

Trainer's Term of Reference

Project name: DAEM

Lead Applicant: AL Majmoua

Locations: Saida & Central Beqaa

Duration: 35 months, starting Feb 2024 and till Dec 2026

About Al Majmoua:

The Lebanese Association for Development – Al Majmoua, an independent, apolitical, not for profit Lebanese Non-Governmental Organization (NGO), has been one of the leading Microfinance Institutions in Lebanon, since 1994. Al Majmoua's core business is to provide "micro" loans to individuals who have limited or no access to formal lending channels.

Al Majmoua views development in a holistic approach. Micro-credit alone may not be sufficient to sustain a small business. Non-financial services, particularly Business Development Services, play a complementary role in improving the quality of life of the most vulnerable, especially women entrepreneurs.

Al Majmoua is active across Lebanon, including the Palestinian Camps, through a network of 10 offices. The branches allow Al Majmoua to be present in the communities it serve and remain tuned to the needs of the micro-entrepreneurs.

DAEM Project information:

To tackle the multifaceted challenges faced by vulnerable young people in Lebanon, Al Majmoua and PIL propose a holistic approach to empower young people, their family, their community, while engaging a wider ecosystem of local stakeholders to ensure a systemic and durable improvement of conditions of young people in Lebanon.

The DAEM project design has been influenced by different livelihoods projects successfully implemented by Al Majmoua and PIL such as the EU-MADAD funded “Linking vulnerable populations and inclusive market networks to advance sustainable economic development in



Lebanon – LINKED Project” that was just completed which overall objective was to contribute to sustained, inclusive and sustainable economic development in Lebanon with two specific objectives: 1) Access to employment opportunities of vulnerable job seekers (Syrian and Lebanese) is improved through enhanced marketable skills and linkages with employers. 2) The capacities of selected local economic actors are strengthened to provide decent, inclusive, and sustainable income generation opportunities.

Moreover, **DAEM** aims to enhance the digital marketing skills of its participants and stakeholders to improve their ability to effectively promote and manage digital content across various platforms. Given the increasing importance of digital marketing in achieving business objectives, this training program is designed to equip participants with the necessary skills and knowledge to excel in this domain.

Duties and Responsibilities

1. To provide comprehensive training in digital marketing strategies and tools.
2. To enhance the ability of participants to create, implement, and manage effective digital marketing campaigns.
3. To improve participants' understanding of analytics and performance measurement in digital marketing.
4. Complete daily attendance sheets assuring all signatures.
5. Ensure to strictly follow Al Majmoua code of conduct, PSEA and child protection policy.

Deliverable/Training

The institution will be responsible to deliver the following:

1. Designing and delivering a comprehensive digital marketing training program.
2. Providing a suitable venue for the training sessions with all necessary facilities.
3. Supplying necessary refreshments and stationery for the participants.
4. Conducting pre-training and post-training assessments to measure the progress of participants.
5. A detailed training plan and curriculum.
6. Training sessions for **300 participants** in **Central Beqaa**.
7. Assessment reports for each participant.
8. Finalized list of names of beneficiaries prior to each training course.
9. Agenda of the course for each group.
10. Coordinate with Al Majmoua team about all training sessions.
11. Follow up with the beneficiaries on the dates of trainings.



12. Daily evaluation form, end of training evaluation form, end of training report.
13. Daily attendance sheets signed by participants and trainers.
14. Pictures.
15. Final report for each group with table of evaluation and progress status for each participant.

Duration of the Assignment

The assignment is expected to start on Sep 2024 and end on June 2026.

The exact schedule of the training sessions will be decided in consultation with the institution.

6. Venue and Facilities

The institution will provide a suitable venue for the training sessions. The venue should be:

- Easily accessible to all participants.
- Equipped with necessary training aids (e.g., projectors, whiteboards, audio-visual equipment).
- Comfortable and conducive to learning.

7. Refreshments

The institution will provide refreshments for participants during the training sessions. This includes:

- Tea/coffee breaks including light snacks.

This change based on the training agenda.

8. Stationery

The institution will provide necessary stationery for the participants, including:

- Notebooks.
- Pens.
- Any other materials required for the training.

9. Qualifications and Experience

The institution should have:



- Proven experience in delivering language training programs.
- Qualified and experienced trainers.
- Access to suitable training facilities.
- Accreditation

10. Application Process

Interested institutions are requested to submit the following:

- A detailed proposal outlining their approach to the training program.
- A budget breakdown, including costs for venue, refreshments, and stationery.
- CVs of trainers and/or bio.
- References from previous clients.

Request for Quotation Details

As submitting your RFQ please consider the following:

1. Number of group trainings you can be available for.
2. Duration of notice for training (how much time of notification do you need in advance to prepare your schedule accordingly for availability).
3. Fees of training per person with all the mentioned deliverables.
4. Duration of fees validation.
5. Registration Fiscal number.
6. Detailed action plan or the 300 participants.
7. CVs of trainers and/or bio.
8. Area coverage.

Please fill the table below taking all points above in consideration and send back to us by the 31st of July:

No.	Description	Rate in USD
1	Conducting training fees per person with all the required deliverables	
	Total	

Evaluation Matrix:

Criteria	Weighting %
1. Relevance and quality of the proposed training program.	20%
2. Relevant experience and qualifications of trainers, and references from previous clients.	30%
3. Availability & Timeline	20%
4. Area coverage	10%
5. Cost-effectiveness of the proposal	20%