



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	7 calendar days
Duration of assignment	From the date of Contract till September 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 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.

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.

11 Abd-Elrazeq El-Sanhory Street, Makram Ebaid, Cairo
Telephone (202) 23490060-23490061 fax: (202) 23490066
Email info@ncw.gov.eg
Website: www.ncw.gov.eg



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 life skills. The consultant will ensure that women will develop their capacity to protect their families from IM and enhance women's social skills – deepening women's self-efficacy and enabling a positive behavioral change, and thus discovering themselves and taking tangible steps towards improving their own live.

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

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 businesses, and MSMEs who will benefit from increased support to BDS in the long run. - 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.

³ The word Project refers to the 'name of project' implemented by NCW in partnership with the EU.

	<ul style="list-style-type: none"> - Governmental and non-governmental organizations related to MSMEs development will work, with referrals to each organization's specific area of intervention and scope.
--	--

PROJECT'S DETAILS RELEVANT TO THE RFP'S ASSIGNMENT

Overview:	<p>Through product development, the quality of the products shall be ensured to showcase them in order to open business opportunities for trade and export, thus raise income of the target beneficiaries/producers and encourage others to learn and produce. Therefore, innovative designs for product development are necessary to compete in the market. Additionally, it is important to design bootcamp/ training program that aim at enhancing design skills and fostering creativity to ensure sustainability.</p> <p>Also, products will be showcased in the exhibitions and portable PoS, consequently, designing an interactive installation will help visitors discover the products, the process of their manufacturing, as well as the success story behind the beneficiaries.</p>
Main activities related to the assignment by which the selected consultant will support NCW at:	<ul style="list-style-type: none"> ● Conduct product development programs ● Establish exhibition hall in Cairo and portable POS in selected governorates (to display products certified by "Taa Marbouta" Seal) ● Other tasks as required.

REQUIRED OUTPUTS OF THE ASSIGNMENT

- Provide support to NCW with innovative designs for product development, including:
 - the size and measurements chart,
 - the construction details with detailed information on the assembly process, techniques, and structural elements essential for the manufacturing of each product,

-
- A list and sample of materials and components required for the production, including specifications to maintain quality standards
 - Precise guidelines on permissible color variations, ensuring uniformity and adherence to the brand's aesthetic,
 - Specifications for product labeling and branding elements to maintain brand identity and compliance, indicating its placements, size and design.
- Support NCW in developing an interactive installation in the exhibitions in order to document the products and the beneficiaries' success stories, by providing :
 - 3D renders that will offer a realistic visual representation of the curated environment, visualizing the final setup
 - a comprehensive exhibition plan that will serve as the foundational document outlining the layout, thematic sections, and flow of the interactive exhibition
 - Assist NCW in developing the Interior Design of the portable PoS
 - A comprehensive interior design plan will be developed to outline the spatial arrangement, furniture placement, color schemes, and overall aesthetic concept for the portable PoS truck. This document will serve as a blueprint to guide the execution of the design vision.
 - 3D renders that will offer a realistic visual representation of the curated environment, visualizing the final setup.
 - Precise technical drawings of key design elements, such as custom-built furniture, shelving units, and display racks, will be generated. These drawings will include dimensions, materials, and construction details, ensuring accurate execution during the implementation phase.
 - A curated list of materials and finishes, including fabrics, flooring, and surface treatments, will be provided. This will ensure cohesion with the overall design concept while considering practicality and durability within the mobile setting.
 - Strategic integration of branding elements within the interior design will be emphasized. This includes logo placement, color consistency with brand guidelines, and visual elements that reinforce brand identity.

-
- Assist NCW in designing Bootcamp, by providing :
 - Details outlining the training structure, content, schedule, and objectives of the Design Bootcamp, including any supplementary materials or resources provided to participants.
 - 8-10 days course revolving around the Design Thinking Process
 - Monthly report on accomplishments against tasks

PROPOSER'S ELIGIBILITY

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

FUNCTIONAL COMPETENCIES

- Prior experience and field work in Product development and applied arts.
- Prior experience in interior design.
- Ability to develop interactive installation for documentation

Education and Certification

- University Degree or equivalent in applied arts, product development or graphic design or a related field.

Experience

- Up to 4 years of experience in the related field.

Language Requirements

- Working knowledge of English and Arabic is required.

DURATION

Starting of the assignment

- Provisional starting period is May 2024.



-
- Implementation period of this assignment is from the date of Contract till September 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 :

- 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).

Contact Person for inquiries

Proposers will direct all questions or concerns regarding this RFP to the following contacts (email ID address with the subject **“Product Designer Consultant”**).

WDBD Department

Wbdc.ncw@gmail.com

The proposals must be submitted by hand no later than 3 pm local time, on April 30th, 2023) 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).

11 Abd-Elrazeq El-Sanhory Street, Makram Ebaid, Cairo
Telephone (202) 23490060-23490061 fax: (202) 23490066
Email info@ncw.gov.eg
Website: www.ncw.gov.eg