| **Project/Consultancy Title:** | FORSA II – Freelance Academy Freelancer-Entrepreneur Module |
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| **Project Location(s):** | Lebanon – Beirut |

1. **Background:**

Mercy Corps exists to alleviate suffering, poverty, and oppression by helping people build secure, productive, and just communities. The agency pursues its mission through emergency relief services, sustainable community development, civil society, and economic development initiatives. Mercy Corps has been present in the Middle East since the 1980s and currently has offices in Yemen, Lebanon, Palestine, Jordan, Syria, Iraq, Egypt and Libya. Working in Lebanon since 1993, Mercy Corps has implemented community development programs focused on promoting economic development and increased opportunity for disadvantaged communities, while responding to emergencies as they emerged in the country. In 2012, the program portfolio shifted in response to the massive refugee influx from Syria and Mercy Corps in Lebanon has solidified its emergency response programming while integrating longer-term development programming by focusing on key sectors: Protection, Water Sanitation and Hygiene (WASH), Governance and Conflict, and Livelihoods.

1. **Project Description:**

The Freelance Academy is a comprehensive training and coaching program that equips the youth having a digital skills background (graphic designers, web developers, web design, videographers, translation, 3D animation…) with the necessary tools to become successful freelancers and obtain gig work in their sector. The FA is composed of two complementary tracks: a) The professional track tailored for experienced professionals having relevant portfolios, b) The apprenticeship track tailored for juniors having digital skills but lacking enough professional experience. Alongside the training, the academy is growing to encompass more complementary activities to support the freelancers community in Lebanon.

So far, around 300 participants have graduated from the Freelance Academy (FA). The FA is showing excellent results and proving to be a successful model for hard currency generation via remote work. As of Nov 2022, 91% of FA alumni have found job opportunities whether full/part-time or gig work on international/regional platforms and generated more than 212,000 USD in hard currency.

1. **Purpose of the Call:**

The team has noticed that the freelance academy participants are developing professional relationships and establishing business concepts together in order to take on more complex digital projects that require a diversified workforce with a wide range of digital talents. Yet, they still require support to overcome the legal challenges as well as the ideation and developing sustainable business model.

For this purpose, Mercy Corps and the Freelance Academy team are looking for a service provider who will be responsible for implementing the “**Freepreneur**: the freelancer entrepreneur training” within the Freelance Academy program. The expected output of this intervention is for our graduated freelancers to launch their freelancing agencies/ startups, while teaming up with relevant colleagues

**Required tasks from the service provider:**

As a pilot, this intervention will consist of up to 3 to 4 weeks of intensive and comprehensive training (potentially in March 2023) in Beirut that will prepare freelancers and equip them with the know-how and tips on creating their startups and needed skills/team, to deal with clients and win projects, and be competitive on national and international levels. The service provider is entitled to deliver the training (up to 10 offline sessions) to **UP** to 20 participants, with a highly practical and participative approach.

**The selected service provider will be responsible of the following:**

* Prepare/develop the training outline, sessions materials and training schedule and share with MC for approval
* Deliver training for up to 3 to 4 weeks, delivered to up to 20 participants graduated from the Freelance Academy. The sessions are expected to take place at least 3 times per week, and participants must maintain an attendance rate of at least 80% of the total sessions.
* The Service provider will help the team selecting the accepted participants.
* Implement the training: the service provider will be responsible for all administrative and logistics activities for both: online coaching 1-1 sessions (online meeting platform, etc..) and offline sessions (venue in Beirut, certificates, stationary, coffee breaks, meal, transportation, etc..). All listed activities, specifications & quality are to be approved by the Freelance Academy team.
* Prepare a pre and post test to test (to be approved by the FA team) and track the participants progress and improvement.
* In addition to the face to face (offline) training, the program should include one on one coaching sessions (**up** to 4 sessions per participant or startup) to be conducted online.
* Prepare and share a timeline and schedule of the implementation in addition to the training agenda to be approved by the FA team.
* Assign focal points to streamline the communication and deliverables between the selected service provider and Mercy Corps.
* Prepare and share a Log sheet with detailed working deliverables to be submitted along with the invoice.
* Submit periodic reports for the FA team and MEL.
* Ensure that each session is being monitored and documented (attendance sheet, pre, and post-test, dropouts, etc..)
* Facilitate the follow-up and supervision process that will be conducted by FA team including the MEL team during all implementation phases
* All involved staff must participate in Mercy Corps training (Gender, Protection, Safeguarding, etc...) when requested.

