenario provides outstanding opportunities to deepen the regional integration at the level of SMEs, which account for less than 10% of intraregional trade, and yet have a vast importance to the region's economy (they represent more than 90% of the region's companies). In this context, the Bank has made it an institutional priority to strengthen the international investment and commercial ties of SMEs in the region.
- 1.2 Based on the above, the Bank is launching CONNECTAMERICAS, a project that will seek to standardize, articulate, and integrate in a single technological platform all the services and information offering to SMEs in the region, to promote their internationalization. Therefore, by connecting and articulating the different programs available to SMEs in the region, this operation will: (a) promote increased trade and investment among SMEs in the region, thereby maximize the impact of connectivity and internationalization strategies for SMEs; (b) standardize the information available to SMEs in the region to reach international markets; and (c) promote new opportunities for SMEs in global value chains. Therefore, this enhanced connection among SMEs in the region is expected to create new employment opportunities, economic growth and regional economic projects.
- 1.3 During August 2013 – March 2014 the features of the site's Minimally Viable Product were developed, and in March 2014 the site will go live to the public. The next phase, until December 2014, includes the development of new features which need technical assistance from industry experts and design work in User Interface (UI) and User Experience (UX).

##### **II. Objective of the consultancy**

- 2.1 To assist the ConnectAmericas team in the conceptualization of the ConnectAmericas new features for 2014, and their UI and UX design.

##### **III. Main Activities**

- 3.1 Assist the ConnectAmericas in the conceptualization of the new features that ConnectAmericas will develop and implement in 2014.
- 3.2 Write the user stories, associated with these new features.
- 3.3 Assist the ConnectAmericas in the selection of the most convenient technology solution for the functionalities of the new features.
- 3.4 Design the UI and UX of these new features.

- 3.5 Assist the ConnectAmericas with the fixing of errors, finding the best technology solutions in each case.
- 3.6 Assist the ConnectAmericas team in any other aspect of the project, including commercial, content and marketing strategies.

#### **IV. Deliverables**

- 4.1 Documents.
- 4.2 User Stories and Architecture Specifications for New Features.
- 4.3 Prototypes of the new features' UI and UX design.

#### **V. Schedule of payments**

Payment will be made in two installments as stated below:

- a. 30% upon signature of contract.
- b. 70% in equal monthly payments.

#### **VI. Requirements**

- 6.1 Leading and innovative technological firm with expertise in web related products, platform design and implementation, and product strategy for web and online. At least 10 years of demonstrated field experience and industry recognition. Previous experience working with Latin American countries in the specific areas described herein is desired, particularly with the region's Small and Medium Size Enterprises (SMEs).

#### **VII. Characteristics**

- a. Type of consultancy: International Consulting Firm.
- b. Contract Duration: until December 31, 2014.
- c. Post of Duty: United States of America.
- d. Under supervision of Ady Beitler (INT/TIU).

## **Regional**

### **INT/INT**

#### **ConnectAmericas Technological Platform: Monitoring of servers usage and collection of metadata on usage preferences**

### **Terms of Reference**

#### **I. Background**

- 1.1 Between 1990 and 2010, intra-regional trade among Latin American and Caribbean (LAC) countries grew tenfold, approximately from USD 18 billion to USD 180 billion. As of 2011, there are 42 free trade agreements registered which cover 237 bilateral relationships and approximately 89% of the region's trade volume. This scenario provides outstanding opportunities to deepen the regional integration at the level of SMEs, which account for less than 10% of intraregional trade, and yet have a vast importance to the region's economy (they represent more than 90% of the region's companies). In this context, the Bank has made it an institutional priority to strengthen the international investment and commercial ties of SMEs in the region.
- 1.2 Based on the above, the Bank is launching ConnectAmericas, a project that will seek to standardize, articulate, and integrate in a single technological platform all the services and information offering to SMEs in the region, to promote their internationalization. Therefore, by connecting and articulating the different programs available to SMEs in the region, this operation will: (a) promote increased trade and investment among SMEs in the region, thereby maximize the impact of connectivity and internationalization strategies for SMEs; (b) standardize the information available to SMEs in the region to reach international markets; and (c) promote new opportunities for SMEs in global value chains. Therefore, this enhanced connection among SMEs in the region is expected to create new employment opportunities, economic growth and regional economic projects.
- 1.3 During August 2013 – March 2014 the features of the site's Minimally Viable Product were developed, together with a number of external applications that were either customized or specifically developed by third parties to be integrated within the ConnectAmericas platform. This produced a complex architecture scenario that will require very skilled and specific expertise to manage the necessary infrastructure that will support such architecture.
- 1.4 In March 2014 ConnectAmericas will go live to the public and, during the next phase, until December 2014, new features will be developed. In order to support the current and future stages of the project, the Bank is looking to hire the necessary Cloud Infrastructure management services to properly maintain and optimize the performance of ConnectAmericas' production environments, as well as assist the ConnectAmericas team to anticipate future needs based on demand projections and analysis.

