

TERMS OF REFERENCE

POLICY AND TECHNICAL SUPPORT FOR THE STRENGTHENING OF NATIONAL ECO-LABELLING FRAMEWORK IN SRI LANKA

I. General information

Title of the assignment	Policy and Technical Support for the Strengthening Of National Eco-Labelling Framework in Sri Lanka
Name of the project	Green Policy Dialogue Facility (GPDF)
Country	Sri Lanka
Deadline for submission	30 September 2025 (11:59am - Paris time - UTC/GMT +01:00)

II. Context and justification of the need

1) Expertise France

Expertise France is France's public agency and interministerial actor in charge of international technical cooperation, the second-largest agency of its kind in Europe. As a subsidiary of Agence Française de Développement Group (AFD Group), it designs and implements projects that sustainably strengthen public policies in developing and emerging countries. Expertise France works in key areas of development: governance, security, climate change, health, education, and more. Alongside its partners, it contributes to achieving the Sustainable Development Goals (SDGs).

For more information: www.expertisefrance.fr

2) European Union Delegation to Sri Lanka and the Maldives

The European Union (EU) Delegation to Sri Lanka and the Maldives is the funding partner of the EU Green Recovery Facility¹. Cooperation between the EU and Sri Lanka is based on the partners' mutual respect for democratic principles and human rights and covers a number of key areas of cooperation, including; diversification of trade and investment; networking between EU and Sri Lankan business communities; strengthening technical, economic and cultural linkages and providing technical assistance to Sri Lanka to interact more effectively with the EU; supporting Sri Lanka's efforts to improve the living conditions of the poorer sections of the population; green recovery, environmental protection and sustainable management of natural resources.

As part of the Global Gateway Initiative, the EU Green Recovery Facility is part of a series of EU funded initiatives to be rolled out between 2021 and 2027 under the Team Europe Initiative (TEI) "Green Recovery", which will mainly focus on green economic recovery and on valuing and protecting Sri Lanka's rich biodiversity.

¹ "EU Green Recovery Facility" is the "brand name" of the Green Policy Dialogue Facility (GPDF) initiative.

For more information, please visit the website: https://www.eeas.europa.eu/delegations/sri-lanka_en?s=238

3) EU Green Recovery Facility

The EU Green Recovery Facility (The Facility) is a four-year intervention funded by the European Union (EU). It uses the current economic crisis as an opportunity to support Sri Lanka towards a more sustainable growth trajectory. The ultimate goal entails achieving a green (and blue) economy that is circular, carbon neutral, and socially inclusive; which, not only, is more respectful of biodiversity resources and socio-economic/demographic context, but would also provide much needed macroeconomic stability.

In this context, the Facility harnesses policy experiences and knowledge from the EU, along with national and regional ones, to contribute to the green recovery (medium term) and transition (long term) of the Sri Lankan economy and society.

The Facility more specifically supports the mainstreaming of green economy (GE) challenges and objectives in the Sri Lankan policy landscape, as well as the facilitation of bringing GE policy to action by contributing to the following specific objectives:

- **SO1:** Support the development and implementation of inclusive national green, blue and sustainable public policies, with participation of women and men in all their diversity.
- **SO2:** Improve the business and investment climate in view of promoting an inclusive circular economy (both green and blue).
- **SO3:** Increase accessibility and availability to green and sustainable finance.

The primary direct beneficiaries of the Facility are public institutions, particularly the Ministry of Environment and the Ministry of Finance, as well as government institutions focused on SMEs. Other direct beneficiaries include the private sector, financial institutions, and civil society.

4) Background and justification

Sri Lanka is advancing towards a circular and sustainable economy, where a credible and nationally recognised eco-labelling system is essential. Eco-labels enable manufacturers to demonstrate environmental responsibility, enhance competitiveness in both domestic and export green markets, particularly the European Union (EU), and support broader Sustainable Consumption and Production (SCP) policy objectives. Additionally, a robust eco-labelling system helps prevent greenwashing, facilitates consumer recognition of environmentally friendly products, and promotes sustainable procurement practices across public and private sectors.

Eco-labelling is a key tool in promoting sustainable consumption and production (SCP) by encouraging the shift towards eco-friendly products and services, helping to decouple economic growth from environmental degradation. As defined in the ISO 14000 series, there are three main types (i.e. ISO 14024, ISO 14021, and ISO 14025) which communicate a product's environmental performance based on life cycle considerations. While eco labels can guide consumers, influence producers, and raise environmental standards, their uptake in Sri Lanka remains limited, with minimal impact on local consumption and production compared to international trade.

To address this, the Ministry of Environment, in collaboration with the main stakeholders including Sri Lanka Accreditation Board (SLAB), Sri Lanka Standard Institution (SLSI) and then Ministry of Science, Research and Technology, has developed a comprehensive [National Eco-Labeling Framework](#). One of the key next steps in the framework is that, led by the Ministry of Environment, is to establish a National Eco Labelling Scheme, grounded in the minimum framework criteria and informed by the gaps and needs identified throughout the implementation process.

