



## Terms of Reference

### 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>: Painting Experience Development Coaching</b>
<b>ToR Number (Please refer to it when applying)</b>	<b>: ToR/NW/22/2026</b>
<b>Location</b>	<b>: Remotely - 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 for Economic Development is seeking a qualified expert to deliver a focused online coaching program designed to enhance the touristic, hospitality, and visitor-management aspects of an already-established painting experience in Al-Azraq, specifically in Al-Shumari Wildlife Reserve.

The beneficiary is an experienced and advanced artist who already operates a functional painting tourism activity with all necessary equipment and materials. The experience currently includes *tote bag painting, ostrich-egg painting, glass painting, and canvas painting*, and is suitable for mixed groups of up to **10 visitors of all ages**. Therefore, the purpose of this training is not to teach painting techniques, but rather to strengthen and guide the beneficiary's capacity to deliver a high-quality, professional, and market-ready tourism experience.

The selected expert will communicate directly with the beneficiary to understand the full range of products she offers, and tailor the coaching accordingly.

The online coaching program will be delivered over **2 days**, with **3 hours of training per day**.

## Scope of Work

The selected expert will deliver a customized coaching program covering, but not limited to, the following:

### A. Guided Creative Experience Delivery

- Coach the beneficiary on **facilitating** simple, guided painting activities rather than teaching technical painting skills.
- Use simple methods for beginners and mixed groups.
- Choose easy themes inspired by local nature and culture.
- Set up a basic, clean painting area with essential materials only.
- Follow a simple visitor flow:  
**Welcome → Short Intro → Guided Painting → Free Time → Photos → Farewell**
- Keep a warm and friendly atmosphere for both local and international visitors.

### B. Basic Communication & Storytelling

- Give a short story about the area: nature, history, or culture.
- Connect the painting theme to the Azraq (e.g., wildlife → reserve story).
- Use clear, confident communication with groups.
- Keep visitors comfortable, especially those who feel shy or not artistic.

### C. Easy Visitor Management & Hospitality

- Handle mixed groups: families, kids, adults, and seniors.
- Understand simple visitor expectations (safety, comfort, clear instructions).
- Be patient with different skill levels.
- Know how to handle basic issues (late arrivals, small complaints, weather).

- Create a safe and welcoming space.
- Adapt activities:
  - Kids → tote bags or simple shapes
  - Adults → guided canvas
  - Seniors → slower-paced painting

## Deliverables

- Training agenda (approved by LI).
- Training materials in Arabic (with English support if needed).
- Coaching report

## Duration of Work

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

## Qualifications Required

- Strong experience in tourism experience development, visitor engagement, or hospitality training.
- Experience with creative tourism or cultural tourism.
- Familiarity with rural/community-based tourism.
- Fluency in Arabic (bilingual preferred).
- Understanding ecotourism principles 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/22/2026**) 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**.