



**Country: Viet Nam**  
**Initiation Plan**

**Project Title:** For preparation and implementation of Project on Leveraging Viet Nam's Social Impact Business Ecosystem in Response to COVID-19 (ISEE-COVID)

**Expected UNDAF/CP Outcome(s):** Outcome 1.1; Outcome 2.1; Outcome 4.1

**Expected CPD Output(s):** Outcome 1; Outcome 2; Outcome 3

**Initiation Plan Start/End Dates:** 20 May 2021 - 20 August 2021 (3 months)

**Implementing Partner: UNDP** (Direct Implementation by UNDP - DIM)

**Brief Description**

The Project Initiation Plan (PIP) will enable UNDP and partners to carry out critical steps in designing and facilitating government approval of the “Leveraging Viet Nam’s Social Impact Business Ecosystem in Response to COVID-19 (ISEE-COVID)” project. Overall, the project will seek to enhance the resilience of SIBs in Viet Nam and contribute to reducing the impact of COVID-19 on vulnerable groups, especially women and girls. The project will focus on two primary objectives: (i) improving the effectiveness of SIBs, especially those led by women and vulnerable groups, to address the social and gendered impacts of COVID-19 and to accelerate the achievement of the SDGs; and (ii) strengthening the regulatory environment for SIBs to be more gender-responsive, inclusive and transparent, thereby supporting the resilience of SIBs to COVID-19 impacts, with a particular focus on SIBs that are led by women and vulnerable groups. The project will focus support to SIBs in key industries heavily impacted by COVID-19 and applies an ecosystem approach to tackle the inter-connected and systemic challenges that SIBs face. In particular, it will set out to: (i) improve the capacity of SIBs themselves; (ii) build the capacity of and coordination between SIB intermediaries; and (iii) strengthen government policy making capacities for enabling SIBs. The activities under this PIP will feed into the design of a project that is to support Viet Nam’s progress on SDG1-No Poverty, SDG5-Gender Equality, and related SDG2-Zero Hunger, SDG8-Decent Work and Economic Growth and SDG10-Reduced Inequalities.

Programme Period:	Country Programme 2017-2021
Atlas Project Number:	00120177
Atlas Output ID:	00116470
Gender Marker:	2.0

Total resources required	17,310 USD
Total allocated resources:	17,310 USD
Regular:	
Other:	
Donor: DFATD	14,193 USD
Unfunded budget:	N/A
In-kind Contributions	3,117 USD
N/A	

Agreed by UNDP:

---

Caitlin Wiesen  
Resident Representative - UNDP Viet Nam

---

## I. PURPOSE AND EXPECTED OUTPUT

The Initiation Plan will allow UNDP to carry out critical steps in finalizing the design and programmatic approach for the ISEE-COVID project which will aim to increase the resilience of Social Impact Businesses (SIBs) and vulnerable groups through the enhancement of SIBs capacity, its ecosystem and the regulatory environment.

A well thought-out and designed project under government leadership is a prerequisite to effectively enhance the resilience of SIBs in Viet Nam and contribute to reducing the impact of COVID-19 on vulnerable groups. To ensure a successful Government appraisal, steps will be taken to design a project that supports the implementation of the Government of Viet Nam Decision No.1362/QD-TTg, dated October 11, 2019 on approval of the plan for sustainable development of private enterprises till 2025 and vision till 2030. Under the Project management component of the PIP, UNDP will contract a national consultant to facilitate governmental appraisal process in line with ODA Decree 56 to ensure that the project document meets the set criteria.

The PIP will also enable the project to deliver preparatory activities under Outcome 1 - to improve capacity of SIBs, especially those led by women and vulnerable groups, on sustainable business development and financing. Concretely, under activity 1.1.1 ,1.2.1, UNDP will develop required Term of Reference (TOR) for hiring consultant(s)/firm(s) to design the training curriculum, implement the online training and provide the incubation program for SIBs on business development and accessing finance.