The Ministry of Environment (MoE) in this process of implementation is planning to formalise the Framework Generic Criteria (i.e. Criteria setting for categorisation of labelling and certification schemes). Furthermore, the focus is to formalise Product-Specific Criteria developed by independent Scheme Owners². Various eco-labelling Scheme Owners, such as the National Cleaner Production Centre (NCPC), have independently developed product-specific criteria. These criteria currently may vary in technical details and alignment with national and international standards, creating challenges for harmonisation and national recognition.

To build a credible and enabling eco-labelling ecosystem, it is critical to conduct a thorough assessment, alignment, and harmonisation of these product-specific criteria with the Framework Generic Criteria led by the MoE. This process will also integrate the finalisation and Framework Generic Criteria as national reference standards to ensure coherence and technical soundness.

Achieving this harmonisation will provide producers and manufacturers with clear, consistent, and nationally recognised certification pathways aligned with both Sri Lanka's sustainability ambitions and international market requirements, including the EU's stringent standards. It will also support the sustainability, credibility, and scalability of the national eco-labelling efforts, encouraging wider private sector uptake and contributing to improved access to green markets.

This consultancy will support the strengthening of Sri Lanka's eco-labelling framework by facilitating the assessment and alignment process, capacity building of stakeholders involved in eco-labelling scheme development and oversight, and to evaluate and recognise eco-labelling criteria nationally. This approach aligns with the objectives of the EU Green Recovery Facility to improve Sri Lanka's business and investment climate by fostering sustainable, resource-efficient private sector growth.

III. Objectives and desired results

1) General Objective

- Producers and manufacturers embrace sustainable production practices, contributing to Sri Lanka's transition towards a green economy.

2) Specific objectives

- A fully fledged national eco-labelling system - credible, sustainable and scalable - is available in Sri Lanka

3) Anticipated results

Given below are the results expected of this assignment:

² Product-Specific Criteria may have been developed for services by existing scheme owners.

- National eco-labelling framework in Sri Lanka is strengthened

IV. Description of the assignment

1) Planned activities

The Service Provider will achieve the objective of this assignment through the following tentative³ activities of 5 phases:

Steps of the consultancy

Phase 1 – Inception

The Service Provider will familiarise themselves with the objectives of the EU Green Recovery Facility on this consultancy to support for the strengthening of national eco-labelling framework in Sri Lanka and update their methodology and work plan accordingly.

At the end of **Phase 1**, the Service Provider will deliver an inception report based on the following:

- Utilise stakeholder inputs, including from the Ministry of Environment, and findings from the review below to amend the methodology and work plan.
 - Review and analyse the Ministry of Environment's National Eco-Labelling Framework, existing Product-Specific Criteria developed by Scheme Owners, and relevant national and international standards (e.g., ISO 14024, EU SCP policies, etc.).
- Review previous studies, policy documents, and other stakeholder outputs related to eco-labelling in Sri Lanka.
- Identify and confirm existing and potential eco-labelling Scheme Owners, and existing and potential eco-labels being developed.
- Identify key stakeholder groups for capacity-building and gather relevant inputs from them, including:
 - Relevant Ministry of Environment divisions
 - Relevant government institutions (e.g. Ministry of Science and Technology, Ministry of Trade, Commerce⁴, Ministry of Industries, Board of Investment, Sri Lanka Accreditation Board, Sri Lanka Standards Institution)
 - Existing accredited and non-accredited Certification Bodies⁵/ existing Scheme Owners (e.g. National Cleaner Production Centre)
 - Potential accredited and non-accredited Certification Bodies⁵/potential Scheme Owners
 - Relevant industry associations
 - Relevant R&D, and training institutions (e.g. Sri Lanka Institute of Development Administration)
 - Any other relevant stakeholder group.
- Conduct a consultation on the amended methodology and work plan, with the activity's main beneficiaries (i.e. Ministry of Environment and existing Scheme Owners).
- Ensure alignment with the Facility's MEL framework.
- Update the methodology and work plan accordingly.

³ The Service Provider is expected to review these tentative activities critically and suggest amendments with the proposed methodology of the offer they make.

⁴ Ministry of Trade, Commerce, Food Security and Cooperative Development.

⁵ Referred to as Scheme Owners throughout this Terms of Reference.

The Service Provider is expected to facilitate coordination between the Ministry of Environment, the eco-labelling Scheme Owners and other key stakeholders to support implementation of the assignment. Also, to provide periodic progress reports to the EU Green Recovery Facility and relevant stakeholders.

The Service Provider will be required to revise and refine the methodology and work plan in the Inception Report to reflect the practical realities of the operational context. This updated version should incorporate insights from stakeholder consultations and discussions with the Facility team and present a realistic, detailed, and actionable roadmap for implementation. It must include a clear breakdown of activities, timelines, responsibilities, and deliverables, ensuring that all proposed actions are feasible, appropriately scheduled, and aligned with the expectations and capacity of the Facility and key stakeholders.

