

## Only for individual consultancy

### TERMS OF REFERENCE

Consultancy for the prefiguration of a Mountains Careers Campus, one of the components of the “Qadisha Durable” program.

#### I- CONTEXT AND CHALLENGES

##### 1.1 History of cooperation program`

The Auvergne-Rhône-Alpes Region (AuRA) has been supporting Bsharré Caza stakeholders since 2017 on different themes (energy, water sanitation, economic development, mountain development, etc.). During a mission by officials from Bsharré Caza to the AuRA region in 2018, they participated in the “mountain professions Festival”, organized in Chambéry. The partnership then expanded to include the city of Chambéry and Grand Chambéry. A memorandum of understanding was signed between the AuRA Region, the City of Chambéry, Bsharré Caza, the “Massif des Bauges” Regional Natural Park, the “Lumière and Montagne” clusters in September 2019, to formalize the partnership around the economic development of the Bsharré caza, through exchanges and transfers of practices.

Since 2020, several projects (touristic and agricultural development, water resources and climate change) have been implemented in Bsharré Caza with the support of French communities and technical partners, in particular the French INGOs Tétraktys and “Corail Development”.

The French Department of Aude, for its part, has been carrying out cooperation since 2012 with the municipality of Zgharta-Ehden and with the Federation of Municipalities of Zgharta Caza. Following the definition of a strategic development plan bringing together municipalities and civil society, 2 cooperation projects were initiated on global water management and sustainable tourism using local heritage resources as an economic lever. This last support program makes it possible to build an action plan in a participatory manner, particularly around the mountain economy, with the intervention of the “Campus des Métiers et Qualifications d’Excellence du Tourisme Pyrénéen” (CMQE TP), led by “l’Institut Supérieur de Tourisme Hôtellerie et Alimentation” (ISTHIA) of University Toulouse Jean Jaurès (UT2J). The expertise of the “Pays Cathare” brand allows the Department of Aude to support Zgharta Caza in its identity and in the promotion of professionals in the tourism sector.

In 2021, a common desire to articulate existing cooperation programs emerged. The Federations of the municipalities of Bsharré and Zgharta cazas have asked their partners to support them in the creation of a governance entity for the Qadisha valley, inspired by the French model of Regional Natural Park. This is how the “Qadisha Durable” program was created, aiming to create the conditions for sustainable economic and social development with benefits for local populations and businesses.

## 1.2 The pilotage scheme of the “Qadisha Durable” program

The “Qadisha Durable” program is co-funded by the French Development Agency (AFD) as part of a FICOL line. The project management of this decentralized cooperation is ensured by a consortium of communities which participate in financing the project:

- On the French side:
  - The Auvergne-Rhône-Alpes (AuRA) Region
  - The Department of Aude
  - The city of Chambéry, leader of the consortium
  - The Community of cities « Grand Chambéry “
- On the Lebanese side:
  - The Federation of municipalities of Bsharré caza
  - The Federation of municipalities of Zgharta caza

The communities assume a political role (validation of the strategic axes of the project) so as a technical role (mobilization of expertise within the communities and territories, exchanges with technical partners, reception of political and technical missions on their territory).

The INGO “Chambéry Solidarité Internationale” (CSI) is the delegated project manager for the city of Chambéry. CSI coordinates the consortium and supervises the work of the project team on site in Lebanon.

The French INGO Tétraktys, the Chamber of Agriculture of the Auvergne Rhône-Alpes Region, the “Massif des Bauges” Regional Natural Park, the “Campus des Métiers et Qualifications d’Excellence du Tourisme Pyrénéen” and ISTHIA are the technical partners associated with the cooperation program.

## 1.3 The main objective of the “Qadisha Durable” program

The project plans to create an institutional structure of shared governance across the Qadisha valley by the end of 2025. This association between the Federations of Municipalities of Bsharré and Zgharta cazas aims to promote attractiveness of the territory and its economic and social development while protecting the existing natural and cultural heritage through the prefiguration of the “Qadisha Territory” entity, inspired by the French Regional Natural Park model.

