

**Call for Technical External Trainers/ Experts**

MedBees: CFP02

ENI CBC MED Strategic projects

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| **Project Title** | C\_A.1.2\_0035 - MedBEESinessHubs |
| **Programme** | ENI CBC Mediterranean Sea Basin |
| **Financing** | European Union |
| **Contracting authority** | CEEBA – Confederation of Egyptian Business  Association |
| **Thematic Priority** | A.1.3 Sustainable tourism |
| **Experts to be selected** | Technical Experts/ Trainers |
| **Location of the contract** | Egypt, Alexandria |

**1. SUBJECT OF THE CALL**

CEEBA is looking fortechnical Experts and Trainers who will support the team in reaching the objectives of the ENI CBC MED MedBEESinessHubs project. The experts and trainers should develop the training material and/ or conduct training workshops in cooperation with Cyprus project’s lead partners and experts.

In this specific assignment, the ENI CBC MED MedBEESinessHubs project focuses on creating **the bee businesses**, which are the cells for creating the regional and Mediterranean wide clusters. The key objectives are to train potential entrepreneurs in the art of handcrafting with honeybee products using the versatile applications of the raw materials in food, cosmetics, and household decorations. The handcrafting honeybee products covering themes on the value of Honey as the ‘Gold liquid’ due to its healing properties; the beneficial effects for skins and health issues. Potential beneficiaries will learn how to make handmade handicrafts (e.g decorative candles and gifts) and cosmetics, (eg natural honey soaps, beeswax facial and body cosmetics) using also local herbs; Historical ties with the regions customised for Egypt. In addition, training workshop/ sessions shall provide the basic knowledge of business management and finance. Potential beneficiaries will be introduced in basic principles of the business and economic sciences culminating with the write up of their business plan, based on their own ideas and preparing them to start their own business through (a) the sub-grants or; (b) the several funding instruments available at national or EU level or; (c) microfinance from local banks.

The subject of this call for applicants is the provision of training services in Egypt, with a clear focus on

**Marsa Matruh, Al-Iskandanyah, Al Buhayrah, Kafr ash Shaykh, Ad Daqahliyah, Dumyat, Ash Sharquiyah, Al Isma’iliyah, Bur Sa’id.**

1. **DEADLINE AND PROCEDURE FOR SUBMISSION OF THE PROPOSALS**

All submissions (curriculum vitae, references and motivation letter and other materials useful for the evaluation) must be consistent with the TOR and should arrive no later than the 18th of December 2022 by email to: [info@ceeba.org](mailto:info@ceeba.org). Any CV received after this deadline will be automatically rejected.

1. **TECHNICAL INFORMATION**

**Background information**

According to the Egyptian Ministry of Agriculture Egypt ranks second in the Arab world in the production of bee honey after Algeria. The Arab Union for Beekeepers estimates that 2.5 million beehives are currently cultivated in Egypt being the main sources of income for 25.000-30.000 Egyptian beekeeper-families. In recent years the honey production and income of beekeepers has been decreased due to many factors, among them the increase in production costs.

Similar challenges are faced across the Mediterranean regions, deprived of economic potential, where the youth emigrate to continue the flow of urbanisation. The MedBEESinessHubs Project aims to assist rural regions with new job opportunities benefiting from an innovative organisational structure that uses resources offered by the honeybee to create opportunities for growth. The project aims to bring the bee and the local population, hand-in-hand, to create artisanal BEEsinesses that handicraft the bee’s gifts into a diverse range of end products such as food, cosmetics, gifts or simply honey blended into an authentic Med-recipe. They team up and join local authorities to turn the regions into a honeybee comb - a sustainable destination cluster under the sweet theme of honey. To combat the globalisation challenge and achieve brand visibility, honeycombs at the cross-border join forces to create the MedBEESinessHub, like a working beehive. The project shall help people in deprived rural areas, primarily women and youth turn into sustainable BEEsiness owners, but also help the endangered honeybee survive and continue giving food and life on earth.