To ensure alignment with the expected scope of each deliverable:

- As part of the Inception Report, the Service Provider will be required to clearly outline the objectives and expected results of each deliverable. This will include a summary of the key issues to be addressed under each deliverable to ensure consistency with the intended scope.

Risk analysis:

- The Service Provider is required to submit a risk analysis table as part of the Inception Report. The table must identify potential risks to timely and effective delivery based on the following criteria:
 - o Delayed delivery due to constrained timelines and limited resources
 - o Challenges in coordinating timely feedback from partners on deliverables
 - o Limited interest and availability of local stakeholders to participate in the study
 - o Constraints related to the current capacity of the Service Provider
 - o For each risk, the Service Provider must assess the likelihood and potential impact (using a scale of low, medium, high) and propose appropriate mitigation strategies.
 - o An illustrative template is provided below to guide the structure of the risk matrix.

Risk	Likelihood	Impact	Mitigation

Phase 2 – Needs Identification of Framework Generic Criteria and Product-Specific Criteria

- Review the existing Ministry of Environment's Framework Generic Criteria in relation to alignment with international best practices and standards (particularly EU).
- Identify one Product-Specific Criteria from each Scheme Owner.
- Review Product-Specific Criteria by each Scheme Owner for 1) aligning and harmonising with Framework Generic Criteria and 2) with international best practices and standards (particularly EU).
- For both Framework Generic Criteria and selected Product-Specific Criteria, identify the needs/areas requiring alignment or enhancement, with recommendations.

- Conduct a stakeholder consultation workshop to discuss results and gather inputs for harmonisation.

Phase 3: Harmonisation and Finalisation of Eco-Labelling Criteria

- Support the Ministry of Environment in documentation towards finalising of Framework Generic Criteria as the national reference standard.
- Based on **Phase 2**, assist selected Scheme Owners to finalise the selected Product-Specific Criteria towards fulfilling national endorsement.
 - Conduct a stakeholder validation workshop with selected Scheme Owners.
- Develop a holistic Process Document/Manual for developing criteria for future Product-Specific Eco-Labels.
- Facilitate stakeholder consultation workshop to ensure buy-in and technical soundness for the Process Document/Manual.
- Update Process Document/Manual.

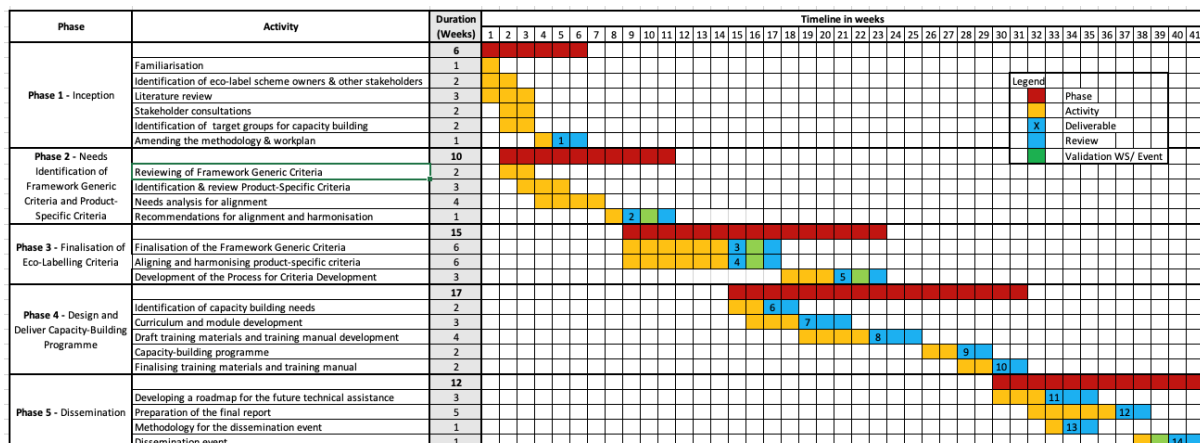
Phase 4 – Design and Deliver Capacity-Building Programme

- Identify capacity-building needs of the target stakeholder groups identified in **Phase 1**.
 - a. Facilitate a co-design consultation with the activity's main beneficiaries (i.e. Ministry of Environment and existing Scheme Owners) presenting needs assessment findings and identifying solutions to raise eco-labelling awareness, overcome adoption barriers, and integrate requirements into oversight and compliance mechanisms.
- Design an intensive, 3-day training programme to be implemented by the Service Provider.
 - a. To be delivered in Colombo city and for a selection of 40 participants.
 - Considering the suitability of the venues of stakeholders with different needs.
 - b. Develop training curriculum and modules (to be used for training materials and manual).
 - c. Integrate into the design a Monitoring, Evaluation and Learning (MEL) framework to assess training outcomes, based on the requirements of the EU Green Recovery Facility.
 - d. Provide draft training materials (including slide decks, facilitator guides, and visual aids).
 - e. Provide draft training manual as a
 - f. standalone document (including guidance tools, and evaluation framework to support capacity building).
- Deliver the training programme
 - a. Ensure delivery has a hands-on, practical approach that equips participants with the necessary knowledge and skills to comply with eco-labelling requirements.
- Update the training materials and the training manual based on the lessons learned from completed training programme.

