

Terms of Reference

Project	Promoting Enrollment in Digital Global Economy
ToR Number (Please refer to it when applying your offer)	EDGE/01/2024
*Period of Performance	July 2024 - December 2024
Location	Palestine
Date of announcement	July 9, 2024
Activity Title	Freelancing Expert(s)
Expected Level of Effort	Up to 30 days

I. 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.

II. 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.

III. Objective

The objective of this role is to conduct in-person awareness sessions at Palestinian universities to advertise the freelancing program and promote freelance work. These sessions will aim to increase the pipeline of applicants to the project and foster a culture of freelance and digital work as viable income-generating opportunities among students.

IV. Scope of Work

1. Awareness Campaigns:

- Conduct in-person awareness sessions at local universities.
- Promote the freelancing program and freelance work.

2. Case Studies:

- Present case studies from EDGE beneficiaries who have completed the training program and started generating income through freelance work.

3. Engagement:

- Engage with students and university staff to promote the benefits of freelancing.
- Address queries and provide detailed information about the program.

V. Expected Deliverables

The expert(s) are expected to submit deliverables associated with their SoW, along with any additional documents as requested by the project team in later stages based on the nature of their work. Deliverables include, but are not limited to, the following:

- Conduct a minimum of 2 awareness sessions at different 2 Palestinian universities.
- Provide a detailed report on each session, including attendance, feedback, and follow-up actions.
- Develop and distribute promotional material to support the awareness sessions.
- Measure and report the level of engagement and interest generated from the sessions.

VI. Qualifications Required

The expert(s) shall have extensive experience in the regional entrepreneurship and startup ecosystem, and shall have the following qualifications:

- Advanced degree in Marketing, Business, Education, or related field.
- Minimum 3 years of experience in freelancing or digital work.
- Proven experience in conducting awareness sessions or similar activities.
- Excellent presentation and communication skills.
- Proficiency in English and Arabic.

VII. Documents to be submitted

The application must contain the following documents:

- Financial Offer based on daily rate (attached to this ToR)
- Company profile or CV (individual consultants)

VIII. 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 July 23rd 2024 **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/1/2024 - Freelancing Expert**

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