



TERMS OF REFERENCE

Training provider agency/individual trainers for Nascent startups

Location: Dekweneh, Bourj Hammoud, Jdaidet el Matn, Baouchriye, Sin el fil

Type of Contract: Consultant

Starting Date: 2 December 2024

End Date: 13 February 2025

Languages: Arabic and English

Reports to: FTL Project Manager

Project Title: Fostering Economic Growth and Diversification in the Coastal and Northern Matn Cluster of Municipalities_UNDP

Coordinates with: Field Coordinator

Contact: procurement@fairtradelebanon.org

SCOPE OF WORK

1- Summary

The project is implemented by Fair Trade Lebanon, funded by UNDP, that aims to support 50 startups and MSMEs in the Metn region in Dekweneh, Bourj Hammoud, Jdaidet el Matn, Baouchriye, and Sin El Fil through tailored training, coaching, and financial assistance. It targets businesses at three growth stages—Nascent, Advancing, and Mature—across all sectors such as Agriculture, Forestry & Water, Agri-Food (Food Processing), Creative Industries, Industry, Information and Communication Technology (ICT), Services, Retail & Wholesale, promoting sustainable growth and gender inclusivity.

2. Objective

The project's goal is to empower startups and MSMEs in Dekweneh, Bourj Hammoud, Jdaidet el Matn, Baouchriye, Sin el fil by providing them with practical knowledge and skills to improve their business operations, increase productivity, and achieve sustainable growth towards sustainable and promising export opportunities and promoting gender inclusivity.

FTL is looking for a Trainers' provider agency or individual to conduct training sessions to Startups (Nascent stage) in Dekweneh, Bourj Hammoud, Jdaidet el Matn, Baouchriye, Sin el fil.

3. Training Topics

Applicants can apply for specific topics among the below

The training topics might be as follows, however they are subject to change according to the needs assessment results:

- Nascent Stage (startups):

1. Provision of Technical Training Package on Ideation & Conceptualization:

- a. Techniques for Effective Brainstorming (1 session for each entity, in total 20 sessions)
 - b. Formulation of Business Models (1 session for each entity, in total 20 sessions)
 - c. Creation and Refinement of Business Concepts (1 session for each entity, in total 20 sessions)
 - d. Strategies for Launching Startups (1 session for each entity, in total 20 sessions)
2. Provision of Technical Training Package on Marketing, Branding & Engagement:
- a. Development of branding and marketing strategies (1 session for each entity, in total 20 sessions)
 - b. Planning for customer engagement (1 session for each entity, in total 20 sessions)

4. Outcomes

The following outcomes are what the activity aims to achieve within the above-mentioned topics for the required training sessions:

- 120 sessions, 6 topics (20 groups of 6 per topic) for Startups.
- The training topics will be confirmed following the needs assessment.

5. Deliverables

- Conduct a total of 120 training sessions on the listed topics above (in Bourj Hammoud, Dekweneh, Sin El Fil and Jdaideh).
- Assess and analyse beneficiary performance and topic understanding through relevant Pre and Post tests.
- Submit timely pre and post training reports for each training given.
- Submit training and activity report including observations on improvements or challenges faced by participants.

6. Qualifications

- University degree in business, economics, marketing, or related fields.
- Minimum 5 years' experience as a trainer for Startups in Lebanon.
- Proven knowledge of Fair-Trade principles.
- Proven presentation skills.
- Proven ability to drive results

7. 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

8- Company qualification

The company must have the following valid legal documents:

- Commercial Circular
- Fiscal Certificate of Incorporation at the Ministry of Finance
- VAT Certificate of Registration (if applicable)
- ID of company's authorized representative(s)
- Copy of fiscal number registration or an 8.5% tax to be deducted as per Lebanese law from individual trainers

9- Payment terms

- Invoices must be issued no later than the 25th of each month, and payments will be processed within 15 to 20 business days, provided that all deliverables have been submitted.
- Payments will be made via bank cheques.
- All applicable taxes will be deducted from the Consultant's fees unless the Consultant is registered with the Ministry of Finance.

10- How to apply

Applicants are requested to send their:

- Legal documents
- Portfolio + references
- CV and ID of trainer and / or Owner company
- Short concept-note related to the abovementioned intervention
- 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.