



Republic of Ghana

**Ministry of Communications and Digitalisation
(MOCD)
eTransform Project
IDA CR 5304/6741-GH**

**Draft
Terms of Reference**

for

DIGITAL ECONOMY STUDY COORDINATOR

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Background

The proliferation of technology and digital tools has created new opportunities for improving business operations, social interactions, collaborations, and efficiencies in the way people go about everyday activities. The value which digital technology has added to how the world operates mainly in emerging economies is obvious. Across economic sectors digital technologies are driving socio-economic transformation and accelerating development in critical areas such as education, health, transportation, defence, tourism, trade, and financial services, to mention a few. The COVID-19 pandemic has increased the relevance of digital technologies in aiding societies to tackle some of the world's critical challenges. During the pandemic, entities, and nations with well-developed digital economies were able to help their citizens navigate the impact of the pandemic better.

In Ghana, e-commerce and digital payments have had a significant boom. For example, according to the Ghana Interbank Payment and Settlement Systems' (GhIPSS) Half Year Performance report, Mobile Money Interoperability transaction (MMI) volumes from January to June 2020 stood at 13.8 million compared to 2.5 million recorded in the same period in 2019. This represented a significant 444% increment from the same period in 2019. It is worth noting that the exponential rise of MMI transaction volumes occurred during a period when Ghana and the rest of the world were dealing with pandemic protocols and restrictions.

Pursuant to the desire of Government and its key collaborators to tap into, and fully leverage the possibilities that the digital economy offers the people of Ghana, it is imperative to plan Ghana's digital future with the right mix of well-thought-through policy decisions, strategies and initiatives that optimise the outcomes of the choices the country makes concerning its digital agenda. The aforementioned is only possible if such decisions are backed by reliable insights generated from data and research.

It is against this background that Government of Ghana and the World Bank, through the eTransform Project have earmarked studies into specific economic sectors to provide the foundational insight that will aid Ghana's quest to provide a robust, all-encompassing digital future for her people. The results of the studies will provide the Government, stakeholders, and relevant actors a solid footing aided by data to enact sound policies and programmes such as the planned Ghana Digital Acceleration Project (GDAP). The eTransform Ghana project focuses on employing ICT-based interventions, and the prudent and efficient use of government resources, to advance shared and accelerated development in priority areas for Ghana. The project development objective is to improve the efficiency and coverage of government services delivery using ICT. The Project employs digital platforms, among other things, to nurture new businesses, create job opportunities, and promote digital entrepreneurship. The Project recognises that the process of digitalisation has the potential to improve the quality and reach of government service delivery, improve targeting of social protection spending, and ensure more effective use of digital commerce. All activities supported by the Project are underpinned by an open and transparent environment, with access to open and secure data, and potential for innovative applications.

To help prepare a Ghana Digital Acceleration Project (GDAP), and the implementation of Digital Economy quick wins, including the proposed Critical Information Infrastructure Protection (CIIP) Framework, studies relating to digital transformation would be conducted across different sectors of the Ghanaian economy. The focus will be on Education, Health, Transportation, Agriculture, Defence, Energy, Entrepreneurship, Leisure, Hospitality and Tourism. The Office of the President, through the Ministry of Communications and Digitalisation (MoCD), will lead and coordinate these efforts to

ensure the needed political leadership is brought to bear to drive and offer top-tier collaboration with relevant stakeholders. Accordingly, the Ministry of Communications and Digitalisation deems it necessary to engage a Consultant to facilitate preparatory works and coordinate the implementation of the digital economy studies.