**Program Topics:**

The selected service provider will meet the FA team, based on the needs, to understand the needed requirements.

Below you will find a sample of the training topics. Service providers should propose a comprehensive training outline and develop training material are free to amend/add/modify any of the suggested topics below.

The training topics may include, but are not limited to:

*the estimated duration of each session is of 2-3 hours/session, 2-3 sessions per week*

1. Intro to entrepreneurship and startupsa) team formation  
   b) Ideation
2. Mission/ Vision/ Values/ Social Impact
3. Sustainable Business Model and value proposition
4. Financial Literacy, Profitability model & Payment gateway
5. Competitive Analysis & SWOT
6. Legal for Startups/Freelancers, and registration.
7. Marketing & Branding/ Profile Building
8. Elevator pitch and public speaking/ negotiation
9. Design Thinking.

Service providers should provide **up to** 4 coaching sessions for the created startups or participants to answer the needs of the participants and help them with any challenges they might face. The coaching sessions are to be held online.

1. **Selection Criteria**

**The service provider will be selected based on the following criteria:**

| **Criteria** | **Weight** |
| --- | --- |
| **Profile** of the service provider (services, partnerships, years in market, expertise, previous experience working with NGOs etc….) | 10% |
| Profile of the **trainers** (with relevant **experience** and roles in delivering training in the entrepreneurship/ freelance/ startup sector) | 20% |
| Previous **experience** implementing similar projects (including startup/ legal/ hackathons, etc…) | 15% |
| Clear training **outline**, **content** and **methodology** (training timeline, training outline of the topics, methodology, and training methods). | 25% |
| Detailed methodology for conducting **coaching sessions** (previous coaching sessions experience) | 10% |
| Detailed **timeline** of the implementation strategy with clear **deliverables** | 5% |
| Detailed **Budget** for implementation; including consideration of other costs (venue, management fees, meals, transportation, printing etc..) | 15% |

The service provider will work closely with the Freelance Academy team.

**Payment:** Wire transfer in USD to a “fresh money” bank account, after the successful delivery of the service based on agreed milestones, including an approved completion deliverable report.

**How to apply**

1. Applications will only be considered by submitting their application on ProSource: add link here
2. Mercy Corps will acknowledge the receipt of the application, provide all the information about the process and then share the proposal template to be filled and submitted at a later stage.

**Format of the Proposal**

1. Profile of the service provider (services, partnerships, years in market, expertise, previous experience working with NGOs etc….)
2. List of references including contact name, phone number and email addresses of NGOs previously worked with.
3. Profile of the trainers (with relevant experience and roles in delivering training in the entrepreneurship/ freelance/ startup sector)
4. List of previous **experience** implementing **similar projects** (including startup/ legal/ hackathons, etc…)
5. Clear training **content** and **methodology** (training timeline, training outline of the topics, methodology, and training methods).
6. Detailed timeline of the implementation strategy with clear deliverables
7. Detailed methodology for conducting **coaching sessions** (previous coaching sessions experience)
8. Agenda of the proposed training outline
9. Detailed **Budget** for implementation; including consideration of other costs (venue - Beirut, management fees, meals, transportation, printing etc..)

**Budget Allocation**

All Service providers are encouraged to send a detailed financial proposal. **It’s mandatory that the interested service provider submits the budget per deliverable** *(as the below table).*

Mercy Corps maintains the right to choose or eliminate any budget line based on the needs of the program.

| **Budget allocation (in US dollars)** | | | | |
| --- | --- | --- | --- | --- |
| **Deliverables** | **Number of units** | **Cost per unit** | **Total cost per deliverable** | **Notes** |
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| **Total cost per participant $** | | | |  |

***Note:* Please feel free to add any missing activity that needs to be budgeted.**

**Other Considerations:**

Interested applicants may request further program details, as well as to inquire about the terms and conditions of this tender by sending an email to: [lb-procurement@mercycorps.org](mailto:lb-procurement@mercycorps.org)

After ensuring that the applications meet the eligibility requirements and attend the Q&A session, a technical committee will score each proposal submitted.

Mercy Corps may solicit feedback from external experts and may follow up with additional questions.  At any stage, Mercy Corps reserves the right to pose clarifying questions and conduct discussions with some, all, or none of the applicants.  Other applicants do not need to contact Mercy Corps.

Mercy Corps reserves the right to fund any or none of the proposals submitted.  Mercy Corps may choose to incrementally fund selected proposals.

Interested service providers are invited to submit a proposal in English in response to this scope of work.

Good Luck!