

Terms of Reference

Project	EDGE (Promoting Enrollment in Digital Global Economy)
ToR Number (Please refer to it when applying your offer)	EDGE/06/2022
Period of Performance	November 2022- March 2023
Location	Palestine
Date of announcement	November 29, 2022
Title	Freelance Agencies Development Expert

1. Background

Leaders International (LI) plans and delivers innovation and economic development interventions with a particular focus on private-sector development, entrepreneurship, job creation, digital transformation, and access to markets. The organization manages a multi-million active portfolio of grants and service contracts to ensure the economy's access to the necessary means and resources for development and economic prosperity. Through its projects, LI leverages its expertise in research, strategy, and management to provide its beneficiaries with sustainable technical and financial assistance, and build their capacity and resilience to adapt to different economic challenges.

2. Project Background

Promoting Enrollment in the Digital Global Economy (EDGE): funded by The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), EDGE aims to create new income opportunities for unemployed Palestinians through a two-pronged approach: developing Palestinian entrepreneurial capacities and advancing freelancing agencies to unlock the sector's full economic potential and increase employment among qualified women and youth. Through this project, we work towards creating equitable jobs and opportunities for youth and women to develop a sustainable and resilient model for the future of work.

3. Objective

In accordance with EDGE's goal of boosting the Palestinian economy, the Freelancing Agencies Development Expert will provide weekly webinar sessions to Palestinian freelancers during the initial stage of the project, in which 500 freelancers are expected to complete the courses offered on the EDGE platform. The follow-up sessions will summarize the modules covered that week, and address any concerns, questions, or challenges faced by the participants.

4. Scope of Work

- **Target audience:** Socially-oriented Palestinian freelancers between the ages of 18 and 25, out of which 50% are women
- **Training language:** Arabic
- **Activities:**
 - i. **Conduct freelance entrepreneurship training for 500 individuals:**
 - **Objective:** a 3-month training programme will be provided to the selected freelancers in parallel with online digitized courses. The consultant will offer 2-hour weekly training sessions in the form of webinars. The sessions will focus on summarizing the course modules covered that week, and will allow the trainees the opportunity to engage with the trainer directly. Any questions, concerns, or support needed by the trainees will be addressed during these sessions.
 - **Achievement:** at least 12 sessions
 - ii. **Communication tool Management:**
 - **Objective:** Based on the preference of the course participants, the consultant will identify and manage a communication tool (WhatsApp/Facebook group/Telegram/etc...) to facilitate connecting with the project trainees. If needed, the consultant may appoint a junior assistant to manage and connect with the trainees.
The consultant/junior assistant is expected to utilize the channel daily in order to achieve the following:
 1. Respond to any questions, challenges, or concerns.
 2. Share any opportunities that may be useful.
 3. Share session reminders, links, and more.
 - **Achievement:** Communication tool on social media identified and created
 - iii. **Selection of 24 agencies:**
 - **Objective:** Upon the completion of the training, the consultant will assist in the selection procedure and identification of 24 agencies. The procedure may include interviews, assessment, evaluation, as identified by the project officer.
 - **Achievement:** Selection of 24 agencies
 - iv. **Selection of 12 agencies:**
 - **Objective:** the consultant will assist in selecting the 12 final agencies based on a pre-determined selection criterion.
 - **Achievement:** Selection of 12 agencies
- **Expected Timeline & deliverables**

The consultant is expected to adhere to the timeline specified below, submitting all deliverables and supporting documents as indicated. However, the timeline and list of deliverables are subject to change if requested by the Project Coordinator.

Action	2022					2023										
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	June	July	Aug	Sep	Oct	Nov	Dec
Conduct freelance entrepreneurship training for 500 individuals:																
Communication tool management																
Selection of 24 agencies																
Selection of 12 agencies																

Activity	Expected Deliverables
Conduct freelance entrepreneurship training for 500 individuals	1. Delivery of 16 sessions Supporting documents: sessions screenshots, recordings, attendance sheets, meeting minutes, and any other relevant documents
	2. Submission of the final report
Communication tool management	Identification and management of an online communication tool
Selection of 24 agencies	Participate in the evaluation and selection of 24 agencies through pre-determined criterion.
Selection of 12 agencies	Participate in the evaluation and selection of 24 agencies through pre-determined criterion.

5. Non-functional Requirements

- The webinar must be in **Arabic**.
- All content (images, videos, etc.) used must be **copyrighted**

6. Qualifications Required

The applicant shall have extensive experience in Digital Work and Online Freelancing, and shall have the following qualifications

- At least a BSc degree in a relevant field.
- Proven minimum of 3 years of experience in digital work and online freelancing.

7. Documents to be submitted

The application must contain the following documents:

1. Financial Offer (attached to this ToR)
2. Company profile or CV (individual consultants)

8. Taxes and other Terms:

- The offer should be including VAT;
- For individual consultants, Applicable tax laws apply.

Please submit all required documents to procurement@leadersinternational.org no later than December 6th, 2022 **in EUR Currency**.

FINANCIAL OFFER FORM FOR

EDGE (Promoting Enrollment in Digital Global Economy) Project

Please fill in the table below and submit it along with your CV or company profile

To: procurement@leadersinternational.org

Name of subject: **EDGE/06/2022 - Freelance Agencies Development Expert**

First Name, Last Name	
Address	
Mobile	
E-mail address	
Nationality (for tax purposes)	
Expected daily rate in EUR	
Date of Submission	