The EU funded ENI CBC MED Project MedMediterranean Bee Hubs aims to offer support for sustainable economic prosperity in deprived rural area project (MedBeesIness) and seeks to foster the economies of deprived rural communities by empowering and networking local people in creating, managing handicraft honeybee products businesses and the associated tourism services networks Through coaching and capacity building in technical and business-oriented subjects, it shall provide new jobs through the creation of micro SMEs, named as bee-businesses, that can create value from honeybee products by adding their individual art of craft and design. It shall establish five clusters (with a framework of operation), of beeeconomy regions comprised of microSMEs, which can become destinations of sustainable tourism with the cooperation of the microSMEs, other individual stakeholders and the public authorities. The project also will establish one cross border alliance of Bee-economy clusters with a strong international visibility which can support the marketing potential of the bee-economy clusters and the associated bee-businesses and establish a voice in policy making centres

MedBEEsinessHubs is a project co-financed by the European Union under the European Neighborhood Instrument crossborder cooperation program “Mediterranean Sea Basin” 2014-2020 (ENI CBC MED). It started on 1st September 2021 and has a duration of 24 months (until 31st August 2023). It has an overall budget of € 1.110.609,71 EUR, which is cofinanced at a 90% rate by the ENI CBC Med program.

It includes the 6 partners from 5 countries: Cyprus, Italy, Egypt, and Lebanon:

* Cyprus Chamber of Commerce and Industry
* FILAGROTIKI
* Confederation of Egyptian European Business Associations
* Chamber Of Commerce, Industry, And Agriculture Of Zahle And The Bekaa
* The Palestinian Businesswomen’s Association- Asala
* Camera di Cooperazione Italo Araba

For more information on the project, please visit:

<https://www.enicbcmed.eu/projects/medbeesinesshubs>

1. **Description of the assignment**

Trainers and experts assist in organising, training, and coaching potential beneficiaries in Egypt – in close collaboration with the lead partner in Cyprus and the national partner in Egypt, CEEBA – in order to attain the following outputs;

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| Outputs: | Activity: |
| 1. **Output 4.3;** Training package on business management and finance (for sustainable and socially responsible MSMEs) | **Activity 4.3.1 (A 4.3.1):** Training package on business management based on values of sustainability and social enterprises |
| 1. **Output 4.4;** Training workshop - MicroSMEs in business management and finance | **Activity 4.4.1 (A 4.4.1):** Train the local micro SMEs on business management and financial aspects of the honeybee handcrafting |

1. **Specific Activities**

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| **Output** | **Activities** | **Deliverable** |
| **O4.3 Training package on business management and finance:** | The expert must prepare training material for an introductory course on business management, finance, and economics for rural MSMEs and include in this material, guidelines for sustainable and socially responsible business while using as a supporting tool the document EDILE - Economic Development through Inclusive Local Empowerment 'Auto-assessment tool for sustainability of investment projects'. **(will be communicated upon selection)**  The basic structure of the training material may cover the following areas:   * Global Trends and Developments in the Consumer Sector with a focus on Food * The new consumer (profile & characteristics) * Packaging trends & labelling * Investment decision making * Sustainable investment decision tool (EDILE) Auto-assessment tool for sustainability of investment projects (attached) * Starting the Business Plan: Strategy & Positioning * Financial management * The European social entrepreneurship * Funding opportunities * Local honeybee market positioning for competitiveness * The structure of the training material will be developed by the project’s lead partner as a guiding tool for Egypt’s expert when preparing the training material. | Training package of business management, finance, and economics for rural MSMEs including guidelines for sustainable and socially responsible business |
| **O4.4 Training workshop - MicroSMEs (MSMEs in business management and finance)**  The training workshop must have a duration of 12 hours, either in two or three different sessions (in different days). | To carry out a 2-3-days training workshop for MicroSMEs in business management and finance | * Proof of executing the training workshop (attendance sheets, photos) * Evaluation (it will be developed and shared with   trainers) |

**Important Notes:**

1. Target Value of trained persons per training workshop is 20.
2. Beneficiaries will be selected by CEEBA. Trainers shall assist in the beneficiaries’ outreach phase.
3. **Beneficiaries’ Selection criteria**
   * MSMEs that must be either existing beekeepers or honeybee handcrafters or any interested person who wishes to become engaged in beekeeping or honeybee handcrafting.
   * Priority must be given to young women (of less than 40 years old) with permanent residence in rural areas.
4. **PERIOD OF IMPLEMENTATION OF THE TASKS**

The intended assignments duration shall start on the 25 Dec and until the end of February 2023. The training is expected to take place Mid-January in Alexandria.

