



Request for Proposals (RFP)¹

“Addressing the Economic Drivers of Irregular Migration (AEDIM)”

Implemented by the National Council for Women (NCW)

In Partnership with the European Union (EU)

Request for a proposal	Request for Proposal (RFP) for Life Skills Consultant
General Service Type	Consultancy and Technical Advice Services
Proposal Validity Period	15 calendar days
Duration of assignment	From the date of Contract till May 2024 (subject to changes and extension depending on actual dates)

BACKGROUND

Addressing the Drivers of Irregular Migration (IM) is a priority for the Government of Egypt (GoE), as echoed by strong institutional and legislative frameworks that are in place to combat the phenomenon of IM, and developmental efforts to achieve high economic growth and generate work opportunities. Since 2016, such efforts and concrete steps taken by Egypt to combat IM, have already contributed to creating awareness.

The Overall Goal of the project entitled "**Addressing the Economic Drivers of Irregular Migration (AEDIM)**", which is led by the National Council for Women (NCW) in partnership with the European Union (EU), is to provide an alternative to IM through enterprise development and work opportunities for women and youth in the regions and villages being exporting or sending governorates in Egypt.

¹ This request is a ‘call for an expression of interest’, and no legal commitment from NCW's side arises from it, until a contract is signed with the selected entity.



The Regions/Governorates addressed are Beheira, Gharbiya in Delta, and Luxor, Minya, in Upper Egypt. The timeframe for the project is 48 months including an inception phase. Incubation and Production Units and Business Development Service (BDS) Units will be established in each governorate for sustainability. To target employment, the project will build linkages with the private sector and businesses to match-make private sector's needs with existing capacities, and support in enhancing the skills to match the required needs. Moreover, the project targets start-ups and owners of existing Micro Small & Medium Enterprises (MSMEs) through BDS units established at NCW branches along with incubation facilities. In addition, the project intends to build the capacities of business associations, trainers in the selected areas, youth community leaders and women rural leaders as a priority action to extend the project's services to other communities and build a network of related actors for inclusive development.

The project² will develop a seal under the "Taa Marbouta" initiative. The seal will certify beneficiaries who abide by a set of quality standards and specific criteria to gain incentives and privileges. Moreover, exhibition halls and point of sale will be established at NCW premises in Cairo, and the selected governorates to display products certified by "Taa Marbouta" Seal.

To join efforts, closing the business gap between demand and supply and fulfilling the missing linkages, the project will establish a Women Entrepreneurs Network. The objective of the network is to connect entrepreneurs and start-ups among each other as well as with business actors and public institutions. The network will facilitate linkages, referrals and business matchmaking, as well as providing cross visits for experience sharing and knowledge transfer.

Awareness campaigns will be implemented and will utilize NCW existing successful outreach campaigns; "Taa Marbouta" (feminine conjugation), and "Tarq El Abwab" (knocking on doors), which will be adapted for the purpose of the project together with other outreach developed tools.

Within the project's scope of work, the main objectives of the requested service/assignment is to support NCW in implementing comprehensive trainings, and expanding the scope of work and replicating successful experiences to enhance women's and youth life skills. The consultant will ensure that women and youth will develop life skills and deepen self-efficacy and enabl

² The word Project refers to the 'name of project' implemented by NCW in partnership with the EU.

a positive behavioral change, thus discovering themselves and taking tangible steps towards improving their own lives and starting an income generating project.

PROJECT'S GENERAL DETAILS³

Project's title:	Addressing the Economic Drivers of Irregular Migration (AEDIM)
Location(s):	The Governorates addressed are (Beheira, Gharbiya) in Delta, and (Luxor, Minya) in Upper Egypt
Total duration of the Project (months):	48 months (started since June 2021)
Objectives of the Project	The Overall Goal of the project is to provide an alternative to IM through enterprise development and work opportunities for women and youth in the regions and villages being exporting or sending governorates, fostering social and economic environment.
Primary target group(s) of the project	<ul style="list-style-type: none"> - The project's primary target group is female heads of households, who are seeking income-generating opportunities whether home-based or part of the job market. Female heads of households are considered priority targets of the project to protect their children from economic conditions that might encourage them to IM, youth above 18 years are targets as well. Therefore, the project will give them the chance to enhance their skills and obtain supportive funds to be self-employed or start/grow their projects. This includes women (70%) and young men (30%).
Final beneficiaries of the project	<p><u>The final beneficiaries are:</u></p> <ul style="list-style-type: none"> - The selected governorates are prone to IM including the local population of selected organic clusters, start-ups, existing

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	<p>businesses, and MSMEs who will benefit from increased support to BDS in the long run.</p> <ul style="list-style-type: none"> - Service providers working in areas of business development and MSMEs in selected governorates where the project will be implemented, and whose capacities would be enhanced due to the proposed project. - Governmental and non-governmental organizations related to MSMEs development will work, with referrals to each organization's specific area of intervention and scope.
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PROJECT'S DETAILS RELEVANT TO THE RFP'S ASSIGNMENT