Under outcome 2 - to Improve the ecosystem of intermediaries supporting SIBs, especially those led by women and vulnerable groups, UNDP will develop a TOR for the hiring of a National Consultant to become the secretariat of the network of SIB intermediaries (activity 2.1.1). UNDP also will develop TORs for hiring consultant(s)/firm(s) to design the capacity building program and implement the 1-1 coaching program for intermediary organizations (activity 2.2.2). The consultation with government partners, SIB's and SIB intermediaries will be organized online due to the current increase in COVID-19 cases in Vietnam. The consultation meetings will feed into the project design and in particular contribute to the formulation on the modalities to how to most effectively improve the effectiveness of SIBs, especially those led by women and vulnerable groups, to address the social and gendered impacts of COVID-19, as well as the modalities on how to most effectively strengthen the regulatory environment for SIBs to be more gender-responsive, inclusive and transparent.

In the above-mentioned activities, special attention will also be paid to identify existing challenges and scope out new ideas/innovative solutions and new partnership mechanisms between UNDP, Government, SIB and other stakeholders.

Under Outcome 3 on Strengthened capacity of government policymaking that enables SIBs to be gender-responsive, inclusive and transparent, the MPI focal point within the Agency for Enterprise Development (AED) will prepare TOR for hiring a consultant to design the capacity building program for government officials (activity 3.1.1). Regarding the demand-based policy report, AED will also develop TOR to help identify suitable consultant(s) to work on this area (activity 3.2.1).

Another area which requires action to reach a successful project design is to determine possible geographic locations for policy experimentation, which will be a central part of the consultation process with government and stakeholders.

In summary, to deliver the above-mentioned output, the PIP will cover preparatory activities and related technical and management support under the following areas:

- Technical support to facilitate governmental appraisal process in line with ODA Decree 56 (Project Management)
- Undertaking further consultations with government authorities, SIBs and intermediaries at national and provincial level on the project's activities (Online meetings)
- Develop the TORs to prepare for hiring consultants/firms for project's activities ( Act 1.1.1, 1.2.1, 2.1.1, 2.2.1, 3.1.1, 3.2.1, Project management)
- Monthly meeting on reviewing process of the project (monitoring PIP implementation)

---

## **II. MANAGEMENT ARRANGEMENTS**

The initiation plan will be delivered by UNDP under the direct implementation modality (DIM), with active engagement of Government partners especially Agency for Enterprise Development (AED), Ministry of Planning and investment (MPI). The PIP activities outlined above will be implemented by the Inclusive Growth Unit (IGU), under the direct supervision of the Assistant Resident Representative, Head of IGU with the overall programme management and oversight of the UNDP Deputy Resident Representative.

During the implementation of the initiation plan UNDP will closely engage with relevant ministries and agencies, including the AED/MPI and provinces where programmatic experimentation may take place to provide input from stakeholders and beneficiaries at relevant levels, including from local government officials, SIB sectors impacted by COVID-19 and vulnerable groups, as applicable.

---

## **III. MONITORING**

The activity results under the PIP will be monitored, reviewed and assessed, by the project management team and technical specialists on gender, environment and climate and the accelerator lab approach, if applicable. An Initiation Phase Report will be prepared at the end of the Initiation Plan, specifying results achieved and lessons learned to be built into programme components.

The Inclusive Growth Unit under the leadership and stewardship of the Assistant Resident Representative, Head of IGU will be responsible for overall monitoring of the initiation plan, with assistance as needed from UNDP Country Office, Planning, Monitoring and Evaluation Analyst and other support functions. Monthly meetings will be held to monitor the PIP implementation.

