

Call for application Reference No 2: design of training material and workshops

CAWTAR-KtK-TMW-07-02-22-/FBHZ/TN.

Type of Contract: Individual Contract

Start Date: February 25, 2022

Application deadline: 20 February 2020

BACKGROUND

As part of the project entitled «Empowering Women entrepreneurs in the MENA Region towards Equal access with men to business and trade markets», partnership between the Kvinna till Kvinna and the Centre of Arab Women for Training and Research (CAWTAR), the design of the training material and workshop is planned to contribute to the capacity building of the target group mainly women entrepreneurs from the six covered countries namely *Algeria, Egypt, Jordan, Lebanon, Morocco, and Tunisia*

WHAT WAS DONE TO ASSESS NEEDS & PRIORITIES?

To create an enabling environment, the CAWTAR team had to generate knowledge on women and men in business from a gender analysis perspective. This included the profile of SMEs and the mapping of key players in at least three selected sectors, namely agriculture, light industries and services. In line with the virtual stakeholder consultation of 20 January 2021, it was decided that the Gender Sensitive Value Chain Analysis (GSVCA) would target a number of female and male owned/managed SMEs representing a sample of the selected sectors, 1) Agriculture; 2) Light Manufacturing and 3) Services. The value chain fields were refined to focus on three sub-sectors and more specifically for: 1) Agriculture: Agro-Food Industries; 2) Light Industries: Textiles and Clothing and 3) Services: Information and Communication Technologies (ICT).

It should be recalled that in addition to the legal situation analysis and the rapid impact assessment of COVID-19, the gender-sensitive value chain analysis, which was conducted as an additional tool to assess gender equality, with a focus on women's participation in economic activity and access to commercial markets, covers the 6 countries mentioned in the footer. The objective of the diagnosis of constraints and challenges was to identify gender inequalities and gaps and to assess the capacity and resource needs for priority setting at the level of SMEs and women entrepreneurs themselves, including during the period of lockdown due to the COVID-19 pandemic and its aftermath. The cross-cutting analysis of the results of the Situation Analysis (quantitative and qualitative), the Rapid Assessment and the GSVCA has brought out a number of concerns and needs that can be summarised as follows:

- Better information on existing support programs, whether from the state or international organisations,
- Financial support to women entrepreneurs in their different initiatives (start-ups, existing business, cooperatives, import-export...)
- A better understanding of the regulations governing the company's sector of activity but also a watchful eye to keep the company in compliance with regulatory requirements,
- Better access to technical and managerial training,
- A better capacity on human and financial resources management,
- Building Capacity and skills on business planning including adoption of new technologies in management such as digitalisation of work, e-commerce and digital marketing.

- Networking with other business owners/leaders in a collaborative spirit to share information related to their field and possible opportunities (new economic opportunities; specific support programs, credit lines, etc.).

The main findings of the regional report and the platform of recommendations were presented to, discussed with and validated by concerned stakeholders during a Regional Seminar held in Tunis, December 2021. The recommendations were reviewed by the representatives of the six participating countries to select the main priorities for the capacity building strategy at national and regional levels.

SCOPE OF WORK/ WORK ASSIGNMENT:

For that purpose, the Centre of Arab Women for Training & Research/CAWTAR¹ seeks the services of a qualified and experienced regional consultant or firm in order to design the training material based on the synthesized priorities and the implementation process as herewith described:

- Facilitating joint business between business owners (horizontal and vertical networking),
- Sharing experiences and services,
- Develop knowledge and skills covering:
 - business planning, financial management, export promotion, quality management & certification, quality auditing,
 - introduction to technology, digitization, e-commerce and
 - Communication and negotiations (pioneers, cooperatives, associations)...

The to-be hired consultant (individual or firm) is expected who will work under the direct supervision of the Team leader/Project Manager and in the context of his/her tasks related to the exercise to be conducted (Training material design and workshops), the consultant to propose a CV highlighting the experience in light with the assignment supported by a technical note detailing:

- A. The approach and structure for the design of the content/outlines of the training material
- B. The implementation process of the two training workshops.

After the validation of the technical note and taking into account the overall context of the project as well as the platform of recommendations, the consultant (individual or firm) will need to proceed to the following:

A. The approach and structure for the design of the content/outlines of the training material: ARABIC LANGUAGE

- 1) Design a training content based on the recommendations and selected priorities and an up-to-date friendly and accessible knowledge and skills
- 2) Organise the training material into a manual describing:
 - the timeframe of a maximum of four days and 4 sessions per day (depending of the agenda and distribution of work),
 - the selected approach focusing on learning-by-doing to be innovative, participatory and dynamic and the training technics (e.g. Technology-based learning, Simulation, Coaching/mentoring, Roleplaying, Films and videos, Case studies...)
 - the step-by-step training sessions with related title, objective/s, expected results, handouts, orientation of the group exercises... and any pertinent annex

B. The implementation process of the two planned workshops:

In the context of this assignment, the consultant is also expected to:

¹ <http://www.cawtar.org/en>

- Prepare the TORs and scenario of the two regional training workshops which will include facilitation process and orientations for the plenary sessions and working groups, the agenda, evaluation form....: **Arabic, English and French**
- Support CAWTAR in the organisation of the regional training workshops planned to be held in Cairo (May 2022) and Beirut (June 2022 but depending on the country context) noting that the logistics are covered by CAWTAR
- Conduct the workshops: **Arabic**
- Prepare a synthesis report on the proceedings and evaluation of each workshop including as regard to the training material itself with consolidated recommendations: **Arabic, English and French**

It is worth to note that CAWTAR will launch an e-window (content including formats and process). in march 2022 at the occasion of the Women Rights International day and. During the training workshops, a session will be devoted to the required efficient and operational knowledge and tools to allow/reinforce accessibility of women entrepreneurs and any other actor to pertinent information² in each of the six countries (Algeria, Egypt, Jordan, Lebanon, Morocco and Tunisia) covered by the project focusing more particularly on: 1) How to start business and 2) Import/export rules and regulations, procedures...in the covered countries and a number of other national, regional or international markets. The virtual orientations (how to...) will be supported y a PDF version of each one of the three guidelines in each country.

TARGET GROUP/TRAINEES

Representatives from the following institutions/organisations:

- Women's mechanisms (Ministries, Commission and/or Council),
- Ministries of Trade,
- Women entrepreneurs as whole and/or from each sub-sector: agri-food; textile & clothing and ICT.

Deliverables

The delivery frame will be discussed/refined after approval of the methodology and structure of the training material and workshop

- 1) A training manual as above described including bibliography
- 2) Synthesis report on the two regional training workshops.

QUALIFICATIONS

Education:

Academic Qualifications (Master+) in Economic Sciences, social sciences, business administration ... or any other field consistent with the core tasks and expected deliverables

Knowledge and experience:

- 10-15 years of professional experience at the regional and/or international level, with a good knowledge on the proposed topics/priorities and recognised capacity and experience in training such target group,
- Good knowledge of the gender concept and its tools, recognised experience in gender analysis
- Expertise in the training design implementation and management (Essential).
- Proven knowledge and experience in Economy and Trade Markets, women empowerment and rights and entrepreneurship issues (Essential).

² New products, policies, procedures in relation to economy and trade in the region and beyond ...

- Good qualitative and quantitative review and analytical skills (Desirable).
- Ability and experience in conceptualising, evaluating and analysing specifically the fields of economics, entrepreneurship and trade for the purpose of knowledge transfer and conducting training,
- Good working knowledge of, and networks/contacts relevant to, national and regional and international public and private sectors and Markets, SMEs, professional organisations and related networks and NGOs... (Desirable)

Competencies & skills

- Excellent team spirit and interpersonal skills with ability and willingness to work as part of a team;
- Demonstrated ability to work with stakeholders including governmental bodies and professional organisations;
- Proven ability to keep to deadlines and thrive in a fast-paced;
- Highly organised; able to plan, implement and monitor work with good attention to detail.
- Excellent written and spoken in English, Arabic and French with robust editing capabilities(Essential);
- Experience in computer data entry for research analysis (Essential)
- Proficient in Microsoft Office (Word, Excel, PowerPoint), relevant internet, and email software (Desirable).

INSTITUTIONAL ARRANGEMENTS:

- *Consultant's status:* This is a contracted position and not a direct hire of the CAWTAR. As such, the incumbent will be responsible for securing his/her own benefits, as no benefits will be provided.
- *Consultant's Work Place:* In Country for the design of the material and travel to attend and facilitate the two regional training workshops.
- *Work Schedule:* The contract should start no later than 25 February 2022 until the delivery of the products (training materials and tools) and end no later than two weeks after the second training and the delivery of the synthesis report (mid-July 2022). Adjustments to the timetable could be made depending on the date of signature of the contract and the progress of the material preparation work or the situation related to the Covid-19 pandemic.

HOW TO APPLY: Gender balance is a requirement

Interested individual or firm applicants must submit the following documents/information to demonstrate their qualifications & experience:

- 1- Cover letter: (not more than 450 words) explaining why you consider you are the most suitable for the work.
- 2- Personal CVs (potential designers and trainers) and/or firm related documents including past experience in similar projects and **at least 2 references** in relation with the position requirements.
- 3- All quoted required certificates and specific recommendations will be requested in case of selection in the short list.

Each requirement (information/document) is mandatory, if any of the above points is not covered, the application will be rejected. Only selected applications will be responded to.

→ *Interested applicants should send their applications to the following mail or email address:*

**The Centre of Arab Women for Training & Research /CAWTAR, Postal Address: P.O. Box n°:105
1003 Cité El Khadra Tunis- Tunisia**



e-mail: registry@cawtar.org. Please put in the subject: **Call for application Reference No 3: CAWTAR-KtK-TMW-07-02-22-/FBHZ/TN.**