

“Enhancing Women Participation in the Solid Waste Management Sector in Jordan”

Terms of Reference Marketing and Pricing Services Re-announcement

Background and Context Analysis

The “Enhancing Women Participation in the Solid Waste Management Sector in Jordan” project initiated by the UNDP in 2020 will contribute to improving women’s quality of life in North of Jordan through enhancing their livelihoods and wellbeing. The entry point of this project is women economic empowerment and equality as means to addressing barriers that are hindering women from active participation in their communities as workers, entrepreneurs and change makers, anchored in the understanding that women’s economic empowerment can only be achieved if women and girls are provided with the same opportunities as men and boys in terms of education, training and skills-building, economic opportunities, decision-making power, as well as access to and control over assets and resources, enabled through gender-sensitive policies.

The project focuses on empowering women through improving effectiveness of women organizations to actively represent and support women voices in decision-making processes, increasing participation by women in the local economy, enhancing gender informed and responsive policy making at community and national levels, with particular focus on the solid waste management sector.

This project is designed to use Solid Waste Management (SWM) and the green economy to provide interventions aiming at empowering women economically, strengthening their voice and representation at the local level, and enhance the institutional capacities to accompany this process. Innovation, use of new technologies and entrepreneurship are elements that the project is considering in strengthening and sustaining the interventions planned through capacitating the targeted beneficiaries to ensure they have the skills, knowledge, and exposure needed.

New business models for women will be introduced pursuing solutions for solid waste management under integrated approaches and employing the circular economy concept. The project is built on the notion that sustainable development can only be achieved when all people have opportunities to fulfill their potential and when their knowledge and contributions are valued and mobilized.

The project is currently supporting the establishment of **(10) different green business projects** in Irbid Governorate using the 5Rs concept (refuse, reduce, reuse, repurpose, and recycle), with the aim of reducing waste and responding to some of the environmental issues within the targeted area. All green business projects are managed by Community Based Organizations (CBOs).

Purpose of the assignment and deliverables

The objective of this assignment is to recruit a specialist to provide capacity building and training services for the beneficiaries in the field of marketing and pricing their products resulting from the green business projects developed under the project in order to enhance their visibility, expansion, income and sustainability of their businesses.

More specifically, the specialist is required to train the beneficiaries from the following Associations in Irbid:

1. Princess Basma Center for Social Development

Project Name: Fish farming and hydroponic. As an end result, this green project will produce organic food and fish that will require Marketing and proper pricing taking into consideration protecting and delivering the fish and organic vegetables at a reasonable cost.

2. Tilal Al-Manshiya Charitable Association

Project Name: Environmental and green packaging made from recycled cardboards. This project is provided with the required machinery to recycle cardboard and convert it to packaging material that will be used to package herbal plants. It is also envisioned that this association can provide packaging services to the other green businesses as deemed needed, to create a circular economy between the different green business projects.

3. Ghosn Alban Charity Association

Project Name: The main idea of this green business project is to reduce Agri waste by producing high quality handicrafts from reused banana leaves and Impetrated that will require Marketing and proper pricing

4. Al Aydi Al Karima Charitable Association.

Name of project: Reuse, recycle and upcycle old clothes and textile collected from the community, shops, factories and other resources to turn them into fashionable secondhand clothes, dolls, quilts and rugs. This requires that used, old clothes and textile be 'transformed' into something of potential value, marketable and appealing to customers. This will eventually increase sales for the CBO and at the same time encourage the use of sustainable consumption practices.

Deliverables

1. The capacity of targeted beneficiaries are built in the field of marketing and pricing their products including calculating the cost and profit margins to sustain their businesses.
2. Documented prices for each product for each association with proper assumptions and the flexibility to be updated in the future.
3. A list of any additional resources required to be provided to the CBOs taking into consideration available budget.
4. A final report submitted to include the training report with photos and participants lists, the documented prices, challenges and lessons learned, and recommendations for improvement.

Time Frame

The duration of the assignment is 16 working days including all required deliverables.

General requirements

- The consultant should provide detailed weekly time sheet.
- The consultant is obliged to submit the draft and final reports according to the defined deadlines.
- The consultant should respond to the client comments and recommendations on the draft report before submitting the final version.
- The consultant will report directly to Eng. Obyda Hummash from FPEC
- FPEC is responsible for providing the consultant with access to available project documents and data, introducing the consultant to the targeted communities and facilitating access to the targeted CBOs and facilitate communications

Consultant profile

- University degree in marketing or any related field.
- Strong experience in marketing local products and supporting them to expand and sustain
- Extensive experience in working with local communities and training
- Experience with donor agencies or INGO is an added value
- Strong reporting communication and conflict-management skills

Expression of Interest

Interested consultants are requested to submit technical and financial proposals

The technical proposal shall cover;

- Proposed approach and methodology

- Work Plan and time frame
- Relevant experience
- Sample of previous packaging and branding work done.

The financial proposal shall cover;

- Detailed man-day for each associated activity
- Total Cost for the assignment including taxes.

The above technical and financial offers should be submitted via email to procurement@future-pioneers.org

Deadline for receiving the offers is **OCT 12th , 2022 at 16:00.**

Evaluation of the offers

Received offers will be evaluated based on the following criteria.

Administrative check:

1. Offer is Received within deadline
2. Complete Required documents are received.

Technical Evaluation:

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| 1. Methodology | 35% |
| Reflecting understanding of the project’s objectives and requirements and explaining the approach that will be used to implement the task Quality of involved experts. | |
| 2. Technical merits | 35% |
| Strength of similar Technical experience of the proposed experts who will be involved in the project’s implementation | |
| 3. Proposed price. | 30% |
| TOTAL POINTS | 100 |

The offer with best value for money will be selected.

Questions should be sent by e-mail to the following e-mail address procurement@future-pioneers.org

The deadline for sending the questions is **OCT 10th , 2022 at 16:00**