Terms of Reference for an Individual Expert

Expert for strategic development and coordination of the GreenTech sector within WINWIN Innovation Strategy 2030 (WINWIN GreenTech Lead) for the Ministry of Digital Transformation of Ukraine

1. About EU4Innovation East

The EU4Innovation East is a regional project aiming at enhancing the competitiveness of the startup ecosystem within 5 countries of the Eastern Partnership (EaP): Armenia, Azerbaijan, Georgia, the Republic of Moldova and Ukraine. At the heart of the project is a strategy designed to nurture high-performance incubators, expand funding and market opportunities for startups, and provide tailored support to Ukraine’s emerging tech sector. Through strategic co-financing, skills development, regulatory assistance, and a strong commitment to gender inclusion, EU4Innovation East is laying the foundation for sustainable, long-term growth in the region, ensuring that innovation is both inclusive and impactful.

The EU4Innovation East project is funded by the European Union, co-funded by the French government and implemented by Expertise France.

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| Title: | EU4Innovation East – Support to Digital innovation in the Eastern Partnership region |
| Geographic scope: | Armenia, Azerbaijan, Georgia, the Republic of Moldova and Ukraine |
| Duration: | 54 months, i.e. 4.5 years (04/2024 - 10/2028) |
| Financed by: | • EU Commission: 20.000.000,00€  • France: 2.120.000,00€, earmarked for Ukraine |
| Implementing  Agency: | Expertise France (EF) |
| Overall objective: | Contribute to strengthen the competitiveness and maturity of the private sector in innovation in EaP countries through valuable collaborations with European partners |
| Pillars’ description: | Pillar 1 – Supporting early-stage funding  Pillar 2 - Backing high added-value segments and high-performance incubation  Pillar 3 - Strengthening community ties  Pillar 4 – Promoting EaP startups and advancing the development of EU partnerships |

1. Mission Description

WINWIN Ukrainian Global Innovation Strategy 2030 (Innovation Strategy) has been developed by the Ministry of Digital Transformation (MDT) of Ukrainian and approved by the Government of Ukraine. The Innovation Strategy outlines the key vision, goals, priorities, principles and policies in the field of innovation development in Ukraine with the following sectors in focus: Defense technology (DefTech), Medical technologies (MedTech), Biotechnologies (BioTech), Technologies in governance (GovTech), Agricultural technologies (AgroTech), Educational technologies (EdTech), Semiconductor technologies (Semiconductors), Cybersecurity (Secured Cyber Space), Technologies for green transformation (GreenTech), Immersive technologies (XR), Artificial intelligence (AI), Autonomous unmanned vehicle (AUV), Space technologies (SpaceTech), Fluid Economy.

Under the supervision of the Program Director based in Tbilisi (Georgia), the Deputy Program Director, based in Chisinau (Moldova) and the Country Coordinator (Ukraine), the WINWIN GreenTech Lead will be responsible for leading the strategic development and coordination of the GreenTech sector within the WINWIN Innovation Strategy, with a focus on regulation, innovation, ecosystem development, and cross-sectoral collaboration.

The role requires a high degree of autonomy and interpersonal skills suitable for an international and multicultural environment. Building connections with local stakeholders is crucial for the project's success.

**2.1. Objectives and tasks**

In close collaboration with the Ministry of Digital Transformation of Ukrainian, the expert will perform the following tasks:

**1. Strategic Sectoral Planning:**

* Shape the strategic vision and priorities for GreenTech sector within the WINWIN Innovation Strategy framework.
* Develop and maintain the sectoral roadmap and operational MDT`s OKR-based plan.
* Ensure alignment with national innovation goals and other priorities of WINWIN Innovation Strategy fields of development.

**2. Policy and Regulatory Development:**

* Lead efforts to harmonize regulations and foster a supportive enabling environment.
* Drive Green Tech innovations and sustainable goals coherence while developing the regulatory framework, including intergovernmental initiatives;
* Facilitate harmonization of Ukrainian GreenTech related policies and its deployment are in line with European standards on Green Deal, Sustainable Development Goals and innovation.
* Co-design incentive policies for domestic innovations.

**3. Ecosystem Development and Market Building:**

* Promote domestic production of cutting-edge green technologies.
* Facilitate the evolvement of GreeenTech innovation ecosystem in Ukraine.

**4. Innovation, R&D, and Product Piloting:**

* Minimum 3 pilot initiatives launched across focus areas.

**5. Infrastructure and Cluster Building:**

* Facilitate establishment of the WINWIN GreenTech Center of Excellence (CoE) as a flagship infrastructure project.
* Identify and manage infrastructure projects enabling ecosystem growth.

