

Re-advertised

Mexico Action Research on Private Sector Scaling Digitization Initiative

Industry Acceleration of Adoption of Digital Payment

The Better Than Cash Alliance is working in partnership with leading Fast-Moving Consumer Good companies (FMCGs) in Mexico to digitize payments across their value chains. This project will endeavor to sustain and scale ongoing payment digitization initiatives in the value chain from FMCGs to small merchants, whilst supporting the alignment of these initiatives with the Responsible Digital Payment Guidelines.

The purpose of this request for applications (RFA) is to support such partnership to provide FMCGs inputs for establishing a consolidated industry agenda, including structural changes and accelerators, in which the industry needs to work collaboratively with relevant actors (other FMCGs, government, financial sector, small retailers' associations, etc.) to reduce external barriers for small merchants to achieve adoption and usage of digital payments.

The Better Than Cash Alliance is seeking applications from qualified technical partners (e.g., commercial for-profit consulting firms, non-profit organizations, social enterprises) with proven experience in conducting primary and secondary data collection including multi-stakeholder interviews, and strong analytical expertise in reviewing information. They need to have experience of facilitating multi-stakeholder workshops and providing action-driven recommendations based on innovative approaches. The service provider needs to have experience working on the establishment, adoption and usage of digital payment platforms in Mexico, with a particular focus on the adoption of digital payments by small merchants.

Expected outputs are:

- Research strategy, work plan, and structure.
- First, the study will **align the starting point** to establish a common understanding of existing solutions, do's and don'ts of market platforms, and the "pain points" of retailers, consumers and FMCGs.
- Second, the consultant will be responsible for preparing content and facilitating a **workshop on the adoption of digital payments by retailers and consumers**, where based on national and international good practices, a list of initiatives on functionalities and business models will be establish, to be implemented by FMCG companies directly to accelerate the adoption of digital payments by retailers and consumers.
- Third, the consultant will provide recommendations on the establishment of **industry standards, key indicators, and minimum level of standardization** to achieve adequate scale.
- Fourth, as a result of the discussions around adoption, functionalities, business models, standardization and key indicators, the consultant will support Forum members in delineating an **industry agenda** that will be established aimed at supporting the development and implementation of the functionalities and recommended business models, in addition to guidance on how to implement third-party management model.

UNCDF will contribute a grant of up to USD 100,000 and will award one applicant pending on the investment readiness level and outreach potential of the solution proposed. The selected applicant

who will be technically responsive to this Request for Application will sign a Performance-Based Agreement (PBA).

For requests and queries, send an email to gisela.davico@uncdf.org,
maria.antonieta.paz@uncdf.org, not later than ~~23~~³¹ September 2021 23:59 EST

All applications must be submitted online by 23:59 Hrs. (EST 11:59 PM, the New York time zone)] on ~~Monday, 24~~ September on UNCDF online platform: [[Link](#)]

To ensure successful application to the RFA. Applicants shall consider the following notes:

- Click on “Save as a draft” and “Save and continue editing” while working online.
- Applicants can add collaborators to the application.
- For successful completion of the application, the applicant shall click on the button “**Complete and Submit**” of the application.
- Upon the successful submission, applicants will receive automated notification on the successful submission of their application.
- Guidance note on how to apply to the RFA is annexed to the RFA - **Annex V (Guidance note on how to apply online using the E-investment Platform)**

When applying to the application, applicants will require to complete the two stages:

- **Stage 1 “Pre-screening Questions”:**

Applicants will need to fill in the online pre-screening questions and upload the required documents “where needed”. Note that once the “Mark as completed” button is clicked, you can no further introduce any change to this section.

- **Stage 2: “Main Application”**

Under this section, applicants will provide information on the:

1. Address and information of their organization
2. There is a hyperlink “**Technical Proposal Template**”. Applicants shall click the link to download the proposal template; fill in the information required; click on the button “Upload a file” to upload the proposal.
3. **CV template**. The applicant will download the templates, fill in the information and upload the filled-in CVs.
4. **Project Budget** template. Applicants can download the budget template, prepare the budget and upload it to the platform.
5. **Sign-off the Declaration of Conformity**
6. Click on “Mark as Completed”.
7. Submit

All applications must be submitted no later than ~~24~~ ~~22~~ *September* 2021, Time: 23:59 EST on this online platform.

The application to the RFA Will be through filling in and uploading the document online, please visit the webiste here for online application "[Link](#)"