Objectives

The objective of the assignment is to select an Individual Consultant to:

- a) Provide project leadership, supervision, technical expertise and coordination capabilities for the preparation and the efficient implementation of the Digital Economy Studies by engaged research firms or consultants
- b) Provide technical support for the implementation of digital economy quick wins as part of the Ghana Digital Acceleration Project

Scope of Services

The successful Consultant will, among other things:

- Provide leadership, coordination, and technical expertise to the Digital Economy Studies
- Facilitate the consultant selection process for the Digital Economy Studies
- Develop an operational framework for the Digital Economy Studies
- Work with eTransform Project Implementation Unit (PIU) to select Consultants for the digital economy studies
- Ensure the effective supervision of the digital economy studies
- Work closely with selected Consultants and the Ministry of Communications and Digitalisation (MoCD) to ensure successful execution of the digital economy studies
- Organise workshops, stakeholder meetings and engagements as part of the activities for the digital economy studies
- Develop insights and data portal to serve as a hub and baseline/country indicator dashboard for the digital economy studies and other relevant information about Ghana's digital economy
- Coordinate the presentation of digital economy outcomes and reports for onward distribution and presentation to key stakeholders
- Conduct brainstorming and ideation sessions with research partners and stakeholders about the Digital Economy studies
- Identify quick wins, and develop a framework for the implementation of the quick win projects from the outcomes of the digital economy studies

Duration of Consultancy

The consultancy shall be for a period of 12 months.

Outputs and Deliverables and Administrative Arrangements

Organisational Arrangements

The Consultant will work under the direct supervision of the Chief Director of the Ministry of Communications and Digitalisation. All deliverables of the Consultant shall be shared with stakeholders. The Consultant will be expected to provide the following deliverables:

Deliverable	Subject	Time from the start of the assignment
Framework for Study Areas	Inception Report	Commencement + 3 weeks
Shortlist for Digital Economy Studies	Facilitate the consultant selection process for Digital Economy Studies	Commencement + 1.5 months
Quarterly Progress reports	Provide updates on the progress of the research being conducted by the research partners	Commencement + Quarter 1 + Quarter 2 + Quarter 3 + Quarter 4
Packaged Final Report	Provision of proof-read, designed, and printed copies of the final report for distribution to key stakeholders	Commencement + 9 months
Launch of Report	Launching of the report and discussing key findings with stakeholders	Commencement plus 9 months
Upload of study results on the Open Data Portal.	Results of Digital Economy studies uploaded onto the Government Open Data Portal	Commencement + 10 months
5 Selected Sector/Theme Specific Workshops	Organise workshops to discuss digital economy study outcomes with the representative economic sector stakeholders	Commencement plus 10 months
Digital Economy Quick wins framework Document	Deliver a document that identifies digital economy quicks wins to be developed into digital pilot projects based on the outcomes of the digital economy study	Commencement plus 12 months

All deliverables are to be provided in electronic form on a USB memory stick and five (5) hard copies. Payments will be made after approval of submitted reports by MoCD.

All reports, except the final report, will be reviewed by MoCD and the World Bank and comments provided within two weeks from submission. The final report will be reviewed within three weeks. As part of the review process, the Consultant will be expected to organise a presentation of reports at stakeholder workshops to be hosted by MoCD.

Qualifications and Experience of Consultant

1. The Consultant shall have a minimum bachelor's degree in Digital Systems, Computer Science or Engineering, or a related field. Additionally, the candidate shall possess the following:

- a. At least Five (5) years of relevant experience in the development and implementation strategies including digital transformation strategies and digital policies
- b. Ability to work effectively with high-ranking national Government officials and public sector stakeholders.
- c. Proven ability to organise workshops and support interaction with a range of target audiences
- d. Ability to build and maintain successful relationships and engagement with key stakeholders
- e. Proven experience in analysing data
- f. Proven experience in drafting Terms of reference for projects in the public sector
- g. Coordinating programmes and initiatives at a national level
- h. Proven capability to supervise high-performance and diverse teams

Data and Facilities to be provided by the Client

The MoCD will provide access to relevant reference materials, existing reports, data information available that may be required by the Consultant. The MoCD will also facilitate access to other Government offices, private and public enterprises as appropriate. The Consultant is expected to be self-sufficient in terms of office space, supplies, communications, computers, and transport during the performance of the assignment.