

**Terms of Reference**

**Re-advertise 2**

**General Information**

<b>Project</b>	: <b>NatureWorks- Enhanced Climate Adaptation Measures and Local Economic Development in Eastern Badia Nature Reserves - Shiraka III</b>
<b>Activity Title</b>	: <b>Cycling Experience Development Coaching</b>
<b>ToR Number (Please refer to it when applying)</b>	: <b>ToR/NW/25/2026</b>
<b>Location</b>	: <b>Al-Azraq - Jordan</b>
<b>Date of Announcement</b>	: <b>January 22, 2026</b>

**Leaders International**

Leaders International is a forward-thinking economic development organisation that brings together governments, community groups and private sector partners to work on various projects across the Middle East and Africa.

With offices in Belgium, Jordan, Palestine and Tunisia, we create partnerships that bridge the gap between east and west in order to create new opportunities and resources and accelerate the growth of underdeveloped and developing economies. Our focus areas include MSME Development, Entrepreneurship & Innovation, Digital Transformation, Livelihoods & Employability, Green Growth, and Alternative & Sustainable Tourism.

**Project Background**

Nature Works: is a two-year project dedicated to promoting sustainable development in Jordan's Eastern Badia region. Focused on Al Shaumari and Al Dahek reserves, the project aims to strengthen the conservation efforts by providing the Royal Society for the Conservation of Nature (RSCN) with essential tools and resources to address climate change and ecological challenges. Simultaneously, it strives to enhance the tourism experience through visitor-centric strategies, improved infrastructure, and stronger connections with local service providers, all with a core focus on sustainable tourism practices. The project also empowers local communities through capacity-building programs, active involvement in reserve protection, and integration of conservation themes into local communities, fostering environmental awareness. By creating economic opportunities, such as job creation and sustainable agribusinesses, "Nature Works" seeks to strengthen biodiversity protection, position Jordan as a premier ecotourism destination, and ensure a lasting positive impact on the region's ecosystems and communities.

This project is implemented by Leaders International for Economic Development in partnership with the Royal Society for the Conservation of Nature and is funded by the state of the Netherlands.

## Objective

Leaders International is seeking a qualified and experienced expert to deliver a Cycling Training Program for one selected local beneficiary in Al-Dahek Nature Reserve, located in Al Azraq region. The objective of this coaching program is to train and mentor the beneficiary in developing and operating a professional cycling experience that combines tourism, environmental awareness, and safety standards, while showcasing the unique natural and cultural heritage of the area.

The training aims to:

- Build the capacity to plan, organize, and lead guided cycling tours in Al Azraq, with a particular focus on routes within Al Dahek Reserve.
- Train participants on safety protocols, risk management, and equipment maintenance to ensure a safe and reliable experience.
- Teach visitor engagement techniques, including storytelling and interpretation about local history, nature, and conservation.
- Develop route planning and mapping skills to design diverse and safe tour options for participants of different skill levels.
- Provide guidance on hospitality and customer service to enhance the overall visitor experience.
- Support the beneficiary in branding, packaging, and promoting the cycling experience to attract local and international audiences.

## Scope of Work

The selected expert will design and deliver 3 day practical and hands-on coaching program that includes:

### **A. Technical and Safety Training**

- Bicycle operation, maintenance, and repair basics.
- Safety briefings, first aid essentials, and emergency response protocols.
- Risk assessments for cycling routes within Al Dahek and surrounding areas.

### **B. Experience Development and Tour Design**

- Designing tailored cycling routes for beginners, intermediates, and advanced riders.
- Incorporating stops that highlight Al Azraq's natural and cultural attractions.
- Techniques for delivering guided tours that engage and educate participants.

### **C. Marketing and Business Development**

- Pricing and packaging cycling experiences for local and international markets.
- Training on storytelling, branding, and digital content creation.
- Building partnerships with tour operators, travel agencies, and eco-tourism platforms.

#### **D. Logistics & Hospitality**

- Coordinating with local stakeholders for site access and visitor amenities.
- Round-trip transportation for the coach and beneficiary within Al Azraq, if needed.
- Accommodation arrangements in Al Azraq for trainers during the coaching period, if required.

#### **Deliverables**

1. Training agenda and tailored coaching plan for the beneficiary. (pre-approved by LI)
2. Training materials in Arabic (with English support if necessary).
3. Report on coaching sessions, including participant progress and key recommendations.

#### **Duration of Work**

The training should be conducted and completed before **February 15<sup>th</sup> 2026**, in coordination with the project implementation timeline.

#### **Qualifications Required**

- Proven experience in cycling training, outdoor tourism, or adventure travel.
- Knowledge of safety standards and tour guiding techniques.
- Experience working in rural or community-based settings.
- Fluency in Arabic (bilingual delivery in Arabic/English is a plus).
- Previous experience in ecotourism or experiential tourism is an asset.

#### **Taxes and Other Terms**

- The offer must **include VAT**.
- For individual consultants, applicable tax laws apply.
- A **valid company registration certificate** must be attached to the offer.
- Only invoices issued by the electronic invoicing system (**QR code invoices**) will be accepted from the awarded vendors.
- The offer must **remain valid for 90 days** from the ToR closing date.
- Inquiries or clarifications may be submitted within one week from the announcement date. After this period, no inquiries will be accepted.
- Mention the ToR reference number (**ToR/NW/18/2025**) in the email subject when submitting your offer or inquiries.
- Address the offer to: **Leaders International for Economic Development / NatureWorks**.
- Submit your technical and financial offer, along with your company profile or CV (for individual consultants), to [jordanprocurement@leadersinternational.org](mailto:jordanprocurement@leadersinternational.org), by **February 05, 2026**, using JOD currency.

**Note: This ToR is a re-announcement of ToR/NW/18/2025. If you have previously submitted an application for this ToR, please do not re-apply.**