



## TERMS OF REFERENCE

### GROWING INCLUSIVE MARKETS INITIATIVE

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**Post Title:** Case Writer, Iran

**Bureau:** Private Sector Division, Partnerships Bureau

**Post Level:** SSA

**Time Period:** July 1, 2009 – November 30, 2009

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#### **BACKGROUND**

The global Growing Inclusive Markets initiative (GIM), led by the United Nations Development Programme (UNDP), is a multi-stakeholder research and advocacy platform that facilitates the engagement of all actors for more inclusive markets so that the pursuits of profit and human progress can work to mutual advantage. During its first stage, the initiative studied 50 business solutions that successfully create mutual value between business and the poor. The insights were captured in the report 'Creating Value for All – Strategies for Doing Business with the Poor', which has been launched in more than 40 countries since July 2008.

The second phase of the GIM Initiative shall contribute to better inclusion of poor people into markets by generating the know-how and coordination required to realize and scale up inclusive business models. In its first year, the programme will consist of three work streams, which will generate, communicate, and apply relevant know-how at a sectoral, national, regional and global level by working with a wide set of stakeholders through transparent, efficient processes: (A) Local Analysis and Action; (B) Case Studies; (C) Global Outreach.

The Case Studies work stream seeks to establish a network of case writers comprised of academics/consultants from a selection of countries including **Iran**. The new pool of case studies created under this work stream will increase the depth of analysis by providing quantitative data on the business benefit of inclusive business models as well as their social and environmental impact. An impact assessment methodology will be defined as part of a common research protocol; this will be finalized during an upcoming workshop and kick-off meeting in Bratislava (13 and 14 July 2009), which the case writers will be required to attend. In general, successful case studies will describe businesses that contribute significantly to human development while also promoting environmental sustainability. The tasks and activities of the case writer are described below:

#### **TASKS**

- Produce (identify, analyse, and write up) a minimum of 2 case studies within **Iran** based on the overall framework and criteria agreed upon in Bratislava workshop.

- Participate in a **mandatory** two day meeting in Bratislava<sup>1</sup>(13 and 14 July 2009) to discuss and finalize (in cooperation with the entire case-writing team):
  - the overall conceptual framework for the case studies
  - the research methodology, including research question and protocol
  - the selection of case sites and the research/writing process
  - the structure and format for the case studies
- A minimum of 1 field visit to each case site will be required in order to glean the necessary primary-source details that comprise a successful case study.
- Interview a variety of stakeholders from the business itself to customers, community members, and partners.
- The case writer will interact throughout the case development process with the GIM's global coordination team. Selected reviewers will review the writer's preliminary and final drafts of the case, and the writer is expected to remain engaged and responsive to feedback and comments during this iterative process.

## **REQUIRED QUALIFICATIONS AND EXPERIENCE**

- Professor, lecturer, researcher, and/or affiliate at a business school, university, think tank, or similar within Iran.
- A deep and extensive knowledge of the business (i.e. specific sectors, role of the informal economy, role of indigenous private sector in developing goods and services for the poor) and development context of Iran.
- Practical work experience in business or development is a strong asset.
- In depth knowledge and experience on how business can contribute to development through core business practices.
- Previous research experience and publications to your name.
- Able to work independently.
- Excellent writing skills.
- Able to work under pressure and meet strict deadlines.
- Fluent in English (reading, speaking and writing).

## **HOW TO APPLY**

Apply online at:

We ask that candidates submit:

- A complete CV

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<sup>1</sup> Travel expenses will be covered by UNDP, including a round-trip economy ticket from your city of residence to Bratislava.

- A 1-2 paragraph composition on a business in his/her country (in this case, Iran) that represents a potential case site, based on the criteria described in the Background and the mission of GIM in general.

In accordance with UNDP consultancy procedures, traditional procurement rules will apply, in line with new guidelines pertaining to Special Service Agreement contracts (SSA). As such, UNDP considers a candidate's application as a technical offer to this request for proposals. Compensation is based on traditional UNDP guidelines for procurement of case studies as a final product. Payments are made upon submission to and acceptance by UNDP of the case studies.

## **OTHER**

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