

Terms of Reference

General Information

Project	:	NatureWorks- Enhanced Climate Adaptation Measures and Local Economic Development in Eastern Badia Nature Reserves - Shiraka III
Activity Title	:	Development Coaching
ToR Number (Please refer to it when applying)	:	ToR/NW/23/2026
Location	:	Jordan
Date of Announcement	:	January 22, 2026

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.

Objectives

Leaders International for Economic Development is seeking a **qualified expert** to deliver **Souvenir Shop Development Coaching** for one selected local beneficiary who manages a **souvenir shop featuring handmade local products from Al Azraq**, including crafts, food items, natural materials, and culturally inspired designs.

The training aims to:

- Build skills to operate a professional, tourist-ready souvenir shop.
- Strengthen knowledge in showcasing and selling **Azraq-made products**.
- Improve the beneficiary's ability to use **local culture, stories, and heritage** in product presentation.
- Ensure merchandising aligns with sustainable and eco-friendly tourism principles.
- Support the development of high-quality displays that highlight local craftsmanship.
- Enhance marketing, storytelling, and customer service for local and international guests.

Scope of Work

The expert is expected to provide a 2-day comprehensive coaching experience that includes:

A. Logistics & Hospitality

- Provide round-trip transportation from Al-Azraq to the training location and back to Al-Azraq.
- Provide 1 night of accommodation, as required by location: 1 single room on a full-board (FB) basis.

Overnight stays are **optional** and will be arranged based on the beneficiary's needs; if overnight stays are not required, transportation should be provided daily.

B. Training Delivery

1. Souvenir Shop Operations (Local Azraq Products Focus)

- Selecting and curating authentic Azraq-made products.
- Pricing strategies for handmade and culturally items.
- Quality assurance and sourcing from local producers.

2. Tourist Interaction & Sales Techniques

The expert must train the beneficiary on:

- How to greet and welcome tourists professionally (internationals + locals).
- Understanding different tourist personalities (families, solo travelers, adventure tourists).
- How to present products in a short, engaging, story-based way.
- How to explain the meaning / origin of each local product to increase emotional value.
- How to create a memorable shopping experience that feels warm and personal.

3. Cultural Storytelling & Interpretation

- Connecting Azraq's culture (Bedouin, Druze, Chechen heritage) to products.
- Using storytelling to build emotional connection and value.

- Creating product labels or tags with brief heritage stories.
4. Merchandising & Display Techniques
 - Designing attractive product displays that draw customer attention.
 - Using color, lighting, and themes to guide customers through the shop.
 - Seasonal, cultural, and nature-inspired display ideas.
 5. Sustainability & Responsible Tourism
 - Eco-friendly packaging options.
 - How to communicate the importance of buying local.
 - Encouraging tourists to support local artisans.
- C. Training Materials**
- Handouts, checklists, sample display photos, and merchandising templates.
 - Visual examples including local product cases.
- D. Reporting**
- Agenda and curriculum.
 - Photos of sessions.
 - Summary of outcomes, improvements, and next steps.
 - Beneficiary feedback.

Deliverables

1. Detailed training agenda and curriculum (pre-approved by LI)
2. 2 training days as per the scope of work
3. Training materials and photos of sessions

Timeframe

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

Qualifications

- Experience in retail management, handicraft sales, or souvenir shop development.
- Proven knowledge of local products and community-based crafts.
- Experience working in rural or community settings.
- Experience in sustainable or eco-friendly tourism retail is an advantage.
- Fluency in Arabic required; bilingual delivery is a plus.
- Experience in merchandising, visual design, or tourism marketing is preferred.

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/23/2026**) 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, by **February 05, 2026**, using **JOD currency**.