

Logical Framework BSOD IBCE Bolivia

Overall objective: Developing the international competitiveness of the export sectors of Bolivia and increasing awareness of opportunities on the EU-markets

BSOD-program purpose: Strengthening IBCE as a leading, customer driven and value added provider of export market information services to the export community (incl. potential exporters) and business support network of Bolivia

Result 1

The organization will provide upgraded and new customized information services, products and tools, optimizing technology, including rapid customer response and consultancy

Result 2

The organization will be more effective and efficient, financially self sustainable and a driving force and beneficiary of a closer network of relations with other intermediary organizations, optimizing synergies

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Result 1: The organization will provide upgraded and new customized information services, products and tools, optimizing technology, including rapid customer response and consultancy					
Description	Objectively Verifiable Indicators	Accountable	Manpower (estimated weeks)	Assumptions	
OPTIMIZATION & CUSTOMIZATION					
Activity 1.1	Review and customize IBCEm@il and Data Tr@de alerting systems	Promotion manager	PM: 0.5 ROI: 1 ROD: 1		
Activity 1.2	Review and upgrade usability of website (incl. user profiles and site management information)	Promotion manager	CBI: 1-2 GM: 0.5 PM: 1 ROI: 1 Team: 0.5 Webdeveloper: ?	In case of substantial overhaul, additional external funding to be tapped from CAF, USAID, SECO	
Activity 1.3	Review and reorient Comercio Exterior and Exportemos and yearbooks (hard copy and soft copy formats)	Promotion manager (Comercio Exterior) ----- La Paz Rep (Exportemos) ----- Technical manager (yearbooks)	GM: 0.5 PM: 0.5 PMA: 1 LPR: 1 TM: 0.5 TMA: 1 CBI: 2-3	Integrated with 2.6	
Activity 1.4	Review and reorient statistical service	Technical manager	TM: 1 ROS: 2-3 LPR: 2-3 CBI: 1-2	Integrated with 2.6	
INNOVATION					
Activity 1.5	Develop new value added products, like	General manager Promotion manager	GM: 0.5-1 PM: 1-2	Integrated with 2.6	

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	market and product briefs, market access alerts for high potential sectors/product groups for the EU market			LPR: 1-2 CBI: 1-2	
Activity 1.6	Development of training and consultancy services integrated with upgraded information services		General manager Technical manager CSR manager	GM: 0.5-1 TM: 1-2 CSR M: 1-2 CBI: 1-2	Integrated with 2.6
Activity 1.7	Development of series of thematic reports		La Paz Rep Promotion manager	PM: 1-2 LPR: 1-2 CBI: 1-2	Integrated with 2.6
AFFILIATION					
Activity 1.8	Reorientation of the library services (optional digitalizing, partnering with University)		General manager Technical manager	GM: 0.5 TM: 1 ROCENDOC: 1 LPR: 1 CBI: 1-2	Integrated with 2.6
Activity 1.9	Implement RSS and affiliation technology incl. CBI affiliate database		Promotion manager	PM: 0.5 TM: 0.5 ROD: 0.5 ROI: 0.5 CBI: 1 Freelance IT: 1	Integrated with 1.2

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Result 2: The organization will be more effective and efficient, financially self sustainable, and a driving force and beneficiary of a closer network of relations with other intermediary organizations				
Description	Objectively Verifiable Indicators	Accountable stakeholders	Manpower (estimated weeks)	Assumptions
ORGANIZATIONAL STRENGTHENING				
Activity 2.1	Strategy sessions on review and realignment of work processes	Management Team	GM: 1 PM: 2 TM: 2 CSR: 2 LPR: 2 CBI: 3-4	3-4 sessions
Activity 2.2	Training on <ul style="list-style-type: none"> - EU market access requirements, incl. CSR (webbased) - market research; processing of information, preparation of market briefs, profiles etc., website - promotion - web writing skills - media strategies and communication skills - Market Intel: Networked Information management 	Promotion manager	PM: 5 TM: 5 CSR: 5 LPR: 5 PMA: 5 CSRMA: 5 CBI: 16	
Activity 2.3	Development of <ul style="list-style-type: none"> a) supply-side expertise by 	Promotion manager Technical manager	GM: 0.5 PM: 0.5-1	

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	<p>short in-company internships in Bolivia</p> <p>b) demand-side expertise by visits to importers and relevant institutions in Europe following CBI trainings in The Netherlands</p>		<p>CSR manager</p>	<p>TM: 0.5-1 CSR: 0.5-1 LPR: 0.5-1 Team: ?</p> <p>CBI: 1-2</p>	
<p>Activity 2.4</p>	<p>Guidance with development and implementation of CRM strategy and system</p>		<p>Management team</p>	<p>GM: 1 TM: 1 PM: 1 CSR: 1 ROD: 2-3 ROI: 2-3 LPR: 1</p> <p>Rest: 1</p> <p>CBI: 5-6 Freelance IT: ?</p>	<p>Donor support (CAF, USAID, SECO)</p>
<p>Activity 2.5</p>	<p>Guidance with enhanced knowledge management and information sharing practices</p>		<p>Management team</p>	<p>GM: 1 TM: 1 PM: 1 CSR: 1 ROD: 2 ROI: 2 LPR: 1</p> <p>CBI: 3</p>	<p>Integrated with - or after 2.4</p>
<p>Activity 2.6</p>	<p>Strategy sessions on business model and new commercial services (incl.</p>		<p>Management team</p>	<p>GM: 1 FM: 1 TM: 1 PM: 1</p>	<p>Integrated with development of new services and review of existing services</p>

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	benchmarking and stakeholder focus groups)			CSR: 1 LPR: 1 CBI: 3	
SYNDICATION					
Activity 2.7	Strategy sessions with other information providers to strengthen the information network		General Manager	GM: 1 PM: 1 TM: 1 LPR: 1 CBI: 3	
Activity 2.8	Intensify strategic alliance (CIM) with University (UAGRM) in expanding international market research capability		General Manager	GM: 1 PM: 1 CBI: 0.5-1	

Note:

GM = general manager

PM = promotion manager

TM = technical manager

FM = financial manager

CSR = CSR manager

LPR = La Paz Representative

ROD = responsible officer data Tr@de

ROI = responsible officer IBCEM@il

+A = assistant

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