

## Sustainable Trade Challenge

### PROJECT BRIEF

### Sustainable Trade Policy Advisory Consulting Services

HIGHLY CONFIDENTIAL

**From** Prime Minister / President Office

[Economy name]

**Sector** National Trade Sustainability

**Status** URGENT

**Note** Due to the urgent nature of this request, you will be presenting direct to a panel of government ministers who will evaluate your policy recommendations shortly after you present your recommendations.

**Date** \_\_\_\_\_

**Time** \_\_\_\_\_

**Reference** Hinrich-IMD Sustainable Trade Index

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#### **Section 1 Introduction**

The [Client Economy Name] is inviting proposals from leading international sustainable trade consulting firms to develop and implement a comprehensive strategy to significantly improve the [Economy's] standing in the Hinrich-IMD Sustainable Trade Index (STI).

The government is committed to moving up in the STI and believes that a well-developed and implemented sustainable trade policy strategy will be essential to achieving this goal.

The policy recommendations must be specific and based on a thorough analysis of the country's current standing in the STI.

The Agency responsible for vetting Project Briefs and arranging in-person and written proposals has allocated the time noted in section 6 for this process for all invited international trade policy consultancy firms to research and present their findings.

## Section 2 Critical reference material

The primary source of information for your proposal is to be drawn from the STI, the globally recognized sustainable trade benchmark. The STI evaluates 30 economies across three pillars (economic, societal and environmental) and 71 indicators on their commitment to, and performance in, advancing sustainable trade.

The STI and its related resources are available for consultants [here](#). [Economy] will be looking for direct reference to the STI, paying particular attention to specific recommendations that will result in measurable advancement of [Economy's] standing in the STI.

Achieving a higher placement in the STI is of vital national pride and international importance to [Economy].

## Section 3 Objective

We seek a firm to

- Analyze [Economy]'s current STI position and identify key challenges and opportunities.
- Develop specific, bold, actionable and achievable policy recommendations to substantially improve our STI standing, considering difficult trade-offs needed to achieve our goal of a higher Rank in the STI.
- Present a compelling pitch and written proposal to the office of the [President / Prime Minister] outlining the recommendations and specific outcomes expected.

## Section 4 Scope of Work

- Rapidly assess [Economy's] standing in the STI across three pillars and 71 indicators as appropriate.
- Analyze existing data and conduct applied research to understand current strengths, vulnerabilities and identify opportunities.
- Prepare a concise – yet specific – stand-alone written proposal supporting your in-person presentation specifying your clear, achievable and impactful policy recommendations that show specific outcomes as to how [economy's] performance in relevant indicators will translate to stronger representation across the three pillars, and ultimately will deliver a higher standing in the STI.
- Present strictly within the allocated time to the panel of government ministers, emphasizing trade-related economic growth, societal well-being and environmental sustainability advances policy recommendations that will lead to advancement in the STI.

## Section 5 Project stages

- 1) Sustainability briefing (this Project Brief and STI resources)
- 2) Team research & In-process Review
- 3) Develop & practice pitch
- 4) Present, Q&A, feedback, Panel consultation & Consultant survey completion
- 5) Winning proposals announced

## Section 6 Deliverables

- 1) Concise written report summarizing key findings and policy recommendations not longer than 500 words
- 2) High-quality oral presentation (Maximum time as per briefing)
- 3) Expert Q&A session (Maximum time as per briefing)
- 4) Consultant program feedback survey

## Section 7 Evaluation criteria

- 1) **Economic Growth:** Propose solutions that leverage sustainable trade practices and long-term economic growth. Quantify the expected economic benefits together with environmental and societal impacts.
- 2) **Societal Well-being:** Address the potential negative impacts of trade-led economic growth on specific industries or communities. Outline strategies to leverage trade policies to grow jobs, support vulnerable groups, and ensure open trade practices for skills development and transfer.
- 3) **Environmental Sustainability:** Go beyond quick wins and demonstrate policy to support long-term environmental sustainability. Address specific environmental challenges like pollution, resource depletion and biodiversity loss, and propose concrete actions to implement sustainable trade practices.
- 4) **Quality of Analysis & Expected Outcomes:** Emphasize critical thinking and sound justification for policy recommendations. Demonstrate direct benefit to the three-pillar framework (economic, social and environmental) and present well-researched data and evidence to support recommendations as they relate to the STI indicators.

Your policy recommendations must be SMART:

- |                   |   |
|-------------------|---|
| <b>Specific</b>   | What exactly will your proposal achieve? Be clear and concise. Avoid vague, ambiguous or general statements or policy recommendations.  |
| <b>Measurable</b> | How will we know if we have achieved our STI objective? Quantify goals, costs and trade-offs. Define metrics for success.   |
| <b>Attainable</b> | Are your policy recommendations achievable within economy's resources and capabilities? Set realistic goals that are challenging but achievable – and are defensible (The client will be asking tough questions). |
| <b>Relevant</b>   | Will your recommendation result in the client's advancement in the STI? Is your recommendation aligned with the country's overall goals and priorities?   |
| <b>Time-bound</b> | When will your recommendations achieve the stated objective? Set a specific timeframe.  |

- 5) **Communication Excellence:** Ensure clear, concise and persuasive written and oral communication for these highest-level government leaders.

**Section 8 Deadlines**

Due to the time-sensitive nature of this project, proposals received after the deadline will not be considered.

Presentations, whether in-person, virtual or hybrid, will be terminated at the time limit set forth in Section 5, Stage 1.

We look forward to receiving your proposals.

Sincerely,

[Name]

[Title]

[Economy]

NOTHING FOLLOWS