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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)

<b>Request for a proposal</b>	Request for Proposal (RFP) to a national/international consultancy and capacity building services' firm/foundation
<b>General Service Type</b>	Capacity building & training services
<b>Proposal Validity Period</b>	10 calendar days
<b>Duration of assignment</b>	From the date of Contract till June 2023 (subject to changes 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 work opportunities for women and youth in the regions and villages being exporting or sending governorates in Egypt.

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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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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 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 enhancing the physical, technical, and organizational capacities of BDS units and incubators/production units (in Cairo and selected governorates) to support women and youth socio-economic development.**

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**PROJECT'S GENERAL DETAILS<sup>2</sup>**

<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>	<ul style="list-style-type: none"> <li>- 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%).</li> </ul>
<b>Final beneficiaries of the project</b>	<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</li> </ul>

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

	<p>implemented, and whose capacities would be enhanced due to the proposed project.</p> <ul style="list-style-type: none"> <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>
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## PROJECT'S DETAILS RELEVANT TO THE RFP'S ASSIGNMENT

<p><b>Overview:</b></p>	<p>The project will establish BDS, incubation/Production Units. Within the Project's institutional capacity building outcome, BDS and incubation units will be physically and technically established at the targeted governorates, sustainable business models for BDS and incubators/Production Units will be developed, locations will be furnished, staff will be recruited and trained on newly developed systems and tools such as a referral system, consultancy program and incubator management process. Guidance and technical assistance to BDS and incubators/Production Units will be given through monthly consultancy sessions.</p> <p><b>A) BDS UNITS</b></p> <p>The project is planning to establish five BDS units in the Women Business Development Centre (WBDC) of NCW in Cairo, and branches in targeted governorates. The main centre will be in Cairo, acting as a <i>hub</i> for knowledge sharing and exposure to a variety of financial and non-financial services. The hub will develop networks, partnerships and know how to be transferred to target governorates. Later, the hub will serve the rest of the governorates in providing a wider platform for experience sharing and economic opportunities. 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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BDS designed services are planned to cover the following areas: 1) Referral services, 2) Business counseling 3) Matchmaking 4) Support for product development and design 5) Seal certification 6) Point of Sale for products certified by the Seal 7) Promotion for Vocational training and Entrepreneurship offerings.

Referral system will be developed to provide access to financial and non-financial services offered by different service providers In addition to knowledge transfer,

### **B) PRODUCTION UNITS / BUSINESS INCUBATORS**

The project's mission is to create jobs, hence developing businesses and providing these businesses with spaces for production purposes become essential goals as creating jobs is a by-product of business development.

Incubators and production units provide entrepreneurs and producers with the needed expertise, network and tools to make their ventures successful and help them in the production. The incubators/production units will be based on the socio-economic settings of each governorate to best accommodate and serve their needs.

Established incubators/ production units would provide work space for start-ups, computer systems with access to the internet, access to secretarial assistance and help with simple publicity material, production equipment and materials. As beneficiaries will obtain mentorship through organized monthly sessions and events through direct assistance.

The project provides financial and non-financial support for the establishment and operation of the incubators/production units. Financial support includes furnishing, access to prototyping tools and equipment, and the support fund granted to the beneficiaries. Non-financial support includes technical assistance, mentorship, company legal establishment, access to network, office space, etc.

<p><b>Expected results that the assignment covers:</b></p>	<ul style="list-style-type: none"> <li>• BDS units, incubators/ production units are functional and integrated into the organization.</li> </ul>
<p><b>Main activities related to the assignment by which the selected proposer will support NCW:</b></p>	<p><b><u>The assignment is composed of supporting the following three activity packages:</u></b></p> <p><b><u>Activity package one (related to Business Development Services Units):</u></b></p> <ul style="list-style-type: none"> <li>• Develop 1 sustainable BDS unit <i>business model</i>, structure and referral system to provide access to financial and non-financial services.</li> </ul> <p><b><u>Activity package two (related to Incubators/Production Units):</u></b></p> <ul style="list-style-type: none"> <li>• Develop 1 sustainable Incubators/ Production Units <i>business model</i> and structure.</li> </ul> <p><b><u>Activity Package Three (related to NCW/WBDC's and partners' Capacity Development):</u></b></p> <ul style="list-style-type: none"> <li>• Identify NCW/WBDC staff and project's team training needs.</li> <li>• Develop a training plan.</li> <li>• Develop a curricular for a TOT training program aligned with the project's findings to address women's technical skills' gaps.</li> <li>• Conduct a training programme on BDS and incubator/production units' management and application process for NCW/WBDC staff and project's team.</li> </ul>

## SPECIFIC OBJECTIVES OF THIS ASSIGNMENT

- Support NCW in enhancing the physical, technical, and organizational capacities of BDS units and incubators/production units (in Cairo and in selected governorates).