**6. International Partnerships and Strategic Engagements:**

* Attract global partners, investors, and technology providers.
* Forge alliances with leading international institutions.
* Enable technology transfer and collaborative innovation with international stakeholders.

**7. Education and Workforce Development:**

* Design trainings and facilitate better engagement of Ukrainian GreenTech startups in EU funded programs for GreenTech sectors.
* Collaborate with universities to embed sectoral content into formal education.
* Promote international acceleration and incubation programs for GreenTech startups and innovations.

**8. Foresight and Future-Looking Initiatives:**

* Identify emerging trends and technologies with high innovation potential.
* Support the application of the green innovations aimed at overcoming actual challenges.

**9. Cross-Sector Coordination and Team Collaboration:**

* Work closely with other WINWIN sector leads to integrate GreenTech across the sectors.
* Share insights, resources, and opportunities for cross-sector synergies.

**2.2. Expected deliverables**

* Sectoral roadmap and operational plan developed and approved;
* At least 70% of MDT`s OKR achievement facilitated within 12 months;
* Minimum 3 pilot initiatives launched across focus areas;
* National GreenTech ecosystem mapped;
* Green Tech CoE operational;
* 2+ international engagements or events delivered;
* Monthly MDT`s OKR progress updates and quarterly strategy reports submitted.

**2.3 Contribution to communication and visibility**

* Ensure visibility of the EU4Innovation East project together with its donors and implementing entity (EU, French Republic, Expertise France and EU4Innovation East) and reference in all communications related to the assignment.
* Align with the EU4IE communication team on all the external communications related to the assignment.

1. Expert Profile

* Master's degree in law, economics, finance, project management, political science, international relations/cooperation, or a relevant field;
* 3+ years of experience in GreenTech innovation, or related fields;
* Proven ability to lead complex, multi-stakeholder initiatives;
* Familiarity with innovation ecosystems, public-private partnerships, and donor relations
* Strong understanding of regulatory environments and startup dynamics;
* Experience working with government, private sector, and multilateral organizations.
* Proficiency in English is required; knowledge of French is a plus.

**Required Knowledge, Experience, Skills, and Abilities**

* Experience in legislative framework analysis and development;
* Proven ability to lead cross-sectoral and international initiatives;
* Ability to develop an integrated approach to innovation, GreenTech both at international and national level;
* Strong involvement in the Ukrainian innovation ecosystem, in particular GreenTech and good knowledge of its different players;
* Knowledge of private sector development and entrepreneurship-related issues and/or working with ministries responsible for digital issues;
* Skills in developing technical, narrative, and progress reports;
* Good knowledge of cooperation mechanisms and public development aid, especially for projects funded by the European Union and/or other European donors is a plus;
* Knowledge of monitoring and evaluation mechanisms and gender approaches is an advantage;
* Previous experience with one or more Eastern Neighborhood countries is a significant plus.

**Soft Skills**

* Excellent communication and stakeholder engagement skills;
* Excellent ability to build connections;
* Teamwork (multicultural) and adaptability;
* Diplomacy, empathy, and conflict management skills;
* Sense of responsibility, initiative, and responsiveness;
* Pragmatic and results-oriented;
* Organizational skills, rigor, and proactivity.

1. Mission Timeframe

The expert will work on a task order basis and must provide the project with timesheets describing his/her involvement in the implementation of this service.

The expert may also be required to participate in missions organized by Expertise France.

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| Mission | for leading the strategic development and coordination of the GreenTech sector within the WINWIN Innovation Strategy within the Ministry of Digital Transformation of Ukraine |
| Period | June 16, 2025 – June 15, 2026 (Full time – 12 month) |
| Deliverables timeframe | National Green ecosystem mapped by Oct 1, 2025;  Sectoral roadmap and operational plan developed and approved by Dec 1, 2025;  Minimum 3 pilot initiatives launched across focus areas by Apr 1, 2026;  2+ international engagements or events delivered by Apr 1, 2026;  At least 70% of MDT`s OKR achievement facilitated by May 1, 2026;  Green CoE operational and at least one educational program launched by May 1, 2026. |
| Deliverables validation | EU4innovation East Country Coordinator, Program Director and/or Deputy Program Director |

1. Application process

The application should include:

* CV
* Track record of similar projects/initiatives implemented
* 3 contact persons for professional reference (name/position/company/email/phone number)
* Financial offer (incl. rate per day/monthly)

1. Application deadline

The applications should be submitted by May 30, 2025.