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## Terms of References (PRO430EDE-2023)

**This Call for Proposal is published under the Women on Green Path Project (PRO430EDE-2023) for the Design and Delivery of a Training for Women Entrepreneurs in the Green and Circular Economy**

### **WOMEN ON THE GREEN PARTH PROJECT (WGP)**

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## 1. Background and Context

The project "Women on the Green Path", (the Project) aims to promote women's economic empowerment in the green and circular economy in The Mediterranean region. The green and circular economy has become a significant focus in the region, with the potential to drive sustainable development and climate resilience. However, several challenges hinder the full participation of women in this sector, including lack of resources, limited access to funding, and prevailing negative social norms.

The project is implemented in Tunisia, Jordan, and Morocco, focusing on building the capacities of organizations supporting women entrepreneurs, enhancing their role in driving sustainable growth, and advocating for gender equality in the transition to a green economy. WGP supports policy engagement, capacity building, and technical assistance for women entrepreneurs and MSMEs working in green sectors, contributing to inclusive and sustainable economic development in the region.

EDAMA, in collaboration with REMESS, CAWTAR and MedWaves, the UNEP/MAP Regional Activity Centre for SCP has launched this initiative to contribute to the creation of an enabling environment for women entrepreneurs in the green and circular economy, fostering their growth, sustainability, and leadership.

This action is carried out with the support of GIZ on behalf of the Federal Ministry for Economic Cooperation and Development of Germany, the Agencia Española de Cooperación para el Desarrollo (AECID), and the Union for the Mediterranean Secretariat (UFMS).

## 2. About the WGP consortium

The **Centre of Arab Women for Training and Research (CAWTAR)** is a leading regional organization dedicated to promoting gender equality, women's rights, and economic empowerment in the Arab world through research, training, and advocacy initiatives. CAWTAR plays a key role in fostering the inclusion of women in economic development, particularly within green and circular economies.

**EDAMA Association for Energy, Water, and Environment**, based in Jordan, focuses on promoting sustainable practices in energy, water management, and environmental protection. EDAMA advocates for the adoption of green technologies and supports the development of sustainable business models, particularly in the context of a green economy.

The **Réseau Marocain de l'Économie Sociale et Solidaire (REMESS)** is a Moroccan network that promotes social and solidarity-based economies. REMESS plays a critical role in advancing gender equality and supporting women entrepreneurs in green and circular economy sectors through capacity-building, advocacy, and creating sustainable business opportunities.

**MedWaves**, based in Barcelona, is the UNEP/MAP Regional Activity Centre for Sustainable Consumption and Production (SCP). The Centre develops its activity under the Mediterranean Action Plan (MAP) for the protection and development of the Mediterranean basin, an organisation belonging to the United Nations Environment Programme (UN Environment). MedWaves provides knowledge, training, advice and networking opportunities to governments, businesses, entrepreneurs, financial agents and civil society organizations to adopt eco-design and eco-innovation as strategic approaches to boost businesses competitiveness in the market.

### 3. Definitions

**3.1 Green Projects:** These projects aim to protect and enhance the environment by reducing pollution, decreasing fossil fuel consumption, and utilizing sustainable energy resources. They encompass areas such as renewable energy, energy efficiency, pollution prevention, clean transportation, biodiversity conservation, and water management.<sup>1</sup>

**3.1 Circular Projects:** These initiatives are based on the principles of the circular economy, which seeks to minimize waste and make the most of resources. Circular projects focus on designing out waste and pollution, keeping products and materials in use, and regenerating natural systems. They involve practices like reusing, repairing, refurbishing, and recycling existing materials and products to extend their lifecycle.<sup>2</sup>

### 4. Objective of the call for proposal

The objective of this call for proposals is to identify and select qualified training companies/consultants from Jordan to design and deliver a comprehensive training program aimed at benefiting 20 Jordanian women entrepreneurs in the green and circular economy.