The objective of the project is the strengthening of institutional capacities and the exchange of experience and good practices in terms of prefiguration and management of natural parks, sustainable development of agricultural and tourist practices and activities and the protection of water resources in the Qadisha Valley

## 1.4 The prefiguration of a Mountain Careers Campus

Within Part 1 of the program (*the institutional strengthening and transversal governance*), result 2-1 aims to structure professional sectors through the prefiguration of a Mountain Careers Campus, to strengthen the employability of the population and especially young people.

In France, the professions and qualifications campuses are a label leaded by Academic Educational Departments and regions, consisting of the networking of general, technological, vocational, and higher education secondary education establishments, training organizations, research laboratories and socio-

economic and institutional partners focused on specific sectors. Campuses are not necessarily physical places but result from the association of these actors. They are built around a sector of activity corresponding to a national or regional economic issue supported by communities and businesses.

This model was acclaimed by Lebanese elected officials, who hope to bring together at least ten different actors, regional but national, to better identify and promote mountain professions. The future Mountain Careers Campus will be a tool intended to facilitate orientation and professional integration and to better guide career paths in vocational, general, and higher education and training. Beyond training, the Campus, which brings together all the economic and institutional players in the sector, will be responsible for implementing the socio-economic dynamics of the territory, through the networking of professionals (companies of all types, size; training establishments; professional unions; public institutions and establishments), managed by a voluntary and supporting structure of the Campus, across the entire scope of the future "Qadisha Territory" entity.

Finally, the Campus also brings together research organizations and will be able to help provide the elements to understand training needs and the major development issues in the region.

During this phase of the program, the Campus will have to coordinate more specifically with two other components of the "Qadisha Durable" program:

- Component 2: economic development via the tourism sector.  
Result 2-3 of this component plans to improve and adapt the tourism training offer to meet the challenges of tourism professions.  
In connection with the Mountain Careers Campus, direct application of the possibilities that such a platform can offer in the tourism sector is planned, via the adaptation and creation of at least one test training in Lebanon (other training courses in cooperation with training organizations in France are also possible), the organization of one or two employment forums and individualized support for around ten young people.
- Component 3: economic development via the agricultural sector  
The 3-1 result provides for the formalization of a strategy for the apple sector.  
This will notably involve strengthening the capacity of stakeholders to support the sectoral strategy, identifying their training needs- even if we favor more individualized support in this area- and developing a training plan accordingly.

## II- DESCRIPTION OF THE CONSULTANCY REQUEST

### 2.1 Consultancy objectives

The first step will consist in carrying out a diagnosis and a census of the professions and knowledge in the mountain economy sector of Zgharta and Bsharré Cazas. This work was initiated in the Zgharta Caza as part of its cooperation with the French Department of Aude. It is therefore planned to draw inspiration from this first experience to broaden the diagnosis and enrich it.

The sector identified in the project is that of the mountain economy and all affiliated professions: accommodation and catering, guiding, outdoor sports, etc. The diagnosis will be used to validate the perimeter as it was envisaged or to review its size, depending on the needs of the territory.

Beyond the diagnosis, the consultant will have:

- To restore this diagnosis in the form of a database and to produce a catalog or guide exhaustively listing the actors, trainings, and professions.
- To issue recommendations on the conditions for the sustainability of jobs (economic strategy/jobs relationship) including by proposing innovative solutions in the careers approach
- To draft the terms of reference for the Mountain Careers Campus and to help the project team to identify the actors of the future Campus.

The service provider will work under the responsibility of the coordinator of the “Qadisha Durable” program and will collaborate with Tourism and Agriculture project managers as well as with certain partners of the consortium: the Lebanon project manager from “Chambéry Solidarité Internationale”, the International Relationships project manager of the Department of Aude, the CMQE TP team and the “Qadisha Durable” Technical Committee in charge of monitoring the Campus careers component.