1. **Deliverables**

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| **Output** | **Specific Activities** |
| O4.3 Training package on business management and finance: | The expert must prepare training material for an introductory course on business management, finance, and economics for rural MSMEs and include in this material, guidelines for sustainable and socially responsible business. |
| O4.4 Training workshop - MicroSMEs (MSMEs in business management and finance) | To carry out a training workshop for MicroSMEs in business management and finance and other relevant topics. |

* The trainer prepares a training package for the above-mentioned topics in close cooperation with the contracting organization.
* After approval of the training material by CEEBA, the trainer conducts a workshop for 20 participants in local language.
* The expert is required to deliver a final report, in English, that includes the all details of the training workshop (participants’ lists, documentation of the outcome (Including the local people/stakeholders’ outputs from the training sessions in order to come up with a set of recommendations and/or an action plan on how to develop and promote the bee-business concept in Egypt) .

1. **Qualifications and skills**

* B.A. or MA in Business Administration, Commerce, Economics, or relevant fields
* A minimum of 5 years experience as a trainer for business management related topics
* Experience in the areas of People Motivation, Regional Development, Cooperation, Leadership coming from Public Administration, local NGO, beekeeper association, etc.
* Track record in developing and providing training workshops
* Track record in working in a project team
* Excellent communication skills in English are a prerequisite (ToT sessions and reporting requirement)
* Excellent reporting and documentation skills

1. **REQUIREMENTS FOR PARTICIPATION IN THE SELECTION**

The selected expert should come from countries eligible to participate in the procurement procedures as indicated in the Articles 9 of the Regulation (EU) No 236/2014, and include:

(a) Member States, beneficiaries listed in Annex I to Regulation (EU) No 231/2014, and contracting parties to the Agreement on the European Economic Area; 4

(b) developing countries and territories, as included in the list of ODA recipients published by the OECD-DAC (‘list of ODA recipients’), which are not members of the G-20 group, and overseas countries and territories covered by Council Decision 2001/822/EC;

(c) the Republic of Belarus;

(d) developing countries, as included in the list of ODA recipients, which are members of the G-20 group, and other countries and territories, when they are beneficiaries of the action financed by the Union under the Instruments covered by the Article 9 of the Regulation (EU) No 236/2014;

(e) countries for which reciprocal access to external assistance is established by the Commission. Reciprocal access may be granted, for a limited period of at least one year, whenever a country grants eligibility on equal terms to entities from the Union and from countries eligible under the Instruments covered by the Article 9 of the Regulation (EU) No 236/2014.

1. **Evaluation**

CEEBA will evaluate applicants on the basis of its responsiveness to the TOR with a key focus on:

* General and additional qualifications: general education and training, length of experience, positions held, time as a consultant, experience in ENPI countries.
* Suitability for the assignment: education, training, experience in the sector and other information relevant to the particular assignment.
* Experience of having undertaken similar assignments in the past.

The candidates will prove their competences in the above-mentioned fields by attaching their CV, a minimum of 5 examples of previous training workshops developed and implemented, in addition to any other relevant documents.

Consultations to the references given for previous assignments may be done to confirm CV .

1. **Budget and Payment Terms**

**The maximum budget allocated to this activity is 3000 Euro inclusive all taxes and other costs that might occur.**

**Payment Terms**

* 25% pre-financing upon contract signature
* 75% post satisfactory completion of the assignment and approval of all deliverables and reporting.

**Payments will be linked to the actual delivery of the;**

* Developed Training material, and/ or Training Agenda, Training material & Evaluation questionnaire, etc.
* Organized workshop (Participation list, photographs, analytical report
* Final report

1. **Applications**

Please send your full application including your CV, references and experience portfolio together with a suggested outline of the training package and on-site training together with your financial offer. where the **grand total must be presented with all charges and taxes included**.

**Evaluation:**

* 40% for methodology and calendar on how to carry out the assignment
* 50% experience in similar assignments: a portfolio will be required
* 10% Price. The most economically advantageous offer will get 10 points. The financial
* offer to be evaluated will be the offer all taxes included.

Offers exceeding the maximum available budget or offers abnormally low will be rejected. It will be considered abnormally low an offer 30% below the available.

Consultations to the references given for previous assignments may be done to confirm portfolio and English proficiency.

*Extra evaluation points will be granted for applicants with previous experience in ENPI countries and EU projects.*

For any clarifications, please contact info@ceeba.org.

For more information on the project please check:

<https://www.enicbcmed.eu/projects/medbeesinesshubs>