



## TERMS OF REFERENCE

### Trainer for market place management

**Location:** Aidamoun, Akkar

**Project Title:** Food for Akkar

**Start Date:** 7 July 2025

**Contact:** [careers@fairtradelebanon.org](mailto:careers@fairtradelebanon.org)

### SCOPE OF WORK

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#### 1- Summary

FTL is seeking a Trainer to provide training on Market place management for Aidamoun Cooperative, Akkar, in order to establish a farmer market in the region in Aidamoun cooperative premises.

#### 2- Objective

The project aims to improve food security and socio-economic conditions in the Akkar region of Lebanon. It focuses on strengthening farmers' production capacities and enhancing access to food and employment opportunities for vulnerable communities. The project is aligned with the Sustainable Development Goals, particularly those focused on zero hunger and decent work and economic growth.

#### 3- Training topics

##### Operating Model of the marketplace including:

- Establishing Mission, Vision and Values of the Marketplace
- Business Model Canvas development
- Conduct SWOT analysis
- Define the internal organizational structure
- Marketing & Community Engagement
- Business and Financial Management
- Action Plan and Next Steps development and tasks delegation

#### 4- Outcomes

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

- 2 sessions, 2 topics. (2.5 hours per session)

The exact location is Aidamoun cooperative, Akkar.

## **5- Deliverables**

- Conduct a total of 2 training sessions
- 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, marketing, or related fields.
- Minimum 5 years' experience as a trainer for Startups or cooperatives 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

The consultant should submit a portfolio of previous projects, in addition to a short concept note related to the abovementioned intervention with a budget. The detailed workplan will be developed and agreed upon in coordination with FTL team.

## **8- Payment Terms**

Invoices must be issued no later than the 25<sup>th</sup> of each month, and payments will be processed **after 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:

- Portfolio + references
- CV and ID of trainer
- Short Concept-note related to the abovementioned intervention
- Detailed Budget

Please submit your portfolio/CV with a short concept note and budget proposal to [careers@fairtradelebanon.org](mailto:careers@fairtradelebanon.org)