

Terms of Reference

Business Development Support training to MSMEs _ SUPPORTING THE PRIVATE SECTOR IMPACTED BY THE BEIRUT EXPLOSION (SPS Beirut)

The Danish Refugee Council assists refugees and internally displaced persons across the globe: we provide emergency aid, fight for their rights, and strengthen their opportunity for a brighter future. We work in conflict-affected areas, along the displacement routes, and in the countries where refugees settle. In cooperation with local communities, we strive for responsible and sustainable solutions. We work toward successful integration and whenever possible – for the fulfillment of the wish to return home.

The Danish Refugee Council was founded in Denmark in 1956, and has since grown to become an international humanitarian organization with more than 7,000 staff and 8,000 volunteers. Our vision is a dignified life for all displaced. All of our efforts are based on our value compass: humanity, respect, independence and neutrality, participation, and honesty and transparency.

Operating since 2004 in Lebanon, DRC has addressed the needs and rights of vulnerable populations, working with both Lebanese and displaced communities, working initially with Palestinian refugees (since 2004), Iraqi refugees (2007-2010), Lebanese IDPs (during the 2006 conflict), migrant domestic workers (since 2009) and, since 2011, responding to the Syrian refugee crisis.

DRC Lebanon is delivering programming in protection, basic assistance, livelihoods, and community development interventions. DRC seeks to address the immediate needs of displaced populations and concurrently support vulnerable host populations. DRC has three offices spread throughout Lebanon in, Beirut, the Bekaa and North Lebanon. For further information about DRC, please refer to our website: <https://drc.ngo/>

Objectives:

Along with Al Majmoua, Danish Refugee Council, Oxfam and Mercy Corps, the Linked SPS program aims to contribute to the sustainable economic development of vulnerable job seekers, Syrian refugees, and Lebanese host communities in Lebanon and to strengthen the resilience of MSMEs affected by the Beirut blast. The Consortium is funded by the European Union.

In order to achieve the program's objectives, the consortium is providing MSMEs with tailored support, including technical assistance (business development support-BDS), business grants, financial management support, guidance on decent work conditions at the workplace, for both employers and employees, and finally referrals to access loans.

The MSMEs assisted will be based in the 5Km Beirut Blast Zone and will be selected based on a set of predetermined criteria mentioned within the program description. It is expected that most of the businesses will be micro or small businesses and will fall within the following categories: Food and Beverage, Retail, Services, Beauty and Cosmetics, Manufacturing, and Maintenance.

DRC, as a member of LINKED Consortium, will short-list eligible businesses in line with the program targets based on an In-Depth Business Profiling tool as well as an elaborated business plan developed by the MSMEs.

Based on the data generated from these tools, DRC will identify the specific need of BDS for each MSME and group them according to training needs.

Responsibilities:

The Danish Refugee Council, under the LINKED Consortium, is thus seeking a **consultancy firm to deliver the BDS training sessions on general topics related to business development and tailored according to the fast-changing business environment and the profiles of MSMEs that are located within the Beirut Blast Radius.**

The specific objectives of the consultancy firm would be:

1. To develop/adapt existing Business Development curriculum tailored to the needs of vulnerable MSMEs in Beirut, in coordination with DRC team.
2. To conduct BDS group training for MSMEs.

Within the business development support, several topics could be delivered but not limited to:

- Business management
- Book-keeping
- Business planning
- Marketing (with emphasis on Digital Marketing)
- Customer service
- Human resources
- Adaptation strategy
- Access to New Markets
- Business Digitization
- Product design & Packaging

Each MSME is eligible to participate in up to three BDS modules from the proposed topics above.

DRC will create the group of MSMEs according to training needs. **Each group shouldn't exceed 10 participants.**

DRC will provide training venue close to the MSMEs in order to foster participation and ease their commuting. Several training venues could thus be selected within the 5kms of the radius of the blast. The Consultancy firm trainers will have to conduct the trainings in the centers selected by DRC. Centers will be equipped with screening tools, and stationary materials. All other print or learning materials that the consultancy firm deems necessary shall be provided by the consultant and shall be computed in the financial proposal.

Deliverables:

The Danish Refugee Council, under the LINKED Consortium, is looking to build a framework agreement with the consultancy firm to ensure rolling basis BDS Sessions for about 210-240 MSMEs. The overall project implementation should be completed before the end of 2022 with the BDS sessions to start as soon as contract with the consultant is signed and to be fully completed for the last group of MSME's no later than October 2022.