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## REQUIRED OUTPUTS OF THE ASSIGNMENT

- One BDS unit sustainable business models and referral system developed (one BDS unit Hub and 4 in selected governorates).
- One incubators/production units sustainable business models and referral system developed (two incubators/production units in two selected governorates).
- Detailed work plan to identify the training needs for NCW/WBDC staff to manage BDS and incubators/production units to deliver entrepreneurship training.
- Rounds of training conducted for around 100 NCW/WBDC staff and project's team on BDS and incubator management and application process in Cairo.

## PROPOSER'S ELIGIBILITY

- National (i.e., Egyptian) or international consultancy firm/foundation.
- Those who may apply may be an individual firm or a consortium of firms; the consortium contractual agreement will be signed with the consortium leader, and the consortium leader will be responsible for all the deliverables and also for all other consortium members' deliverables.
- The consortium leader should submit a letter of intent from consortium members on their engagement on the RFP, and upon signing the contractual agreement the consortium leader should within 15 days from signature, a contractual agreement between the leader and the consortium members should be concluded.

## CAPACITY AND EXPERTISE OF PROPOSER

- **Administrative and financial capacity:**
  - Proposals should include a brief description of past and present experience and projects/programmes that have a direct relationship to the performance of the RFP.
  - It should also explain any partnerships with other organizations relevant to the performance of the RFP.

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- Previous experience in Egypt and familiarity with the Egyptian governorates' context and specificities is an added point.

**Relevance of specialized knowledge:**

- Detail any specialized knowledge that may be applied to performance of the RFP focusing on two main sectors; handicrafts and agribusiness in addition to other creative fields of entrepreneurship according to the target governorates' competitive advantage and resources (i.e., entrepreneurship, incubation, production units, mentoring and consultancy services, vocational trainings, expertise in agribusiness and handicrafts sectors, and others of relevance).
- **Quality assurance procedures and plans:**
  - Describe review mechanisms to guarantee the quality of the services provided. Attach any related plans, if any.
- **Working language:**
  - Working knowledge of English and Arabic is required.

**DURATION**

Starting of the assignment

- Provisional starting period is 1 January 2023.
- Implementation period of this assignment is from the date of Contract till June 2023 (subject to changes depending on actual dates)

Foreseen finishing period or duration

- The implementation of this assignment will be concluded in June 2023.



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## APPLICATIONS

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

- **In One Envelope (entitled Technical Proposal) includes the following:**
  - Technical proposal for implementation including the methodology, and demonstrating capacity, the relevance of specialized knowledge, quality assurance procedures, and plans.
  - CVs of proposed team members.
  - Work plan.
- **And a Separate Envelope (entitled Financial Proposal) includes the following:**
  - Financial offer with a clear breakdown of all prices and proposed expenses such as daily rates and travel expenses including foreign and domestic taxes<sup>3</sup>.

### Contact Person for inquiries

Proposers will direct all questions or concerns regarding this RFP to the following contacts (email ID address with the subject **"Proposal for BSD/PU Services"**).

#### Technical Officer

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

#### Procurement Officer

Ms. Inas Tharwat.  
[InasTharwat.AEDIM@outlook.com](mailto:InasTharwat.AEDIM@outlook.com)

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<sup>3</sup> Note for all Egyptian firms budget is required in Egyptian Pounds (EGP), and for international firms in Euro.



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The proposals must be submitted by hand no later than 3 pm local time, on December 10<sup>th</sup>, 2022 at the office of:

**The National Council for Women, 11 Abd-Elrazeq El-Sanhory Street, Makram Ebaid, Cairo**

**The envelope should clearly indicate "Proposal for BSD/PU Services" 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).**

Suggested

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