Phase 5 – Dissemination

- Propose a roadmap, with a communication and outreach toolkit, for potential future technical assistance or policy support.
 - This must outline strategic recommendations and practical next steps for strengthening and scaling the national eco-labelling framework.
- Prepare a comprehensive final consultancy report documenting all activities, findings, recommendations, and proposed next steps for sustaining and scaling the eco-labelling framework.
- Develop a methodology for an awareness-raising event, in consultation with the Ministry of Environment, to engage a broader range of stakeholders beyond training participants involved in eco-labelling
 - This includes all the stakeholder groups identified in the [National Framework](#), as well as any other relevant entities.
 - Ensure alignment with the government's role in Ministry of Environment's oversight and monitoring requirements.
- Deliver a dissemination event to address challenges, lessons learned, and opportunities to enhance the effective implementation of eco-labelling by Scheme Owners, producers, and manufacturers in Sri Lanka.

Indicative Gantt Chart



2) Anticipated deliverables

Phases	Deliverables	Objectives and expected results of the deliverable	Submission date
Phase 1 - Inception	Deliverable 1 - Inception Report including: <ul style="list-style-type: none"> Updated methodology and work plan based on stakeholder inputs and review findings. Review and analyse existing Framework Generic Criteria, Product-Specific Criteria, and relevant national/international standards. 	Objective: To establish a validated and realistic methodology and work plan, incorporating stakeholder feedback and aligning with the Facility's MEL framework, to guide the consultancy from inception to completion. Expected Result: An approved Inception Report presenting a clear, actionable roadmap with timelines,	T0 + 05 weeks

	<ul style="list-style-type: none"> – Alignment with the Facility's MEL framework. – Risk analysis matrix covering potential delivery constraints and mitigation strategies. 	responsibilities, deliverables, and risk mitigation measures, ensuring feasibility within the operational context.	
<u>Phase 2 – Needs Identification of Framework Generic Criteria and Product-Specific Criteria</u>	<u>Deliverable 2 – Needs Identification Report on Generic and Product-Specific Criteria</u> including: <ul style="list-style-type: none"> – Review of Framework Generic Criteria. – Review of selected Product-Specific Criteria. – Assess alignment with international best practices and standards (particularly EU). – Identification of areas requiring alignment or enhancement. – Summary of inputs from stakeholder consultation workshop to inform harmonisation. – Annex: Stakeholder Consultation Workshop Report (ensuring alignment with the Facility's MEL framework and including attendance sheet using EF template). 	Objective: To identify technical strengths, weaknesses, and gaps in existing product-specific criteria, and determine priority areas for alignment with the National Framework and international standards, based on stakeholder consultations. Expected Result: A report with evidence-based recommendations for harmonisation, informed by technical review and consultations with stakeholders.	T0 + 9 weeks
<u>Phase 3 – Harmonisation and Finalisation of Eco-Labeling Criteria</u>	<u>Deliverable 3 – Finalisation of Harmonised Framework Generic and Product-Specific Criteria:</u> <ul style="list-style-type: none"> - Support documentation for the Ministry of Environment to finalise Framework Generic Criteria as the national reference standard. 	Objective: To finalise and secure formal adoption of the national generic eco-labelling criteria, ensuring they are technically sound and accepted by key stakeholders through consultation. Expected Result: A nationally endorsed generic criteria set, serving as the reference point for all future product-specific eco-labelling criteria.	T0 + 15 weeks
	<u>Deliverable 4 - Validation of Product-Specific Criteria:</u> <ul style="list-style-type: none"> – Validated Product-Specific Criteria from selected scheme owners. 	Objective: To ensure selected Product-Specific Criteria fulfil national endorsement. Expected Result:	T0 + 15 weeks

	<ul style="list-style-type: none"> Annex: Stakeholder Validation Workshop Report (ensuring alignment with the Facility's M&E framework and including attendance sheet using EF template). 	Approved, harmonised Product-Specific Criteria ready for application in certification processes.	
	<p><u>Deliverable 5 – Updated Process Document/Manual for Product-Specific Criteria Development:</u></p> <ul style="list-style-type: none"> Develop a practical process document/manual detailing methodology, steps, and best practices for developing criteria for future Product-Specific Criteria. Facilitate stakeholder consultation session to ensure practical applicability and technical robustness. Annex: Stakeholder Consultation Workshop Report (ensuring alignment with the Facility's M&E framework and including attendance sheet using EF template). 	<p>Objective: To provide scheme owners with a standardised, practical guide for developing criteria for future Product-Specific Criteria.</p> <p>Expected Result: A validated Process Document/Manual ready for use by scheme owners for future product-specific eco-labelling development, ensuring consistency, technical robustness, and alignment with national and international standards.</p>	T0 + 21 weeks
<p><u>Phase 4 – Design and Deliver Capacity-Building Programme</u></p>	<p><u>Deliverable 6 – Capacity-Building Needs Identification Report</u> including:</p> <ul style="list-style-type: none"> Identification of capacity-building needs across stakeholder groups. Mapping of training priorities to stakeholder roles and responsibilities. Facilitate co-design consultation to ensure integration of capacity-building needs. Annex: Stakeholder Consultation Workshop Report (ensuring alignment with the Facility's M&E framework and including 	<p>Objective: To assess and define the knowledge, skills, and competencies required by different stakeholder groups to perform their roles effectively in eco-labelling oversight, guidance, monitoring, and compliance.</p> <p>Expected Result: A comprehensive analysis highlighting existing capacity gaps and prioritised training needs of each stakeholder group, serving as a basis for the design of targeted capacity-building interventions.</p>	T0 + 17 weeks