The training program should focus on empowering women entrepreneurs by providing both in-class and online sessions designed to equip participants with essential skills and practical tools. The program will also include one-on-one coaching sessions to support participants in effectively applying the newly acquired knowledge in their businesses. Additionally, the program should facilitate networking opportunities at both national and regional levels to foster collaboration, knowledge exchange, and peer support. Technical assistance will also be provided to help participants implement sustainable and circular economic practices within their enterprises.

### 5. Target group

The training program targets **20** Women entrepreneurs who have been leading, managing, or co-owning a business for a minimum of one year in Jordan and are actively engaged in the green or circular economy sectors, including those who are members of

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<sup>1</sup> <https://circulareconomy.europa.eu/platform/en/knowledge/circular-economy-review-definitions-processes-and-impacts>

<sup>2</sup> [https://cinea.ec.europa.eu/news-events/news/life-solutions-global-circular-economy-2024-05-16\\_en](https://cinea.ec.europa.eu/news-events/news/life-solutions-global-circular-economy-2024-05-16_en)

formal professional groups, such as cooperatives, involved in green or circular economy activities.

## 6. Scope of Work

The table below outlines a detailed scope of work :

Component	Details
<b>1. Training Design</b>	<p>Develop a detailed training plan aligned with the project's objectives.</p> <p>Design training materials for five key modules:  <b>Module 1:</b> Introduction to Sustainable Development  <b>Module 2:</b> Green Business Models  <b>Module 3:</b> Green and Sustainable Finance  <b>Module 4:</b> Access to Markets  <b>Module 5:</b> Soft Skills (Leadership, Negotiation, and Communication)</p>
<b>2. Training Delivery</b>	<p>Conduct 11 days of in-person and online training sessions in Jordan, during <b>February 2025</b>.</p> <p><b>Module 1: Introduction to Sustainable Development:</b> Overview of sustainability principles and goals (e.g., SDGs). (Proposed for 1 day online)</p> <p><b>Module 2: Green Business Models:</b> Understanding green business frameworks and tools for creating sustainable and competitive business models. (Proposed for 3 days online + in person)</p> <p><b>Module 3: Green and Sustainable Finance:</b> Exploring financing opportunities for green and/or circular projects. (Proposed for 2 days)</p> <p><b>Module 4: Access to Market:</b> Digital strategies for entering and competing in local and international green markets. (Proposed for 2 days)</p> <p><b>Module 5: Soft Skills:</b> Enhancing leadership, negotiation, and communication skills. (Proposed for 2 days)</p>
<b>3. Business Pitching Support</b>	<p>Guide participants in preparing for their business pitches, which will be evaluated by a panel of experts and stakeholders. (Proposed for 1 day)</p>

**Important Note:** All activities are to be implemented between February and March 2025. Any changes to the plan or schedule may be made by EDAMA if necessary, in response to unforeseen circumstances.

## 7. Lagunages

Training will be delivered in **local dialects**.

## 8. Training Locations

The training will take place in **Jordan**, (in-person workshops). EDAMA will manage and cover the logistical aspects (transportation and accommodation of participants and experts, etc...)

## 9. Deliverables

The selected training company/consultant will be responsible for delivering the following key outputs as part of the training program :

<b>Deliverable</b>	<b>Description</b>
<b>1. Detailed Training Plan and Schedule</b>	A comprehensive training plan outlining the <b>objectives, modules, content, and learning outcomes</b> for each session.
	A <b>detailed schedule</b> specifying the timeline and schedule for sessions.
<b>2. Training Materials and Resources</b>	High-quality <b>training materials</b> for each module, ensuring content is practical, engaging, and aligned with the learning objectives.
<b>Deliver the training</b>	Deliver the training to the beneficiary
<b>3. Final Report on the Training Program</b>	A <b>comprehensive final report</b> summarizing the training program, including: 1. <b>Key outcomes</b> achieved, focusing on the program's impact on the empowerment and capacity-building of women entrepreneurs. 2. An <b>evaluation form</b> in addition to full evaluation on beneficiaries' performance during the training. 3. A detailed list of participants ( <b>Attendance sheet</b> ).

