



TERMS OF REFERENCE:

Business Plan Expert for Social Enterprise

In the framework of NAHNOO's financial sustainability strategy, the NGO is seeking to commission an expert to formalize the business model and develop the business plan of a social enterprise we are looking to create in order to diversify our resources and secure our sustainability on the long run.

I- BACKGROUND

Who is NAHNOO?

NAHNOO is a Lebanese registered Non-Governmental Organization working since 2009 as a research and advocacy platform for participatory policymaking, towards an inclusive society in Lebanon. The NGO rallies volunteers across Lebanon and through multidisciplinary and participatory research, capacity-building workshops, and grassroots activities, we provide a platform for youth and professionals to lead the planning and implementation of advocacy campaigns and gain the skills needed to impact policy-making at the local and national levels. NAHNOO, works through three areas of intervention that revolve around the city through advocacy campaigns and local development actions while empowering youth:

- Public spaces promotion and preservation,
- Arts & Cultural heritage,
- Good governance on a local and national level.

These axes address how the city is organized, the soul of a city, and how it is run respectively.

What is our social enterprise ambition?

Reason for creating a social business:

NAHNOO wishes to become less dependent on grant funding and create an independent structure that will generate a revenue to sustain the NGO's operational costs first and foremost, eventually ensuring the sustainability of our activity while staying in line with its mission and vision (working towards an inclusive society in Lebanon).

Social Business general & preliminary idea and targeted social impact:

Within the context of Covid-19 public health issue and economic crises in Lebanon, we believe the needs of youth and general population have shifted to more basic necessities and it became clear that decentralized local resources and production have become priorities. Indeed, Lebanon heavily relies on importing foreign products, which drastically affects our local



economy and consequently local production has become a key element in the country's recovery.

In the face of this crisis, all populations and organizations in Lebanon have become increasingly vulnerable, with serious challenges impacting greatly their socio-economic status.

This is why we decided to direct our social business vision towards an agro-ecological & potentially touristic model in a specific space (land) that we believe would generate revenue smartly while partnering with the local community and authorities and contributing to catering to the local community and wider population's needs and boosting the country's economy on a local level.

The land is located outside of Beirut, in a mountainous area and hosts 3 structures (housing and farm) as well as a planted land.

Our goal: tentatively create a self-sustainable business based on a circular economy model using the space's natural resources, assets and landscape.

Target Audience

For business plan: donors (organizations and private), potential strategic partners

Customers of social business: local population, international and national visitors, NGOs and corporate organizations, schools & universities...

II- APPLICATION

What is required from the expert consultant?

The key responsibilities the expert will handle are to:

- 1) Evaluate the assets of the space, assess its potential for a social enterprise and develop the concept of the enterprise with NAHNOO
- 2) Translate the concept in a formalized Business Model
- 3) Produce a comprehensive Business Plan in order to activate the social enterprise project

The expert will work hand in hand with NAHNOO to take this opportunity and turn it into a successful venture that supports the NGO's vision and mission.

He/she will assess the feasibility of the project and reflect its value, providing a tool that makes the business project credible and understandable, guides the executive implementation and enables our decision-making towards efficiently establishing a successful and solid enterprise.



Duration and Deliverables:

It is expected the assignment will start as soon as possible (during September 2020) and end in December 2020 the latest.

Deliverable required to complete assignment:

- Feasibility study
- Business model file
- Comprehensive business plan file

Qualifications of Applicants:

- Must have a Bachelor or Master's degree in a relevant area: Business Administration, Business Development, Hospitality Management, Marketing, Project Consulting, Fundraising Management etc
- Proven experience of over 10 years in the relevant domains: social entrepreneurship, eco-tourism, development planning...
- Demonstrated strong portfolio (track record) especially with civil society organization and social enterprises
- Must be fluent in written and spoken Arabic and English

Application Process

Kindly send the below elements to job@nahnoo.org by September 14, 2020, indicating in the subject the reference: CO-BPE-01:

- Your CV &/or portfolio
- One-pager brief of the preliminary Methodology (steps) and Approach (angle) you propose to respond to our goal
- Your financial offer indicating the number of estimated days needed for such assignment and rate per day (all inclusive) in USD.

For time constraint reasons, only short-listed candidates will be contacted for an interview to discuss their application further.