	attendance sheet using EF template).		
	<u>Deliverable 7 – Curriculum and Modules for Capacity Building including:</u> <ul style="list-style-type: none"> - Structured training plan aligned with identified needs - Detailed session outlines, learning objectives, and key content. - Integration of practical tools, case studies, and eco-labelling compliance guidance derived from stakeholder inputs. - Alignment with the Facility's MEL framework 	Objective: To design a structured training curriculum and modules that address identified needs and embed practical tools for eco-labelling implementation and oversight. Expected Result: A complete curriculum and module set aligned with the Facility's MEL framework, ready for use in training delivery.	T0 + 19 weeks
	<u>Deliverable 8 – Draft Training Materials and Training Manual including:</u> <ul style="list-style-type: none"> - Draft training materials (including slide decks, facilitator guides, and visual aids). - Draft manual (including guidance tools, and evaluation framework). - Alignment with the Facility's MEL framework 	Objective: To produce draft training resources reflecting stakeholder needs to support consistent capacity-building delivery. Expected Result: Draft slide decks, manuals, and supporting materials prepared for pilot use in the training programme.	T0 + 23 weeks
	<u>Deliverable 9 – Capacity Building Programme Report including:</u> <ul style="list-style-type: none"> - Delivery of a hands-on training programme for 40 participants. - Use of pre- and post-assessment tools to 	Objective: To deliver an intensive, hands-on training programme for 40 participants, equipping them with knowledge and tools based on stakeholder-informed training design. Expected Result:	T0 + 28 weeks

	<p>measure learning outcomes.</p> <ul style="list-style-type: none"> - Collection of attendance and participation data in line with Facility's MEL requirements. - Real-time feedback collection for continuous improvement. - Alignment with the Facility's MEL framework. 	Successful completion of training with participant engagement data, pre/post assessments, and feedback collected in line with MEL requirements.	
	<p><u>Deliverable 10 – Updated Training Materials and Training Manual:</u></p> <p>Based on lessons learned from completed training programme into final materials.</p> <ul style="list-style-type: none"> - Updated training materials (including slide decks, facilitator guides, and visual aids). - Updated training manual (including guidance tools, and evaluation framework). 	<p>Objective:</p> <p>To revise and finalise all training resources based on delivery experience and participant feedback.</p> <p>Expected Result:</p> <p>Validated training materials and manuals incorporating lessons learned, ready for ongoing capacity-building.</p>	T0 + 30 weeks
<u>Phase 5 - Dissemination</u>	<p><u>Deliverable 11 – Roadmap for Future Assistance including:</u></p> <ul style="list-style-type: none"> - Strategic recommendations for scaling eco-labelling nationally. - Communication and outreach toolkit, for potential future technical assistance or policy support. - Identification of policy, institutional, and technical support needs. - Suggested timeline and milestones for implementation. - Recommendations for integration with existing policy initiatives. 	<p>Objective:</p> <p>To outline practical next steps for strengthening and scaling the national eco-labelling framework.</p> <p>Expected Result:</p> <p>A high-level, actionable plan for further policy and technical support.</p>	T0 + 33 weeks
	<p><u>Deliverable 12 - Dissemination Event Methodology including:</u></p> <ul style="list-style-type: none"> - Detailed event agenda and stakeholder engagement methodology. 	<p>Objective:</p> <p>To design an effective stakeholder engagement approach for raising awareness of the eco-labelling framework and its oversight mechanisms.</p>	T0 + 37 weeks

	<ul style="list-style-type: none"> – Defined target audiences and participation strategy. – Ensure alignment with government's role in eco-labelling oversight and monitoring requirements. – Approach for capturing participant feedback and stakeholder inputs for follow-up actions. 	Expected Result: A documented methodology with clear objectives, target audiences, and engagement strategies.	
	<u>Deliverable 13 – Final Report</u> including: <ul style="list-style-type: none"> – Summary of all project activities and outputs. – Consolidated findings and analysis. – Recommendations for future actions. – Annexes with supporting data, tools, and templates developed. 	Objective: To consolidate and document all consultancy activities, findings, recommendations, and proposed next steps. Expected Result: A comprehensive final report capturing results, lessons learned, and a roadmap for sustainability.	T0 + 34 weeks
	<u>Deliverable 14 – Dissemination Event</u> <u>Report</u> including: <ul style="list-style-type: none"> – Attendance sheet using EF template. – Summary of event proceedings and discussions. – Key messages, lessons learned, challenges identified, and opportunities for further improvements. – Insights specifically related to adoption and practical implementation of eco-labelling, informed by stakeholder participation. – Summary of stakeholder engagement and relevance to national eco-labelling oversight and monitoring efforts. 	Objective: To document the delivery, participation, and key takeaways from the awareness-raising event. Expected Result: A final event report including attendance data, participant feedback, lessons learned, and relevance to national oversight and monitoring functions.	T0 + 40 weeks