<p>Overview:</p>	<p>Through the established BDS units and incubation/Production Units, the project conducts rounds of vocational training (Basic and product development) across the four targeted governorates. Based on a holistic approach, BDS implies that the different aspects of training and support develop both the personal skills and business knowledge necessary for successful entrepreneurship.</p> <p>To complement the efforts, rounds of life skills are essential for the targeted beneficiaries. Life skills are defined as "a group of psychosocial competencies and interpersonal skills that help people make informed decisions, solve problems, think critically and creatively, communicate effectively, build healthy relationships, empathize with others, and cope with and manage their lives in a healthy and productive manner⁴.</p>
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⁴ <https://www.unicef.org/azerbaijan/media/1541/file/basic%20life%20skills.pdf>

<p>Main activities related to the assignment by which the selected consultant will support NCW at:</p>	<ul style="list-style-type: none"> • Identify the model and methodology for conducted life skills sessions to strengthen women’s and youth’s ability to overcome inner blocks (e.g., physical and emotional barriers, lack of self-confidence, fixed/traditional roles, etc.). • Oversee the implementation of life skills sessions for targeted beneficiaries on concepts such as, but not limited to social skills, interpersonal skills, business skills and developing group spirit within one team. • Guide the project towards the most efficient and effective technical trainings reflective of the proposed program. • Review and update the workplans related to life skills sessions. • Assist in the identification of qualified trainers in the field of life skills coaching, and set out criteria for those trainers. • Other tasks as required.
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SPECIFIC OBJECTIVES OF THIS ASSIGNMENT

Support NCW in providing tailored life skills sessions to expand women’s and youth’s capacity assisting them to better protect their families from IM by deepening their agency and self-efficacy, enabling positive behavioral change, and cultivating their own visions and goals for economic development and community resilience.

REQUIRED OUTPUTS OF THE ASSIGNMENT

- Develop training content and workplan in accordance with the life skills program.
- Assist in the planning of rounds of skills enhancement sessions for potential incubated start-ups to include the following areas: presentation, communication skills, management tools, transformational training etc. to provide prospective entrepreneurs with business skills and tools for management and operations.

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- Conduct rounds of four to five-days evidence-based Empowerment workshops followed by one-day follow-up sessions and impact assessments.
 - Assist in the Implementation of the different rounds of life skills sessions.
 - Submit beneficiaries' evaluation training report.
 - List of qualified trainers in the field of life skills and coaching.
 - Other needed tasks.

PROPOSER'S ELIGIBILITY

- An experienced National individual (i.e., Egyptian) consultant.

FUNCTIONAL COMPETENCIES

- Strong experience and field work in conducting training programs in life skills.
- Prior experience in developing training programs material and supervising their evolution.
- Previous practical experience in Egypt and familiarity with the Egyptian governorates' context and specificities is an added value.

Relevance of specialized knowledge:

- Detail any specialized knowledge that may be applied to performance of the RFP focusing on social empowerment field (i.e., life skills, self exploration, women's and youth's agency and self awareness, and others of relevance).
- Describe review mechanisms to guarantee the quality of the services provided. Attach any related plans, if any.

Education and Certification



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- Master's Degree or equivalent in social work, psychology or human services, or a related field.

Experience

- Up to eight years training facilitation experience and capacity to develop life skills training materials and conduct relevant sessions.

Language Requirements

- Working knowledge of English and Arabic is required.

DURATION

Starting of the assignment

- Provisional starting period is May 2023.
- Implementation period of this assignment is from the date of Contract till May 2024 (subject to changes and extension depending on actual dates).

APPLICATIONS

Interested individuals must submit the following documents/information to demonstrate their capacity and expertise (must be in both Arabic and English)⁵:

- A cover letter with a brief presentation of his/her consultancy explaining the suitability for the work and link to portfolio of work;
- Personal CV and Financial proposal (in Egyptian Pounds).

⁵ Initial proposals can be submitted in one language, and if shortlisted proposals must be submitted in both Arabic and English.



Contact Person for inquiries

Proposers will direct all questions or concerns regarding this RFP to the following contacts (email ID address with the subject "Life Skills Consultant").

Technical Officer

Ms. Sama Elziady

Samamohamed_5@hotmail.com

Procurement Officer

Ms. Inas Tharwat.

inas.aedim@gmail.com

The proposals must be submitted by hand no later than 3 pm local time 7 May, 2023 at the office of:

The National Council for Women, 11 Abd-Elrazeq El-Sanhory Street, Makram Ebaid, Cairo
The envelope should clearly indicate "Life Skills Consultant" and Proposer's name and address shall appear in the upper left-hand corner of the envelope. If more than one envelope is required, each envelope shall be legibly numbered below the name of the Proposer (e.g., Envelope 1 of 3, as required).

11 Abd-Elrazeq El-Sanhory Street, Makram Ebaid, Cairo

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