## **II. Objective of the consultancy**

- 2.1 The main goal of this consultancy is to develop a monitoring system of the site's usage and facilitate the collection of metadata thereof.

## **III. Main Activities**

- 3.1 Monitor the usage of servers and build a system capable of capturing metadata according to variables to be defined with the project team.
- 3.2 Build a system capable of crossing the information coming from servers with the site's analytics and back-end data warehouse.
- 3.3 Provide a set of visualizations that can represent easily and intuitively the data obtained from the server and analytics information system.
- 3.4 Develop a methodology to allow cross-fertilization of this information with information obtained from IDB systems.

## **IV. Deliverables**

Services: The consulting firm shall provide the following services:

- a. Process plan;
- b. Development of information systems coming from servers, analytics and back-end data warehouse.
- c. Monthly maintenance services.

Reports: The consulting firm shall prepare and provide the following reports:

- a. Initial report, including a timeline of the work to be done and a proposal for the conceptual framework for the work to be developed.
- b. The necessary reports stating the progress made toward the services included above.
- c. Final report indicating the activities executed and including the contracted services.

## **V. Schedule of payments**

Payment will be made in two installments as stated below:

- a. 30% upon signature of contract.
- b. 70% in equal monthly payments.

## **VI. Requirements**

- 6.1 Consulting firm with experience in managing Windows and Linux environments and flexible hosting solution provider (possessing a partnership with Amazon Web Services and prior experience in working with the Bank will be considered a plus.) Additionally, the firm must have experience in setting up big data analytic projects.

## **VII. Characteristics**

- a. Type of consultancy: International Consulting Firm.
- b. Contract Duration: until December 31, 2015.
- c. Post of Duty: United States of America.
- d. Payment: One-Time setup fees + Monthly Support Fees.
- e. Under supervision of Ady Beitler (INT/TIU).

## **Regional**

## **INT/INT**

## **ConnectAmericas Evaluation Methodology**

## **Terms of Reference**

### **I. Background**

- 1.1 Between 1990 and 2010, intra-regional trade among Latin American and Caribbean (LAC) countries grew tenfold, approximately from USD 18 billion to USD 180 billion. As of 2011, there are 42 free trade agreements registered which cover 237 bilateral relationships and approximately 89% of the region's trade volume. This scenario provides outstanding opportunities to deepen the regional integration at the level of SMEs, which account for less than 10% of intraregional trade, and yet have a vast importance to the region's economy (they represent more than 90% of the region's companies). In this context, the Bank has made it an institutional priority to strengthen the international investment and commercial ties of SMEs in the region.
- 1.2 Based on the above, the Bank is launching ConnectAmericas, a project that will seek to standardize, articulate, and integrate in a single technological platform all the services and information offering to SMEs in the region, to promote their internationalization. Therefore, by connecting and articulating the different programs available to SMEs in the region, this operation will: (a) promote increased trade and investment among SMEs in the region, thereby maximize the impact of connectivity and internationalization strategies for SMEs; (b) standardize the information available to SMEs in the region to reach international markets; and (c) promote new opportunities for SMEs in global value chains. Therefore, this enhanced connection among SMEs in the region is expected to create new employment opportunities, economic growth and regional economic projects.
- 1.3 During August 2013 – March 2014 the features of the site's Minimally Viable Product were developed, together with a number of external applications that were either customized or specifically developed by third parties to be integrated within the ConnectAmericas platform. This produced a complex architecture scenario that will require very skilled and specific expertise to manage the necessary infrastructure that will support such architecture.
- 1.4 In March 2014 ConnectAmericas will go live to the public and, during the next phase, until December 2014, new features will be developed. In order to support the current and future stages of the project, the Bank is looking to hire the necessary Cloud Infrastructure management services to properly maintain and optimize the performance of ConnectAmericas' production environments, as well as assist the ConnectAmericas team to anticipate future needs based on demand projections and analysis.

## **II. Objective of the consultancy**

- 2.1 The main goal of this consultancy is to develop a methodology to evaluate the usage of the site and its contribution to the development goals established by the IDB for ConnectAmericas.

## **III. Main Activities**

- 3.1 Define a set volume metrics and value metrics that can assess the site's effectiveness in contributing to the promotion of integration and trade among SMEs in the LAC region.
- 3.2 In particular, volume metrics are expected to capture demographic and geo-localization data, and value metrics are expected to assess the effectiveness of each of the three pillars of the site – i.e. the value of the connections offered by the site in terms of business opportunities created; the value of the learning materials in terms of transactions completed; and the value of the information on financing opportunities to close business deals.
- 3.3 Develop the requirements of a technology solution that can capture the data mentioned above.
- 3.4 Develop a system of monitoring of the metrics.
- 3.5 Define the set of visualizations that can represent easily and intuitively the data obtained the value and volume metrics referred above.
- 3.6 Develop a methodology to allow cross-fertilization of this information with information obtained from IDB systems.