- T0 = Date of the notification of the contract

4) Monitoring and Evaluation (M&E) of the Consultancy Assignment

The Service Provider should report the assignment progress in a timely manner by aligning the planned activities with the M&E standards outlined in the M&E plan of the Facility, which will be shared with the Service Provider at the beginning of the consultancy. As part of the analysis phase, adjustments to the methodology or subsequent activities will have to be made

as needed, with documentation of changes for M&E purposes. The methodology should therefore specify data sources, data collection and analysis along with methods and tools used, reporting, quality control and assurance procedures, etc.

5) Coordination

The Service Provider shall designate a single contact person for project administrative purposes. Mr Etienne Baudon of the Sustainable Development Department (e-mail: etienne.baudon@expertisefrance.fr) will be the Service Provider 's sole contact person for Expertise France.

The Service Provider will work under the supervision of the Project Manager of the Facility, based in Colombo, and in close collaboration with Expertise France headquarters from preparation for the consultancy and missions right up to its completion. Furthermore, regular exchanges must take place with the Project Manager on assignment progress and any difficulties that may be encountered.

A launch meeting shall be held 2 working days after the contract award has been notified.

V. PLACE, DURATION AND INDICATIVE SCHEDULE

1. **Estimated start date:** 17 November 2025
2. **Estimated end date:** 31 August 2026
3. **Estimated duration:** 41 weeks
4. **Location:** The consultancy will take place remotely as well as through missions in Sri Lanka.

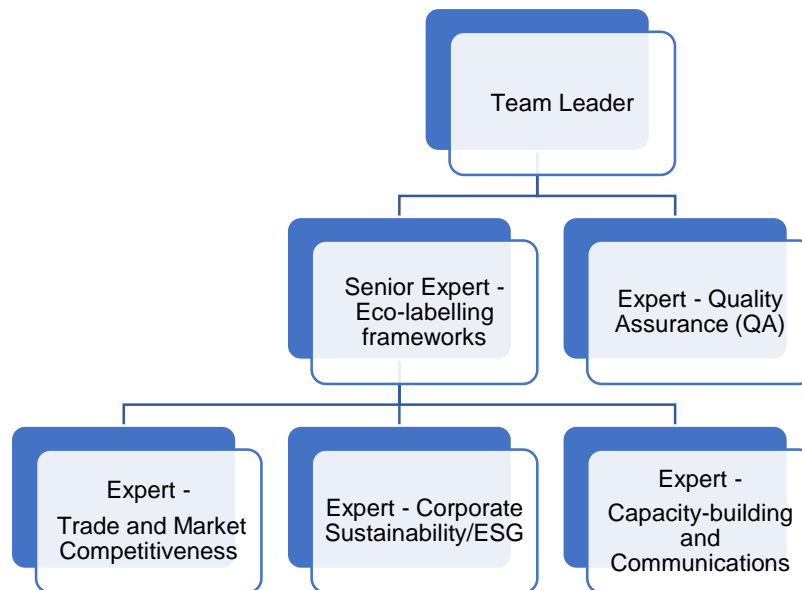
VI. REQUIRED EXPERTISE AND PROFILES

These terms of reference define the **minimum required profiles**. If deemed necessary, a list of additional experts, comparable to the profiles presented below with justification for their expected contributions can be proposed. The Service Provider must also provide a declaration of the availability of such specialists and/or suitable subject matter expert/s for the required roles.

Three reference contacts must be communicated for each profile submitted and Expertise France reserves the right to organise an interview with the Team Leader and/or the designated team member, prior to the award of the contract as part of the evaluation process.

The Service Provider may decide on the number of team members to be deployed to fulfil the required profiles. In the technical offer, it must be clearly stated which profile(s) the individual team member satisfies out of the required profiles. In the event all positions are filled by (an) international expert/s, it is essential to have a national expert in the team to act as the national counterpart.

Suggested organisational structure:



Team Leader

The Team Leader will be the main contact person for Expertise France for the execution of this task. In particular, the Team Leader will have to plan and direct the activities and work of the team according to the identified needs. The Team Leader will be responsible for the submission of deliverables on time with required quality.

The Team Leader should have the following set of qualifications, competencies, skills and experience:

Profile of the Team Leader

Education and training

- Bachelor's degree or equivalent in the field of Environmental Science, Environmental Management, Sustainability, Development Studies, Economics, Public Policy, Industrial Ecology, Business Administration, or a related field.

