



TERMS OF REFERENCE

Type of Service: Consultancy
Duration: 15 Months

INTRODUCTION

The Women's Programs Association (WPA) is a non-profit non-governmental organization (NGO), legally registered with the Ministry of Interior and Municipalities since 2008. Its mission is to provide support to Palestinian refugee women and youth and other vulnerable groups in Lebanon to develop their capacities, realize their rights, and fulfill their needs. This is achieved through Protection, Education, Livelihood, and Humanitarian Assistance programs implemented in eight Palestinian refugee camps and surroundings throughout Lebanon.

The Women's Programs Association is seeking the services of a Consultancy Firm / Institution specialized in providing non-financial services to micro and small businesses for the implementation of the GIZ-funded project **“Supporting Livelihoods by Fostering Economic Empowerment for 60 Palestinian Refugee Women Entrepreneurs with Home-Based Businesses in Beirut”**.

BACKGROUND

The Palestinian refugee community faces significant challenges and conflicts that have been further aggravated by the socio-economic crises in Lebanon and the COVID-19 pandemic. These circumstances have deepened the hardships experienced by vulnerable communities, perpetuating a cycle of poverty and complex psycho-social problems within Palestinian families. The poverty rate has reached an unprecedented level of 93% due to high unemployment, limited job opportunities, and high inflation rates.

Among the affected groups, women and girls have been particularly vulnerable, bearing the brunt of the repercussions while also being compelled to seek ways to contribute to their livelihoods and their families. However, limited access to employment opportunities, lack of financial resources, inadequate education, cultural factors, and family responsibilities pose significant challenges that hinder their ability to improve their situations, and that of their families, and achieve economic independence.

Home-based businesses have emerged as a viable solution, offering Palestinian refugee women and girls an opportunity to generate income at home. However, they often lack the necessary resources, knowledge, and support networks to establish and sustain successful home-based businesses.

This project aims to address these challenges by enhancing women's entrepreneurial knowledge and skills and providing them with diverse resources to run and manage successful and sustainable business.



SCOPE OF WORK

The consultant is expected to support the WPA in the implementation of the project, specifically:

1. Selection of the entrepreneurs: The project will follow a systematic and inclusive process in the selection of the participants who will benefit the most from its resources and support. It will adopt clear and transparent eligibility criteria, will develop a simple and accessible application process for interested entrepreneurs, and will establish a diverse selection committee to review the applications and select the participants.

2. Conduct needs assessment for the selected entrepreneurs to understand the specific requirements and challenges faced by the targeted entrepreneurs. This assessment will help tailor the training content and delivery methods to address their specific circumstances.

3. Business Skills Development: The training program will focus on enhancing the participants' business management skills, financial literacy and bookkeeping, marketing and branding strategies, product development and quality control, customer service and sales techniques, and legal and regulatory compliance.

The program should provide hands-on training and practical knowledge using real-life examples and case studies and will be implemented in collaboration with a well-established organization with expertise in non-financial services for micro and small enterprises.

4. Soft and Interpersonal Skills Development: The training program will cover communication skills, customer service and interpersonal skills, problem-solving and decision-making, time management, and networking. It is expected that the consultant will integrate these skills as part of the business development curriculum.

5. Mentoring and Coaching: Regular coaching sessions will be conducted to monitor progress, address challenges, and provide ongoing support throughout the participants' entrepreneurial journey. Additionally, a mentorship program will be established to connect the women entrepreneurs with experienced business professionals who can provide guidance, advice, and support.

6. Peer Support and Networking: A supportive community will be created among women entrepreneurs by organizing networking events, peer-to-peer learning sessions, and online forums.

DURATION

The contract will be of 15 months duration from March 2024 till May 2025.

DELIVERABLES

The Consultant will submit the following:

Deliverable	Timeline
1. Propose selection criteria, advertisements channels, and selection committee composition in coordination with WPA	March 2024
2. Selection of potential women entrepreneurs	April & May 2024

3. Conduct needs assessment for the selected entrepreneurs and accordingly propose detailed training plan with clear topics and contents, outputs, and timeline	May & June 2024
4. Implement the training program for business development and soft skills	July – December 2024
5. Propose a personalized coaching and mentoring plan with clear timeframe based on the specific needs for each entrepreneur and identify appropriate mentors	November & December 2024
6. Implement the coaching and mentorship program	January – May 2025
6. Lead the creation of an active support network among the entrepreneurs	February – May 2025
7. Support WPA M&E Officer in the development of the monitoring tools and data collection for the project performance indicators	Throughout contract period
8. Submit a report by the end of each deliverable and a final report by the end of the contract with specific future recommendation(s)	Above timeline applies for report per deliverable and May 2025 for final report

