



## TERMS OF REFERENCE

### **Training provider agency/individual trainers for Advancing MSMEs**

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

**Type of Contract:** Consultant

**Starting Date:** 30 March 2025

**End Date:** 30 June 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:** [careers@fairtradelebanon.org](mailto:careers@fairtradelebanon.org)

### SCOPE OF WORK

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#### 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 trainers to conduct training sessions to MSMEs (Advancing 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:

##### - Advancing Stage (MSMEs):

1. Provision of Technical Training Package Tailored on Specific Needs:

- a. Development of Monitoring Systems for Effective Tracking (2 sessions for each 2 groups, in total 4 sessions, 2.5 hours/session)
- b. Marketing Strategies, both Digital and Traditional (2 sessions for each 2 groups, in total 4 sessions, 2.5 hours/session)
- c. Business Management (2 sessions for each 2 groups, in total 4 sessions, 2.5 hours/session)
- d. Financial Literacy (2 sessions for each 2 groups, in total 4 sessions, 2.5 hours/session)

#### **4. Outcomes**

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

- 16 sessions, 4 topics (4 groups) for MSMEs.
- The training topics will be confirmed following the needs assessment.

#### **5. Deliverables**

- Conduct a total of 16 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 Advancing MSMEs 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

#### **8- Payment terms**

- Invoices must be issued no later than the 25<sup>th</sup> 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.

#### **9- 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: [careers@fairtradelebanon.org](mailto:careers@fairtradelebanon.org)**

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

Only selected candidates will be contacted.