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## Request for Proposals (RFP)<sup>1</sup>

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

#### Implemented by the National Council for Women (NCW)

#### In Partnership with the European Union (EU)

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| <b>Request for a proposal</b>   | Request for Proposal (RFP) for (1) Handicrafts Vocational Trainings Consultant (Beads and Embroidery) |
| <b>General Service Type</b>     | Consultancy and Technical Advice Services   |
| <b>Proposal Validity Period</b> | 15 calendar days  |
| <b>Duration of assignment</b>   | 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, leading to no cases of IM boats recorded at the Egyptian shores.

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

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<sup>1</sup> 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.

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work opportunities for women and youth in the regions and villages being exporting or sending governorates in Egypt.

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 project<sup>2</sup> 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.

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

Within the project's scope of work, the main objectives of the requested service/assignment is to support NCW in implementing comprehensive vocational programmes in the field of Beads and Embroidery and to provide technical support to assist in developing tailored vocational trainings' workplans across the four targeted governorates to promote AEDIM work and its visibility, as well as to identify the needed trainings and resources to enhance women's capacity to produce authentic and eco-friendly products. The consultant will ensure that women will develop their capacity through tailored basic and product development workshops in each of the targeted governorates.

### PROJECT'S GENERAL DETAILS<sup>3</sup>

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| <b>Project's title:</b>                        | <b>Addressing the Economic Drivers of Irregular Migration (AEDIM)</b>  |
| <b>Location(s):</b>                            | The Governorates addressed are <b>(Beheira, Gharbiya)</b> in Delta, and <b>(Luxor, Minya)</b> in Upper Egypt   |
| <b>Total duration of the Project (months):</b> | 48 months (started since June 2021)  |
| <b>Objectives of the Project</b>               | 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. |
| <b>Primary target group(s) of the project</b>  | - 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  |

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|  | <p>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%).</p>  |
| <p><b>Final beneficiaries of the project</b></p> | <p><u>The final beneficiaries are:</u></p> <ul style="list-style-type: none"> <li>- The selected governorates are prone to IM including the local population of selected organic clusters, start-ups, existing businesses, and MSMEs who will benefit from increased support to BDS in the long run.</li> <li>- 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.</li> <li>- Governmental and non-governmental organizations related to MSMEs development will work, with referrals to each organization's specific area of intervention and scope.</li> </ul> |

## PROJECT'S DETAILS RELEVANT TO THE RFP'S ASSIGNMENT

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| <p><b>Overview:</b></p> | <p>Through establishment of BDS, incubation/Production Units, the project conducts rounds of vocational training (Basic and product development) across the four targeted governorates. Based on a holistic approach for women, BDS implies that the different aspects of training and support develop both the personal skills and business knowledge necessary for successful entrepreneurship.</p> |
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|   | <p>Therefore, rounds of vocational training (basic and product development workshops) are essential for the technical development and enhancement of targeted beneficiaries to participate in the labour market and accelerate individual resilience, and generate new possibilities for income-generating opportunities.</p>   |
| <p><b>Main activities related to the assignment by which the selected consultant will support NCW at:</b></p> | <ul style="list-style-type: none"> <li>• Assist in the development of workplans to be conducted in the 4 targeted governorates, to include time frame of rounds of vocational and product development training in each of the targeted villages by the project related to the following:             <ul style="list-style-type: none"> <li>○ Beads and Embroidery</li> </ul> </li> <li>• Conduct rounds of Basic and product development trainings for targeted beneficiaries on             <ul style="list-style-type: none"> <li>○ Beads and Embroidery</li> </ul> </li> <li>• Provide list of equipments and materials needed for each training and for selected women.</li> <li>• Assess beneficiaries to be selected to join the vocational training (basic and product development).</li> <li>• Guide the project towards the most efficient and effective technical trainings reflective of the proposed program to be submitted by the trainer.</li> <li>• Review and update the workplans related to vocational and production development trainings focused on the mentioned fields.</li> <li>• Support the adjustment of relevant allocated budget for vocational trainings.</li> <li>• Support in developing the framework and approach for the Seed-Funding package under the project and assist in evaluating the MSMEs, startups and individuals that will receive the seed-funding/in-kind assistance.</li> </ul> |

- Nominate beneficiaries of which the project will help in purchasing the needed equipment and materials for seed-funding/in-kind assistance.
- Assist in coaching selected beneficiaries in areas such as but not limited to feasibility study, product design, marketing and branding, etc.
- Other related tasks as requested and communicated.

### **SPECIFIC OBJECTIVES OF THIS ASSIGNMENT**

Support NCW in providing tailored rounds of vocational trainings (basic and product development) accompanied by a journey of coaching, mentoring and technical assistance to expand women's capacity, through learning a new skill to assist their families by creating new income-generating opportunities whether home-based or part of the job market to protect their families from IM by, enabling positive behavioral change, and cultivating their own visions and goals for economic development.

### **REQUIRED OUTPUTS OF THE ASSIGNMENT**

- Training content and workplan in accordance with the project's direct assistance component of vocational trainings (basic and product development).
- A number of agreed upon<sup>4</sup> rounds of vocational trainings (basic and product development) in the targeted governorates on the following craftworks:
  - Beads and Embroidery
- Market needs assessment in order to work on a demand driven approach.
- Recommend new designs and innovative ideas for the product design to insure profitability and ensure to embody sustainable development and recycling lens through each vocational and product development training.

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<sup>4</sup> Will be agreed upon with WBDC/NCW and the project's team.

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- Documentation of all the steps of the product development in a user-friendly approach.
  - Linking the nominated beneficiaries to the service providers of the components of the craft ( materials, buyers, e-marketing platforms, etc...)
  - Beneficiaries' evaluation training report.
  - List of equipments and materials needed for each training and for selected women for seed-funding/in-kind assistance.
  - List of nominated beneficiaries (Top Performers) of which the project will help in purchasing the needed equipments and materials.
  - Coaching and mentoring the nominated beneficiaries to create a sustainable income out of the gained skills.

### **CONSULTANT'S ELIGIBILITY**

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

### **FUNCTIONAL COMPETENCIES**

- Prior experience in developing training programs focused on handicrafts sector.
- Experience in Beads and Embroidery.
- Strong experience and field work in conducting evaluations and training programs.
- Experience in dealing with exhibitions, B2B and B2C.
- Field experience and success in technical assistance is an added value.
- Previous practical experience in Egypt and familiarity with the Egyptian governorates' context and specificities is an added value.

### **EDUCATION AND CERTIFICATION**

- vocational/handicrafts fields (including product design/development).

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- Master's degree or equivalent related to the vocational/handicrafts sector, especially in product design/development is an asset.

## EXPERIENCE

- Up to eight years training facilitation experience and capacity to develop vocational training materials and conduct relevant sessions with a focus on the mentioned craftwork/fields (printing ; ornaments using cloth; papier-mâché; artistic work; and embroidery).

## LANGUAGE REQUIREMENTS

- Working knowledge of 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)<sup>5</sup>:

- 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).

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





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### Contact Person for inquiries

Proposers will direct all questions or concerns regarding this RFP to the following contacts (email ID address with the subject **“Handicrafts Vocational Trainings Consultant (Beads and Embroidery)”**).

### Technical Officer

Ms. Sama Elziady

[Samamohamed\\_5@hotmail.com](mailto:Samamohamed_5@hotmail.com)

### Procurement Officer

Ms. Inas Tharwat.

[inas.aedim@gmail.com](mailto:inas.aedim@gmail.com)

The proposals must be submitted by hand no later than 3 pm local time, on 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 " Handicrafts Vocational Trainings Lead 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).**

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