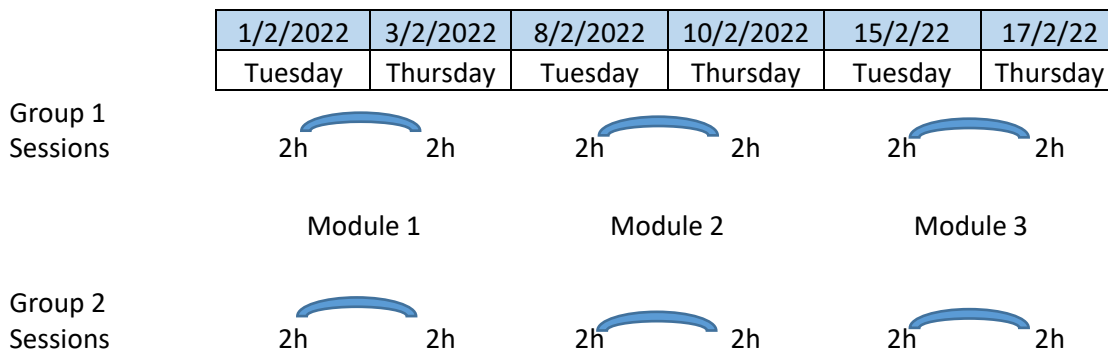
The BDS trainings sessions shall be delivered for group of MSMEs (each group between 5 to 10 MSME's), as soon as received from DRC, while spreading the sessions/modules for each group over maximum three weeks, in order

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to ensure the active participation and availability of MSMEs owners. The following deliverables are expected from the BDS Service provider:

- Based on the topics and training needs identified by DRC, the consultancy Firm will develop a curriculum, trainings materials, and sessions schedule for vulnerable MSMEs. Materials might have to be adjusted based on the learning process with the participants.
- The curriculum for each group should be divided into 3 modules with maximum 4 hours for each module.
- The overall BDS training for each MSME shouldn't exceed 12 hours to be provided over a period of three weeks with one module completed on a weekly basis through two sessions of two hours each provided on different days of the same week.
- Two sessions are expected to be delivered daily by the consultancy firm for two hours each ensuring BDS sessions for two groups on a daily basis until completion.
- Provide training to MSMEs in a group of maximum 10 participants upon the requests of DRC in the chosen location of DRC.
- Conduct Pre/Post Evaluation to measure the learning outcomes of MSME owners on BDS Topics and share the results with DRC.
- Collect BDS Session Attendance Data and share with DRC on a weekly basis.
- Reports and recommendations for assisted MSMEs in terms of implementation of the learnings from the BDS.

In order to illustrate the above, below is a sample of how two groups of MSME's will be taking the BDS training curriculum:



As reflected above, 2 sessions of BDS can be provided daily. Each group of MSME's will consist of maximum 10 MSME's that will take up to 3 Modules, max 12 hours.

Documents to be submitted:

Interested applicants should submit a technical proposal and a financial proposal.

- Registration papers for the organization, company, or establishment of the applicant.
- Previous similar BDS Sessions or training conducted by the company. Please note clearly if you have worked with DRC in the past (when, for what service, where)
- Resume for trainers who will be conducting the BDS Sessions.

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- Financial offer (signed and stamped) that includes clearly the unit price per:
 - BDS session (2 hours).
- Clear curriculum for each module.
- General description and historical background of the applicant, along with the conducted activities and previous related experience by sharing examples.
- Applicants should apply directly to DRC's Procurement Department as listed in this advertisement.
- Cost by beneficiary should include, trainer, certificate, printed materials and handouts.

Experience and technical competencies:

- At least four years of relevant experience in business development, in business management, or relevant careers.
- Several experts in the firms on the different topics mentioned above;
- Demonstrable experience in developing similar products for programs (or businesses) related to the economic development sector;
- Proven track record of working with micro, small and medium businesses in urban settings and in the following sectors: retail, services, food and beverages, manufacturing.
- Experience with and understanding of the issues faced by MSMEs in Lebanon;
- Well-Rounded Business Development Experience in the topics listed above.
- A general understanding of the MSME profiles in the Beirut Area.
- Adaptability to host remote sessions or employ alternative modalities allowing covid-adjusted provision based on DRC's request.