



TERMS OF REFERENCE

Company for Greenhouse Farmers coaching

Location: Akkar, Lebanon

Project Title: AFDAL phase IV

Coordinates with: Paty Nakhle

Procurement Activity to be submitted by: 1 July 2024

Deadline related to the posting: 25 June 2024

Contact: procurement@fairtradelebanon.org

SCOPE OF WORK

1- Summary

AFDAL project works towards enhancing resilience to climate change/shocks, productivity, access to market, and overall income generation opportunities within the food system in Akkar Lebanon. Fair Trade Lebanon is looking for a coaches' provider agency to provide trainers for technical tailored support and coaching to Greenhouse farmers based on their needs.

2- Objective

AFDAL phase IV financed by WFP and implemented by Care International Lebanon and Fair Trade Lebanon, aims to enhance resilience to climate change/shocks, increase productivity, access to market, and overall improve employability and income generation opportunities within the food system in Akkar Lebanon.

FTL is seeking an expert to provide technical tailored support and coaching to Greenhouse farmers based on specific gaps, challenges, and requirements highlighted in the previously conducted capacity needs assessment. Tailored support will be provided to each farmer, to enhance their knowledge in sustainable agriculture, finance, and marketing to ultimately boost their income.

3- Duration and mission

The expert responsible for conducting will start activities from July to October 2024. The expert will conduct 10 technical visits per farm, for 50 greenhouse farmers. The expert will provide training materials and resources and identify specific obstacles faced by farmers offering practical solutions and alternative approaches where necessary. The expert will follow up with farmers after each visit, and report to the project coordinator at FTL regular updates on progress, challenges, and achievements.

4- Deliverables

The main responsibilities of the expert tasked with visiting AFDAL farmers to offer technical support and coaching include:

1. **Analyze the findings** from the capacity needs assessment to pinpoint specific requirements and integrate recommendations into consideration.
2. Develop **clear work plans for each farmer** based on the assessment findings.
3. Provide **tailored coaching sessions** to address the needs of each farmer.
4. Conduct visits to farm units to provide technical support and coaching.
5. **Offer personalized guidance and advice to farmers** based on their specific challenges and goals.
6. Assist farmers in acquiring **new skills and learning innovative techniques**.
7. Provide **ongoing support** to address any issues faced by farmers.
8. Enhance farmers' expertise and capabilities to **optimize their agricultural operations, financial and market knowledge**.
9. Ensure **sustainable and successful farming** practices are achieved
10. **Create a standardized template to be used during every coaching session**, as well as a **final template to consolidate** the progress made across all coaching sessions for each farmer.
11. **Ensure adherence to team requirements** and accurately complete attendance records as provided by the team.
12. **Keeping detailed records of visits, recommendations provided**, and progress made by farmers, and generating reports to track achievements and inform future support activities.
13. Tracking and **evaluating the implementation of recommended practices** and strategies to assess their impact on the farmers' productivity and efficiency.
14. Working **closely with other project team**, to align support efforts and maximize impact on farmer development.
15. Providing up to 10 coaching sessions to each farmer.
16. The coaching session should cover the following topic in addition to what the assessment will find:
 - Introduction to modern farming practices and techniques
 - Crop selection and planning for optimal yield.
 - Soil health and fertility management
 - Sustainable irrigation and water management
 - Crop protection and pest management.
 - Post-harvest handling and storage practices
 - Financial and resource management for farmers
 - Market analysis and marketing strategies
 - Climate change and adaptation strategies in farming
 - Sustainable farming practices for long-term profitability
 - Crop rotation and diversification for improved soil health and pest control.
 - Organic farming practices and certification processes
 - Agribusiness and value-added opportunities.

5- Qualifications

- Bachelor's degree in agriculture, agribusiness, or related field.
- Expertise in conducting needs assessments and developing work plans.
- Knowledge of innovative agricultural techniques and practices.
- Excellent communication and interpersonal skills.
- Ability to work independently and in a team.

6- Skills

- Minimum of 5 years of experience in greenhouse farming.
- Experience in providing technical support to farmers (greenhouses).
- Strong pedagogical and synthesis skills.
- Proficiency in the English and Arabic languages as the assessment will take place in Arabic and the reporting in English.

7- Payment terms

- Payments will be made only through bank transfer or bank cheques
- Payment will be made within 20 business days of invoice receipt.

8- How to apply

Applicants must include the following elements in their technical offer, without being exhaustive:

- Company Portfolio
- Documents attesting to their references and service record
- Justification of the relevance of the methodology to be used
- CV and ID of trainer and / or Owner company
- Acknowledgment letter of payment modality
- Detailed budget

to: **procurement@fairtradelebanon.org**

The detailed workplan will be developed and agreed upon in coordination with the FTL team.

Only selected candidates will be contacted.