Professional experience:

- A minimum of 5 years of experience in managing multi-disciplinary consultancy teams⁶, including oversight of deliverables, coordination of experts, and client engagement.
- Experience in working with bilateral or multilateral development partners, would be an asset.
- Professional experience in Sri Lanka or in the region in a similar assignment will be considered as an asset

Qualifications and skills:

⁶ The CV of the team leader should mention the composition and size of the teams managed.

- Demonstrated capacity to lead diverse teams and ensure high-quality and timely delivery of outputs. Strong ability to engage and communicate effectively with stakeholders, including government entities, private sector, and civil society.
- Excellent listening, synthesis and communication skills.
- Rigour and ability to write in a clear, precise and concise manner, suitable for both technical and non-technical audiences.
- Full professional proficiency in English, with excellent oral and written command.

Profile of the Senior Expert - Eco-Labelling Framework

Education and training:

- A Master's degree in Environmental Engineering, Environmental Science, Sustainable Production, Policy, or a related field.

Professional experience:

- At least 7 years of experience working with environmental and sustainable production standards, including compliance and monitoring.
- At least 3 years of experience working with eco-labelling schemes.
- Experience aligning national standards with international benchmarks (e.g., ISO 14024, EU SCP policies), would be an asset.
- Experience engaging with public and/or private sector stakeholders, particularly on policy alignment, would be an asset.
- Experience in Asian Pacific (APAC) economies, would be an asset.

Qualifications and skills:

- Strong analysis and policy advocacy skills.
- Demonstrated capacity to manage high-level, multi-stakeholder policy discussions.
- Ability to articulate complex policy and technical issues in a clear, precise, and concise manner.
- Fluency in English is mandatory.
- Global, synthetic and concrete vision.

Profile of the Expert – Trade and Market Competitiveness

Education and training:

- A Bachelor's degree in Economics, International Trade, Development Studies, Business Administration, Environmental Economics, or a related field.
- A Master's degree would be an asset.

Professional experience:

- At least 5 years of experience in analysing trade flows, market access requirements, and competitiveness factors for export-oriented sectors.
- At least 3 years of experience working on the intersection of trade and environmental standards, including eco-labelling or sustainability certifications.
- Experience in assessing the trade implications of environmental regulations, including compliance with EU and other international market requirements.
- Familiarity with WTO Technical Barriers to Trade (TBT) and Sanitary and Phytosanitary (SPS) frameworks as they relate to product standards and eco-labelling.
- Experience conducting market research and competitiveness assessments for products in export markets.

- Experience engaging with trade ministries, export promotion agencies, chambers of commerce, and private sector associations on market access strategies.

Qualifications and skills:

- Strong analytical and policy advisory skills.
- Demonstrated capacity to provide policy guidance to public and private stakeholders.
- Excellent technical writing and presentation skills.
- Fluency in English is mandatory.

Profile of the Expert – Corporate Sustainability/ESG

Education and training:

- A Bachelor's degree in Environmental Science, Engineering, Finance, Accounting, Business Administration, or equivalent educational qualifications.
- A Master's degree, would be an asset.

Professional experience:

- At least 7 years of experience in corporate sustainability, ESG, or SCP.
- At least 4 years of experience working with international standards and frameworks adopted by private sector companies for corporate sustainability or ESG practices.
- Experience in eco-labelling framework or standards, would be an asset.

Qualifications and skills:

- Knowledge on interlinkage and impacts concerning inclusive green economy issues.
- Strong research and analysis skills.
- Fluency in English is mandatory.

Profile of the expert - Capacity-building and Communications

Education and training:

- A Bachelor's degree in Communications, Media, Public Relations, Marketing, Psychology, Education, Capacity-Building, Capacity Development, Development Studies, or related fields.

Professional experience:

- At least 7 years of experience in designing and delivering capacity-building and communications programmes (including trainings, workshops, campaigns, and other awareness-raising initiatives).
- At least 5 years of experience in developing capacity-building and communications materials (including training manuals, workshop resources, awareness toolkits, and multi-media content).
- Experience in applying behavioural science principles and inclusive, participatory approaches (e.g. addressing economic, social, cultural, gender, and disability-related barriers), would be an asset.
- Experience training and engaging stakeholders in APAC would be an asset.
- Proven track record in developing and implementing communications strategies targeting diverse stakeholder groups.

Qualifications and skills:

- Excellent capacity to generate coherent, engaging, and impactful publications and communications products for diverse audiences, including both technical and non-technical stakeholders.
- Excellent communication, facilitation, and presentation skills, with the ability to effectively convey technical concepts and messages to a wide range of stakeholders.
- Strong capability to coordinate, manage, and deliver capacity-building and communications activities.
- Strong interpersonal skills for effective stakeholder engagement.
- Fluency in English is mandatory.
- Professional working proficiency in either Sinhala or Tamil, would be an asset.
- Demonstrated knowledge relating to international trade regulations, would be an asset.

