**INTERNATIONAL FINANCE CORPORATION**

# TERMS OF REFERENCE

**Title of the position: Regional Representative**

**Grade: STC (C2)**

**Project: Ukraine Residential Energy Efficiency Project (UREEP), Phase II**

**Start date: March 1, 2015**

**Reporting Line: Project Manager**

## Location: Various Cities (Kyiv, Lutsk, Cherkassy)

**The Organization:** **World Bank Group,** Finance & Markets Global Practice aims to help countries build deep, diversified, inclusive, efficient and stable financial systems which are essential to promoting economic growth and reducing poverty and increasing shared prosperity. The practice is committed to delivering public and private sector tailored solutions to development challenges by leveraging the whole range of the Bank Group's financial, knowledge/advisory and convening services for clients. In doing so, the practice not only partners with the broader World Bank finance team (IFC, WB, MIGA and WB/IFC Treasuries) but also acts as an enabler for all of the other GPs and Cross-Cutting Groups.  
   
As a joint World Bank - IFC practice, the Finance & Markets Practice brings together the World Bank's knowledge, finance (loans, credits, guarantees, risk management products), and convening services, and IFC advisory in private-sector firms into a single suite of development solutions for our clients and the global community to support reaching the twin goals of eliminating extreme poverty and promoting shared prosperity.

**The Project:** The World Bank Finance and Markets Practice Group implements the Ukraine Residential Energy Efficiency Project, Phase II, funded by the Swiss Confederation. The key goal of the UREEP Phase II is to enable financing of the energy efficient modernization of the multifamily buildings by addressing the following barriers:

1. Imperfect legal and regulatory environment;
2. Lack of financially-viable financing products targeted for residential energy efficiency;
3. Low level of awareness about residential energy efficiency among key market stakeholders.

Phase I of the Project succeeded in creating legislature (Law on Multifamily Apartment Buildings has passed First reading in Parliament in January, 2015) and development of the commercial banking product. However, the demand for energy efficient modernization of the multifamily building is yet low. One of the obstacles behind lagging demand is lack of information for the homeowners about resources available on the market to help initiate the modernization initiatives. To increase public awareness, Phase II of the Project will focus resources on promotional and educational activities, including provision of on cite consultations and awareness building.   
    
**The Consultant:** The Financial Consultant(s) will support the Project in a number of select cities by providing support to homeowner associations in the following:

* Ensure regular contact with Homeowners’ Associations (HOA), HOA Associations, NGOs in the assigned region; keep database of all HOAs; initiate cold-calls to HOAs; provide regular reporting on activities;
* Maintain updated knowledge of local business environment for residential energy efficiency by keeping an updated database of vendors, equipment manufacturers, engineering companies in the region; provide regular information to the central (Project level) database;
* Initiate regular meetings with vendors, financial institutions and other private sector partners in the region;
* Initiate seminars and other events to promote residential energy efficiency in cooperation with the private sector partners;
* Participate in regional conferences, workshops with the public sector and IFIs on behalf of the Project;
* Provide expert consultations to interested HOAs on financial and accounting matters;
* Assist HOAs wishing to obtain commercial financing in preparing necessary financial statements/reports required by the financial institutions;
* Assist HOAs in their negotiations with the financial institutions, vendors and other partners;
* Develop success stories.

**Requirements:**

* University degree in economics, finance, or business;
* At least 3 years experience of creating business plans and financial models;
* Strong knowledge of the Ukraine housing sector;
* Outstanding interpersonal and persuasion skills;
* Knowledge of the commercial lending practices strongly desired;
* Strong communication and presentation skills;
* Ability to travel extensively in the assigned region and throughout Ukraine;
* Native Ukrainian and Russian writing and oral skills;
* Ability to prepare reports in English language.