## 2.2 Tasks description

| Activities  | Deliverables   |
|---|--|
| Formalizing the scope of the diagnosis with the team and project partners   | 1- A framing document  |
| Meetings with training authorities at national and local levels (communities with training-teaching competences)  | 2- The list of actors to meet<br>3- Reports of the meetings  |
| Census of the training offers (secondary and higher) linked to mountains so as affiliated professions: accommodation and catering, guiding, outdoor sports, peripheral professional sectors (such as agriculture)<br>Identification of economic and social actors on the territory<br>Identification of research institutes affiliated to the study sector. | 4- A summary note resuming the stages of the diagnosis and the analyzed professions.<br>5- A database listing professions, trainings, education, and economical actors.<br>6- A catalog-side guide listing training courses and actors |
| Organization of consultations between different stakeholders to present the “mountain careers campus” model in collaboration with the “Qadisha Durable” program team.   | 7- The list of stakeholders implied in the consultations<br>8- A presentation frame used for the meetings  |

|  |   |
|--|---|
| <p>Writing the terms of reference for the future “mountain careers Campus”<br/>Assistance in identifying actors.</p> | <p>9- A summary document with actors’ recommendations and working axes allowing the prefiguration of the careers Campus.<br/>10-Reports of the exchanges with the project’s team and the actors.<br/>11- The production of terms of reference</p> |
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### 2.3 Allocated budget

Between 15 000 et 20 000 euros for all the consultancy prestation.

### III- CALENDAR

Start of the consultancy: beginning of July. The diagnosis is envisaged over a maximum period of six months. Part of discussions with the project’s team and some of the stakeholders to be met will take place in the offices of the Federations of Municipalities of Zgharta and Bsharré Cazas.

### IV- REQUIRED QUALITIES

#### Training

The consultant must hold a higher education diploma (Master 1 or Master 2 equivalent), preferably in educational sciences, political sciences, or human sciences. He will benefit from at least two years of professional experience in consultancy activities.

#### Competences

- Present the methodological and technical skills necessary to produce the deliverables.
- Present effective knowledge of the training environment (higher education and professional training)
- If possible, have a good knowledge of the project intervention area (Qadisha valley), and its social, economic, cultural, and political realities.

#### Languages

Fluent Arabic, fluent French, OR English

#### Additional

The diagnosis will be carried out by an individual consultant only. The service provider will have a private law status and must have a bank account in the country of intervention. It must be mobile and able to move around without constraints.

## V- SELECTION CRITERIA

### 5.1 Technical evaluation

The evaluation criteria will be as follows:

- Understanding of the terms of reference
- Relevance and quality of the proposed methodology
- Experience and technical references.
- Candidate profile
- Only offers reaching at least 70% of the score will be declared technically valid.
- Priority for candidates from Bcharré and Zgharta.

### 5.2 Financial evaluations

Only financial offers from candidates who have reached at least 70% of the technical evaluation score will be processed. A financial evaluation score will be calculated for each offer, starting from the lowest offer.

### 5.3 Final evaluation

The final evaluation will combine the two previous evaluations, it will be mixed at 70% about the technical proposal and 30% about the financial proposal. The candidate who obtains the highest score will be selected after an interview.

## VI- NEEDED ELEMENTS TO CANDIDATE

### 6.1 Composition of the technical offer (in French or in English)

- Understanding of the careers Campus project
- A detailed methodology to achieve the expected deliverables.
- Curriculum of the candidate

### 6.2 Composition of the financial offer (in French or in English)

A financial offer including:

- A detailed budget with consultancy's indemnity, transportation costs and other costs
- Payment terms
- Signed and stamped offer
- Validity duration of the offer
- Date of the offer

### 6.3 Submission deadline

The offer must be submitted by email only; **no later than June 10, 2024.**

Any application arriving after this date, for whatever reason, will be considered invalid.

All documents making up the offer will be sent to the following address: [gestion@qadishadurable.com](mailto:gestion@qadishadurable.com). Only applications including all required documents (see points 6-1 and 6-2) will be processed.