Profile of the Expert – Quality Assurance (QA)

Education and Training

- A Bachelor's degree in Quality Management, Education, Communications, Public Policy, Organisational Development, or equivalent educational qualifications.
- A Master's degree would be considered an asset.

Professional Experience

- At least 5 years of professional experience in quality assurance.
- Experience applying quality assurance processes including reviewing technical deliverables to ensure clarity, coherence, and alignment with project objectives and quality standards.
- Familiarity with EU-funded project reporting and compliance standards, would be an asset.

Qualifications and Skills

- Strong capability to relay client feedback clearly and constructively to technical teams.
- Strong capability to assess structure, logic, and clarity of technical content.
- Proven skills in formatting, consistency, and quality control across diverse outputs.
- Excellent coordination and collaboration skills.
- Fluency in English is mandatory.

Cross-cutting expertise

Facilitation of policy dialogue

- o The consultancy team should have proven experience in organising, facilitating, and supporting multi-stakeholder policy dialogues, effectively engaging both public and private sector stakeholders.

Technical facilitation of capacity-building and training programmes:

- o The consultancy team must demonstrate proven experience in designing, facilitating, and managing capacity-building and training programmes, including workshops or interactive sessions.

Organisation of workshops and events

- o The consultancy team must demonstrate proven experience in organising events and workshops, including in Sri Lanka. If the logistical and communication aspects of the dissemination event and/or workshops are to be outsourced, the bidder must clearly indicate this in their proposal and include both the CV and a detailed profile of the outsourced service provider.

Knowledge of Eco-Labeling and related International Standards:

- Comprehensive understanding of eco-labelling frameworks, including related ISO standards, EU SCP policies, National SCP policy and other international benchmarks.
- Familiarity with national standards development and accreditation processes, including stakeholder engagement for criteria validation.

Knowledge of Sectoral Application of Eco-Labelling:

- Awareness of environmental performance criteria applicable to priority product groups and manufacturing sectors in Sri Lanka.
- Understanding of market access requirements in key export destinations (e.g., EU) and how eco-labelling supports compliance.

Gender

The Service Provider is encouraged to incorporate gender⁷ considerations into both the technical and methodological approaches. The Service Provider should demonstrate experience and knowledge on gender.

In addition, the Service Provider should ensure that gender is systematically integrated across all phases of the assignment. The team should demonstrate experience in designing inclusive processes that address barriers to participation (e.g., economic, social, cultural, gender, and disability-related constraints). Specific attention should be paid to ensuring women's representation among stakeholders engaged in eco-labelling development and implementation.

Additional experts⁸

The Service Provider may also propose any additional experts required for the successful completion of the assignment with justification. The justification for deploying other experts and their expected level of efforts backed by their resumes should be submitted along with the resume of the team leader and the listed experts.

VII. Visibility

During the implementation of all activities, the Service Provider will have to ensure that the visibility of European Union, Expertise France, and the EU Green Recovery Facility is maximised. All deliverables, as well as events organised, must be in line with the Facility's visibility guidelines and based on the Facility's templates. These will be shared with the Service Provider at the start of the consultancy mission.

VIII. Application modalities

⁷ In alignment with the OECD-DAC gender equality policy marker, the EU Green Recovery Facility is classified as DAC 1. It adheres to the minimum recommended criteria, which entail conducting a thorough gender analysis as an integral part of the interventions. Gender equality is established as a significant objective within the initiative. Moreover, data and indicators are systematically disaggregated by sex where applicable, underscoring a commitment to monitor and report on the attained gender equality results during the Facility's evaluation phase. Following these requirements, it is expected that all members of the Consultancy Team demonstrate proven gender expertise through prior involvement in gender-sensitive projects, and that gender considerations are meaningfully integrated throughout the design, implementation, and monitoring of this consultancy.

⁸ The Service Provider may decide to deploy experts as relevant and needed for the assignment.

Form of contract: Service contract

Submission deadline: 30 September 2025 (11:59am - Paris time - UTC/GMT +01:00)

Bid composition:

- A technical offer, including:
 - Short note of understanding of the context and issues (5 pages maximum; font : Calibri ; font size : 11 ; line spacing : 1.15 ; margins : 2 cm);
 - Methodology (8 pages maximum; font: Calibri; font size: 11; line spacing: 1.15; margins: 2 cm);
 - Detailed résumés⁹ including 3 non-related referees preferably from immediate superiors of previous work places for the past 5 years (5 pages maximum each);
 - Organisational chart with the roles and responsibilities of the consultant team members
 - Quality assurance procedures for deliverables;
 - Work plan and workflow;
- A financial offer including the mission(s) in Sri Lanka and all necessary costs including for awareness creation and capacity building programmes (based on the budget template provided);

Incomplete bids will not be considered.

⁹ The justification for deploying other experts and their expected level of efforts backed by their resumes should be submitted along with the resume of the Team Leader and other defined profiles. The Expertise France may interview the Team Leaders of the short-listed Consultancy Teams.