## **IV. Deliverables**

- 4.1 Report with methodology and proposal of volume and value metrics; system requirements to capture the data in ConnectAmericas, and suggestions for progress monitoring.

## **V. Schedule of payments**

Payment will be made in two installments as stated below:

- a. 30% upon signature of contract.
- b. 70% in equal monthly payments.

## **VI. Requirements**

- 6.1 Consulting firm with experience in big data analytics (in social networks preferred). Experience working with Latin America is highly preferred.

## **VII. Contractual Characteristics**

- a. Type of consultancy: International Consulting Firm.
- b. Contract Duration: until December 31, 2014.
- c. Post of Duty: United States of America.
- d. Payment: One-Time setup fees + Monthly Support Fees.
- e. Under supervision of Ady Beitler (INT/TIU).

## **Regional**

### **INT/INT**

#### **Connectamericas Advertising Campaign Services**

#### **Terms of Reference**

##### **I. Background**

1.1 Between 1990 and 2010, intra-regional trade among Latin American and Caribbean (LAC) countries grew tenfold, approximately from USD 18 billion to USD 180 billion. As of 2011, there are 42 free trade agreements registered which cover 237 bilateral relationships and approximately 89% of the region's trade volume. This scenario provides outstanding opportunities to deepen the regional integration at the level of SMEs, which account for less than 10% of intraregional trade, and yet have a vast importance to the region's economy (they represent more than 90% of the region's companies). In this context, the Inter-American Development Bank (IDB) has made it an institutional priority to strengthen the international investment and commercial ties of SMEs in the region.

Based on the above, the IDB is launching ConnectAmericas (CA) ([www.connectamericas.com](http://www.connectamericas.com)), a digital platform that will offer SMEs from LAC an online ecosystem to: establish business links with clients, suppliers and investors from the rest of the region and the world; access relevant information and training tools to make international trade transactions simpler and less costly; and obtain information about trade finance opportunities.

1.2 ConnectAmericas will offer users three services:

Connect: this option will allow users to join professional networks of industry colleagues and potential clients, suppliers and investors. In these communities users will be allowed to show their companies' information, including description of their services, links to their websites, product catalogs, marketing materials and special offers or requests. CA will facilitate matchmaking services in these communities and will offer cost-effective solutions to enable business transactions, such as high quality video conferencing and messaging tools.

Learn: users will be directed to a repository of tutorials, databases, webinars and interactive tools that will enhance their knowledge of the exporting process. This includes integration with the services offered by government agencies - particularly Trade Promotion Organizations and Investment Promotion Agencies and IDB's INTRADE database ([www.iadb.org/intradebid](http://www.iadb.org/intradebid)).

Finance: this path will offer users opportunities to learn about funding or technical assistance opportunities to improve their export capacity. This includes, among others:



- a. information on the IDB lines of credit, such as the Trade Finance Facilitation Program - the list of affiliated banks, their products and the application processes for their credit lines;
- b. other financial services and technical assistance provided by the IDB Group to the SMEs, including: (i) direct financial and technical assistance by the Inter-American Investment Corporation and Multilateral Investment Fund; and (ii) government programs funded by public sector windows of the Bank.
- c. An explanatory video of ConnectAmericas is available at [www.connectamericas.com](http://www.connectamericas.com).

## **II. Objective of the Consultancy**

- 2.1 To implement the ConnectAmericas marketing plan.

## **III. Main Activities**

- 3.1 Implement the ConnectAmericas marketing campaign, including:
- 3.2 Digital media: produce site contents (both text and graphic) according to the system's architecture.
- 3.3 Search engine marketing
- 3.4 Search engine optimization.
- 3.5 Developers will insert in the HTML the copies produced using specified keywords, they will optimize the code according to the diagnosis and planned actions and will check keyword density.

## **IV. Deliverables**

- 4.1 Web and mobile developments; ATL media; and Media flow plan.
- 4.2 TV Story boards.
- 4.3 Radio Scripts.
- 4.4 BTL Experiences.
- 4.5 Print media.
- 4.6 Utilize metrics, goals and analytics tools to clearly define success criteria and monitor its progress.

## **V. Schedule of payments**

Payment will be made in two installments as stated below:

- a. 30% upon signature of contract.
- b. 70% in equal monthly payments.

## **VI. Requirements**

- 7.1 Firm with expertise in social communication and graphic design with at least 5 years of experience in the design of corporate images, audiovisual materials and social media campaigns. Preference will be given to firms with experience designing and disseminating websites, and experience producing audiovisuals for tutorials and educational materials. Creativity, flexibility to work under tight deadlines and capacity to permanently adapt to changes are required.

## **VII. Characteristics**

- a. Type of consultancy: individual.
- b. Length: 8 months.
- c. Place: remotely.

