



Terms of Reference

Business Meetings

About Leaders International

Leaders International is an international network of local organizations that plans, manages, and monitors innovation and economic development interventions in the region. Through its offices in Brussels, Amman, and Ramallah, Leaders International provides complete project-management services with a focus on private-sector development, enterprise development, job creation, entrepreneurship, D4D, economic policy dialogue, and tourism value chain development.

Background

As cities continue to grow, so is the number of challenges they are facing. Environmental, economic or social emerging issues call for new and unproven urban solutions. The increasing need for urban innovation will result in the development of a significant number of smart cities initiatives, creating new business opportunities for Mediterranean SMEs. If we want our cities to be efficiently managed and more liveable for communities, public authorities and SMEs have to work together to come up with the best technological solutions. SME4SMARTCITIES will make this collaboration possible by reinforcing the capacities of Mediterranean cities and SMEs.

The project will help cities to be the front-runners of innovation, in particular through the use of public procurement of innovative solutions. On the other hand, the project will support Mediterranean SMEs to guarantee that their products and services meet the expectations and needs of smart cities.

Objective

This position will be a part of the project's implementation process.

Scope of work

The organization of meetings between project SMEs and public users and procurers of solutions.

Required qualifications

1. Familiarity with national smart city solutions implemented by public and/or private entities.
2. Experience with creating events/meetings between the private and the public sectors.
3. Ability to market and publicize an event for the general public.
4. Strong familiarity with the social media tools and trends for better event outreach.

Deliverables # 1

Organize a Business to procurers meeting with selected SMEs.

SME4SMARTCITIES

- Invite all related stakeholders from the public and private sector that would be interested in hearing about the solutions developed by SMEs to solve the different urban problems addressed by the project.
- Design an agenda for the meeting that ensures information transfer and knowledge exchange between the SMEs and the business procurers.
- Ensure the media coverage of the meeting between SMEs and businesses.
- Create a plan to sustain the connection between the SMEs and the different businesses interested in their solutions.
- Arrange all logistics related to the meeting including booking the venue, all stationary needed and catering for food.

Deliverables # 2

Organize a Business to users solutions meetings with selected SMEs:

- Create a public event to invite the public to speak to SMEs and learn more about the project in general and their solutions in specific.
- Design social media posts and an agenda to promote the participation in the meeting.
- Find and contract speakers that might provoke the interest of the general public and that have knowledge in Smart City Development to ensure a better turnout for the event.
- Ensure the media coverage of the meeting between SMEs and businesses.
- Create a plan to sustain the connection between the SMEs and the different businesses interested in their solutions.
- Arrange all logistics related to the meeting including booking the venue, all stationary needed and catering for food.

To apply for this opportunity, please send your CV along with the financial offer to procurement@leadersinternational.org, no later than 20/04/2022.



FINANCIAL OFFER FORM

“Mediterranean SME working together to make cities smarter, SME4SMARTCITIES”

Please fill in the table below and submit it along with your CV to:

procurement@leadersinternational.org

Name of subject: **Business Meetings/ SME4SMARTCITIES**

First Name, Last Name		
Address		
Mobile		
E-mail address		
Nationality (for tax purposes)		
Date		
Price	<u>Deliverables # 1</u> (Based on Daily Rate)	-----EUR/ Day
	<u>Deliverables # 2</u> (Based on Daily Rate)	-----EUR/ Day