



TERMS OF REFERENCE

Workshops on Marketplace

Location: Lebanon

Type of Contract: Consultant

Starting Date: April 2023

End Date: August 2024

Languages: Arabic and English

Reports to: FTL Project Manager

Coordinates with: FTL Project Coordinator

Project Title: TARIK AKHDAR

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SCOPE OF WORK

1- Objective

The main objective of this project is to contribute to the revival of the Lebanese rural and agricultural economy, through the support towards an ecological and social transition, and a financial support for fair trade actors and micro-enterprises.

One of the objectives Fair Trade Lebanon (FTL) is responsible for is to promote the development of the Lebanese agricultural and agri-food sectors through the support and financing of production units that adopt socially and ecologically sustainable operating models.

The project will create two weekly farmers' markets in two different regions. These markets will allow production units to expand their outlets and have direct access to consumers, making it possible to create linkages between producers and consumers and to reduce prices. The markets will be co-managed by members of the municipalities or union of municipalities and producers.

FTL is looking for consultant to develop and prepare two pilot local markets in Lebanon. FTL had selected Zahle and Aley as two potential locations to work with local stakeholders for the establishment and/or upscaling of two local markets.

2- Scope of work

After identifying a location and a municipality or union of municipalities with which to work for each market, the consultant will develop an operating model for the implementation with a business plan and will identify and suggest needed equipment for each location.

The consultant will then train members of municipalities or unions of municipalities as well as producers in the region in the management of this market in particular to improve communication between local authorities and producers.

3- Outcomes

The following outcomes are what the activity aims to achieve within the technical skills topic:

- To ensure that members of the municipality and local stakeholders are able to manage a sustainable local market
- To ensure local producers have access to new market at the local level
- To ensure clients and consumers are able to benefit from high quality and affordable local products
- To ensure local stakeholders are contributing in the local economic development of the region

4- Deliverables

Operation Model (15 sessions per location / total 30):

- To conduct a needs assessment with field visits
- To develop a business plan and operation model for each location / market

Training Material (10 sessions per location / total 20):

- To develop and prepare the training material

Coaching (10 sessions per location / total 20):

- To deliver coaching sessions for local stakeholders
- To submit a final report of this intervention

5- Qualifications

- University degree law, business, economics, environment, agriculture or related fields.
- Minimum 5 years' experience as a trainer.
- Proven knowledge of Fair-Trade principles
- Proven presentation skills
- Drives results

6- Skills

- Adheres to FTL values
- Good interpersonal communication skills
- Engaged in developing self and others
- High degree of self-motivation
- Excellent leadership, team building, and management skills
- Good time management
- Organized and able to create multiple timelines and schedules
- Good knowledge of Arabic and English