WPA OBLIGATIONS

WPA will provide the following support:

1. Facilitate access to the Palestinian refugee camps in Beirut and to the selected entrepreneurs.
2. Provide a suitable training/meeting venue for the entrepreneurs. This includes arranging for necessary equipment, stationary, refreshments, and other requirements to ensure a conducive learning environment.
3. Maintain regular communication with the contractor responsible for the training sessions to ensure the attendance of the entrepreneurs. In case of any issues or challenges, WPA will intervene as required to ensure that the entrepreneurs are able to participate fully in the training program.
4. Will offer specialized counseling services and psychosocial support for the women entrepreneurs to help them balance their household chores responsibilities alongside their business operations.

QUALIFICATIONS AND EXPERIENCE REQUIREMENTS

The Consultant should possess the following qualifications and experience and be well-equipped to provide effective support and training to women entrepreneurs in establishing and developing their home-based businesses.



- a) Demonstrate a deep understanding of the Palestinian refugee context in Lebanon, particularly in Beirut. They should be knowledgeable about the opportunities and challenges that Palestinian refugees face when it comes to establishing and running a business;
- b) Have previous experience in supporting home-based businesses and should have a comprehensive understanding of the dynamics unique to home-based businesses. This includes familiarity with the specific challenges, opportunities, and best practices associated with operating a business from home;
- c) Have at least eight years of experience in providing business development training in Arabic specifically tailored for women with an average level of education;
- d) Have qualified trainers and coaches who possess relevant academic degrees and significant experience in business development training. These trainers should have the necessary knowledge and skills to effectively deliver training and coaching sessions and support the growth of home-based businesses;
- e) Have a training curriculum that specifically addresses the unique aspects and challenges of home-based businesses. This curriculum should be designed to meet the specific needs of the target audience, taking into account the cultural and linguistic context of the Palestinian refugees in Beirut;
- f) Given the context of women with home-based businesses, the consultant should demonstrate cultural sensitivity and gender awareness. They should be able to address the specific needs and challenges faced by Palestinian refugee women entrepreneurs in a culturally appropriate manner;
- g) Demonstrate experience in developing active support network from entrepreneurs.

EVALUATION

No	Requirement	Points
1	Demonstrate a deep understanding of the Palestinian refugee context in Lebanon, particularly in Beirut. They should be knowledgeable about the opportunities and challenges that Palestinian refugees face when it comes to establishing and running a business.	15
2	Have previous experience in supporting home-based businesses and should have a comprehensive understanding of the dynamics unique to home-based businesses. Given the context of women with home-based businesses, they should be able to address the specific needs and challenges faced by Palestinian refugee women entrepreneurs in a culturally appropriate manner.	20

3	Have at least eight years of experience in providing business development training in Arabic specifically tailored for women with an average level of education.	20
4	Have qualified trainers and coaches who possess relevant academic degrees and significant experience in business development training. These trainers should have the necessary knowledge and skills to effectively deliver training and coaching sessions and support the growth of home-based businesses.	20
6	Have a training curriculum that specifically addresses the unique aspects and challenges of home-based businesses. This curriculum should be designed to meet the specific needs of the target audience, taking into account the cultural and linguistic context of the Palestinian refugees in Beirut.	15
7	Demonstrate experience in developing active support network from entrepreneurs.	10
Total		100

HOW TO APPLY

Interested applicants are invited to submit

1. Detailed proposal with activity implementation timeline and detailed budget.
2. Supporting documents demonstrating relevant experience in the Palestinian community, qualifications in various topics of business development training and soft skills training and corresponding curriculum in Arabic.
3. Trainers' CVs.
4. Success stories in supporting women led home-based businesses and or in creating support network.
5. Any other documents that closely demonstrate experience and competence.

Please send a single file named: [last name] [first name] should be clearly identified as "Recruitment of Consultant - Consultancy for Home-Based Businesses" and submitted as PDF files via email to the following email address hr.wpa344@gmail.com

DEADLINE FOR SUBMISSION

The deadline for submission is 28 January 2024.