**Important Note:** All activities are to be implemented between February and March 2025. Any changes to the plan or schedule may be made by EDAMA if necessary, in response to unforeseen circumstances.

## 10. Qualifications and Experience

To be considered for this tender, the training company/consultant must demonstrate the following qualifications and experience:

1. Proven expertise in delivering training programs in the green and circular economy targeting women entrepreneurs.
2. Experience working with women entrepreneurs and SMEs.
3. Familiarity with green certification, sustainable finance, and digital marketing.
4. Capacity to deliver training in local dialects (Arabic).
5. Strong reporting and monitoring skills.

## 11. Maximum Budget

The maximum budget is **200** JOD per day for **13** days of training delivery. This fee includes preparation, delivery, and reporting.

## 12. How to Apply

We invite qualified training companies and consultants to submit both technical and financial offers for the delivery of the training program. Please follow the instructions below to ensure your application is complete:

### 1. Submission Email:

Send your application to the following email addresses:

- **Primary email:** [nour.shteiat@edama.jo](mailto:nour.shteiat@edama.jo)
- **CC email:** [hala.ahmad@edama.jo](mailto:hala.ahmad@edama.jo)

### 2. Required Documents:

Your application should include the following attachments:

- **Company Presentation:** A brief overview of your company, highlighting your relevant experience in delivering training programs in the **green and circular economy**. Please include any **references** from previous clients or projects that demonstrate your expertise.
- **Trainer CVs:** Detailed curricula vitae (CVs) of the trainers who will be involved in the delivery of the program, including their qualifications, relevant experience, and expertise in training women entrepreneurs in the green and circular economy.

### 3. Technical and Financial Offers:

- **Technical Offer:** A detailed description of your proposed training approach, methodology, and how you plan to achieve the program's objectives. This should include your proposed schedule, training modules and any additional services such as coaching or follow-up support.
- **Financial Offer:** A clear breakdown of the costs associated with the program, including fees for trainers, materials, and any other expenses. Please ensure that your financial proposal aligns with the scope of work outlined in the Terms of Reference.

### 4. Deadline for Applications:

All applications must be submitted by **22 January 2025, 6 PM National Time**.

### 5. Additional Information:

For further details about the call for proposals, please download the **flyer** from our [website](#).

## 6. Contact Information:

If you have any questions or require clarification, please feel free to reach out to us at: [info@edama.jo](mailto:info@edama.jo)

Join us in empowering women entrepreneurs and supporting sustainable development!

## 13. Evaluation Criteria

Evaluation Criteria	Points
Relevance of the Technical Proposal	30 points
Qualification and Experience of Key Experts/Trainers	20 points
Schedule of the Training Dates	20 points
Financial Proposal	30 points

## 14. Selection criteria

The selection will be based on a combined evaluation of the technical and financial proposals, with the following weight distribution: **70%** for the Technical Score and **30%** for the Financial Score.

## 15. Disclaimers

- a. Prior to the submission deadline, EDAMA reserves the right to:
  - Modify, delete, or add any term in this ToR.
  - Extend the ToR deadline.
- b. EDAMA may reject any or all offers received after the submission deadline.
- c. At any time prior to the execution of the Contract with the successful Tenderer, EDAMA reserves the right to the following:
  - Request clarifications from Tenderers to their Offers
  - Negotiate with multiple Tenderers on the terms of their Offers.
  - Terminate this ToR upon its perspective without declaring and without any legal consequences, and the Tenderers have no right to object.
- d. The Tenderer has no right to object to the technical and financial evaluation criteria.
- e. EDAMA reserves the right to issue award based on initial evaluation of offers without further discussion.

- f. EDAMA may choose to award only part of the activities in the solicitation, or issue multiple awards based on solicitation activities.
- g. EDAMA reverse the right to waive minor offer deficiencies that can be corrected prior to award determination to promote competition.
- h. Final price shall be clear and in JOD