



Terms of Reference

Project	Rest@rts
ToR Number (Please refer to it when applying your offer)	Rest@rts/02/2023
Period of Performance	March – September 2023
Location	Palestine
Date of announcement	January 31, 2023
Activity Title	Lobbying Agency

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:

Rest@rts: Reinforcing Med Microfinance Network System for Start-ups; aims to reinforce the Med Microfinance network system for start-ups by promoting economic and social development and supporting innovative start-ups and recently established MSMEs.

Rest@rts' main objective is to contribute to stimulating growth and improving the business ecosystem in the Euro-Med area facilitating, enlarging, and strengthening access to credit. The project achieves this objective directly by broadening the finance options available and improving understanding of the full range of financing instruments. The project's work packages are going to encourage discussion among stakeholders about new approaches and innovative policies for SME and entrepreneurship financing. Please note that leaders International is a partner within a consortium of Mediterranean countries executing this project.



3. Purpose

The Lobby Agency will be in charge of disseminating the results and outputs of a Policy Knowledge Package produced under the scope of the project by a public policy expert. The aim is to disseminate the Policy Knowledge Package to National and Regional public authorities (Palestine) involved in the implementation of innovative programs for supporting the creation of new businesses, and managing programs devoted to access to finance. The main output will be a report that describes all the relevant activities the Agency will have accomplished during the time-frame of its work.

4. Scope of Work

- Monitor proceedings and provide analysis of activities in the National and Regional Public administration, Government departments, European institutions, and other bodies in order to keep clients informed of any developments related to their field of activity.
- Share the Policy Knowledge Package to government consultations and selected public administration bodies and authorities.
- Research, forecast and evaluate the effects of public policy on an organization using public sources, political intelligence, and personal contacts.
- Write newsletters, briefings, campaign material and press releases for public authorities with technical and policy guidelines.
- Establish and maintain two-way communication with relevant official bodies and stakeholders.
- Maintain regular contact, in person and in writing, with politicians, civil servants and staff in local authorities, and regulatory bodies to brief them on clients' work and concerns.
- Maintain relationships with existing stakeholders and develop new businesses.
- Provide media management and other publicity activities.
- Review the effectiveness of previous activities, and how the client is viewed by political and other stakeholders.

5. Deliverables:

- Final analysis report documenting activities conducted under the designated SoW.
- Research paper on the effects of public policy on organizations.

6. Qualifications Required

The applicant shall have the following qualifications:

- Previous experience in lobbying activities, at least 5 years of experience in similar activities.
- Full proficiency in English and in Arabic
- In-depth knowledge of legal considerations relevant to policies.
- Advanced knowledge of conventions and standards in policy writing.
- Ability to collaborate with internal and external stakeholders.
- Experience in preparing reports and presenting findings.
- Desk and Market research



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 February 7, 2023 **in EUR Currency.**



FINANCIAL OFFER FORM

FOR

“Reinforcing Med Microfinance Network System for Start- ReSt@rts Project”

Please fill in the table below and submit it along with your CV to: procurement@leadersinternational.org

Name of subject: **Rest@rts/02/2023 - Lobbying Agency**

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