## IV. WORK PLAN

PLANNED OUTPUT, ACTIVITIES AND TARGETS	INDICATORS AND MEANS OF VERIFICATION	Budget description	2021	IP/RP	Funding sources USD			Notes
			Q2		UNDP in kind input	DFATD	Total	
<b>Contribution to the One Strategic Plan (OSP) 2017-2021:</b> Outcome 1.1: inclusive and equitable social protection systems and poverty reduction services. Outcome 2.1: accelerating transition to low-carbon and green development, and enhancing adaptation and resilience to climate change and natural disasters, with a focus on empowering the poor and vulnerable groups Outcome 4.1: participatory and transparent decision-making processes and accountable institutions								
<b>Contribution to the Country Programme Document (2017-2021):</b> Outcome 1: Poverty eradication and greater socio-economic equity by Outcome 2: Low-carbon, resilience and environmentally sustainable development Outcome 3: Institutional accountability, people's voice and access to justice and increasing women's participation in decision-making and representation in leadership positions								
<b>Outcome 1: Improved capacity of SIBs, especially those led by women and vulnerable groups, on sustainable business development and financing</b>						-	-	-
<b>1.1: Access to business development services improved for SIBs, especially those led by women and vulnerable groups</b>							-	-
<b>1.1.1: Capacity building on business development</b>								

Develop TOR(s) for for hiring the consultant(s)/firm(s) to design the training curriculum, implement the online training and provide the incubation program for SIBs on business development			x	UNDP				
<b>1.2: Access to finance improved for SIBs, especially those led by women and vulnerable groups</b>						-	-	
<b>1.2.1: Capacity building on access to finance</b>								
Develop 01 TOR for hiring the consultant to design the training curriculum and 01 TOR the consultant to be a coach for SIBs for accessing finance			x	UNDP		0	0	
<b>Outcome 2: Improved ecosystem of intermediaries supporting SIBs, especially those led by women and vulnerable groups</b>					-	-	-	-
<b>Activity Result 2.1 Capacity building programs and support delivered to existing SIB intermediaries, especially those supporting SIBs led by women and vulnerable groups</b>					-	-	-	
<b>2.1.1 A network of SIB intermediaries established and implemented</b>								
- Develop a TOR for the National Consultant to become the secretariat of the network			x	UNDP		-	-	
<b>Activity Result 2.2: Capacity building programs and support delivered to existing SIB intermediaries, especially those supporting SIBs led by women and vulnerable groups</b>								
<b>2.2.1: Technical assistance and grants for existing SIB intermediaries</b>								

- Develop a TOR for a consultant/firm to design the capacity building program for intermediary organizations - Develop a TOR for a consultant/firm to implement the 1-1 coaching program for SIBs intermediaries			x	UNDP		0	0	
<b>Outcome 3: Strengthened capacity of government policymaking that enables SIBs to be gender-responsive, inclusive and transparent</b>			-	-	-	-	-	-
<b>3.1 Capacity building program designed and delivered to the government on supporting SIBs, with a focus on gender responsiveness</b>			-		-	0	0	
<b>3.1.1 Technical assistance for government officials</b>								
Develop a TOR for a consultant to design the capacity building program for government officials			x	AED				
<b>3.2 Policy support delivered to the government to build a gender-responsive, inclusive, and transparent regulatory framework to support SIBs</b>						0	0	
<b>3.2.1 Policy design and implementation to recognize and support SIBs</b>								
Develop TOR for National/International Consultant to work on the demand-based policy report			x	AED				
<b><u>Project management cost</u></b>				UNDP		<b>13,141</b>	<b>13,141</b>	
DPC and Staff cost (Monthly monitoring, management, facilitation and quality insurance of activities at both central and local levels)			x			9,641	9,641	

Monthly meeting on reviewing process of the project ( monitoring PIP implementation)			x					
National consultancy for coordination, quality assurance and consultation for ISEE-COVID project approval		Consultant	x			2,500	2,500	
Estimated Implementation Support Services (ISS)						1,000	1,000	
<b><u>Sub-Total</u></b>					-	<b>13,141</b>	<b>13,141</b>	
General Management Support (GMS)					-	1,051	1,051	
Salary (in-kind contribution from UNDP)					3,117	-	3,117	
<b><u>TOTAL</u></b>					<b>3,117</b>	<b>14,193</b>	<b>17,310</b>	