



## **ToRs Hiring of Teaching Staff for the training program "Seeds: Training in entrepreneurship and social innovation for women in the agri-food sector"**

The Asociación Jóvenes hacia la Solidaridad y el Desarrollo (with the acronym Jovesólides), with registered office at C/Silla, nº 10, C.P. 46980, municipality of Paterna, province of Valencia, with C.I.F. G-96933734, registered under number 585.419 in the First Section of Group 1 of the Registro Nacional de Asociaciones, registered in the Registro de ONGDs de la AECID since November 11th, 2002 and with date of constitution on November 19th, 1999.

### **Exposes:**

It starts the process of Recruitment of teaching staff, through these Terms of Reference of recruitment, ToRs, for the performance of a consultancy of analysis and verification of the situation of women in the agri-food sector in the Valencian Community to comply with the implementation of the named project without incurring in any irregularity during the process in the program named "Social Innovation in the Agri-food sector for Women's Empowerment in the Mediterranean sea basin", InnovAgroWoMed, with reference number: A\_A.3\_1\_0175, approved under the ENI CBC MED Cross-Border Cooperation program and in compliance with the provisions of the Implementing Regulation (EU) No. 897/2014, laying down specific provisions for the implementation of cross-border cooperation programs financed under Regulation 232/2014, setting the procedure for the procurement of services through competitive tendering.

### **1. Program Summary**

The project "**Social Innovation in the Agri-food sector for Women's Empowerment in the Mediterranean sea basin**", hereafter InnovAgroWoMed, has the objective of boosting women's labor participation and entrepreneurship, especially for those in the "NEET" or "ninis" segment, by exploiting the potential of the agri-food sector, an industry that resonates closely with the cultural identity of the Mediterranean basin, and shows a considerable level of untapped potential in terms of innovation and growth in the Mediterranean. While countries such as Spain and Italy show comparatively high levels of growth in the agri-food industry, but with very low levels of female participation, the agricultural business in the Middle East North of Africa, hereafter MENA, is still fragmented and female employment is the lowest in the world. This is due to economic and social reasons, as growth in this sector has not been inclusive mainly due to unequal opportunities and skills gaps.

This project will focus on two European regions (Valencia, Spain and Sicily, Italy) and two areas MENA (Beja and Medenin in Tunisia and Palestine), identified as suitable for the implementation and scaling up of a sustainable value model in agri-food: Rural Social Innovation (hereafter RSI). RSI redefines the boundaries between organizations and the community, tackling broader social challenges by seeking economic, social, and

environmental sustainability; balancing tradition and innovation; and seeking community development at the local level. This involves customized research, training, and placement activities that will establish the core of

the project: 35 women per country (140 in total) will be trained with skills to improve their marketable skills following the RSI model. Eighty percent of the 140 women will find a job after the end of the training (28 per country) as a result of the job creation activity and subsequent job matching.

Partners participating in the program:

- University of Rome TOR Vergata, Lazio, Italia (**Leader**)
- CESIE, Sicilia, Italia
- Jóvenes hacia la solidaridad y el desarrollo, Jovesólides, Valencia, España
- Center of Arab Women for Training and Research, CAWTAR, Tunis, Túnez
- Palestinian BusinessWomen Association, ASALA, Asala, Palestina

## 2. Type of work

The **content** of the training work will include the following aspects:

- The selected person or team will coordinate with the project managers to design a training program in which the contents of the course are reflected, as well as the schedule and work plan required for the delivery of the training activity, in any case, appropriate to increase the skills and employability of the beneficiaries.
- The definition of the criteria that make up the evaluation system of the students of the course, as well as the tests and exams that evidence the learning of the teaching objectives and that make up the majority of the non-teaching hours.
- Plan and carry out quality control actions of the training activity object of the present contract, by means of online opinion surveys to its students once the training has finished.
- One or more persons could be eligible for each module, unit, modules or units. The person or persons may send us their proposals and CVs specifying the training contents.

They will develop the training plan in the manner and form agreed in the contract and detailed in the Syllabus, according to their experience and capabilities in work package 4 of the Project Work Plan of the InnovAgroWoMed project related to TRAINING AND COACHING, specifically the activities:

- Output 4.1 Targeted training course based on the rural social innovation paradigm

- Activity 4.1.5 Development of training program

- **Work Schedule**

The selected person or teaching team will work on the training program currently underway, according to the following schedule:

<b>MODULES</b>	<b>DATES</b>	<b>UNITS</b>
<b>3 - BUSINESS AND ENTREPRENEURS HIP SKILLS (52 hours)</b>	<b>26,27,28,29-7-2021 y 6,7,8,9,13,14,15,16,20-9-2021</b>	Topic 4: Strategic, regional, state, European and international lines in the sector. Available sources of financing. Training in finance and accounting for entrepreneurs. Map of support agents for entrepreneurs (Local Development Agency Network, Network of European Centers for Innovative Enterprises, etc.).
<b>4. DIGITAL COMPETENCES APPLIED TO THE AGROECOLOGICAL SECTOR (24 hours)</b>	<b>21-9-2021 22-9-2021</b>	Topic 1: Basic digital competencies. Digital transformation for employment. Use of mobile applications in the sector. Training and advice on job search techniques through TIC.
	<b>23-9-2021 27-9-2021</b>	Topic 2: Basic digital skills. Digital transformation with a focus on employment / employability. Basic technological tools in the sector. Technologization in the agrarian world. Marketing tools: web platforms, online sales, crowdfunding, RRSS, etc. Marketing, communication and teamwork tools with an agroecological approach. Inspiring experiences. Communication for sale, brand, RRSS etc. Visit experience / s of good practices in brand communication.
	<b>28-9-2021 29-09-2021</b>	Topic 3: Digital practices in the agroecological sector. Case study and option of visits to entities.
<b>5. EQUALITY AND COMMUNITY</b>	<b>30-9-2021 y 4,5,6,7-10-2021</b>	Topic 1: Context and current situation of women in the agri-food sector. Perspectives of organic production in the Valencian Community. From conventional agriculture to agroecology.
	<b>13,14,18,19,20-10-2021</b>	Topic 2: Labor rights and professional orientation. Factors of discrimination against women in the rural and agrifood world. Work and family reconciliation.

<p><b>EMPOWERMENT (60 hours)</b></p>	<p><b>21,25,26,27,28-10-2021</b></p>	<p>Theme 3: Strengthening and autonomy of women and their position within the agrifood sector. Empowerment, self-esteem. Management skills. Negotiation. Communication strategies. Communication and participation tools. Work teams and conflict resolution.</p>
<p><b>6.THEORETICAL-PRACTICAL TRAINING IN THE AGRO-ECOLOGICAL SECTOR (188 hours)</b></p>	<p><b>2,3,4,8,9,10,11,15,16,17,18,22,23,24,29-11-2021</b></p>	<p>Topic 1: Context and current situation of women in the agri-food sector. Perspectives of organic production in the Valencian Community. From conventional agriculture to agroecology.</p>
	<p><b>30-11-2021 y 1,2,9,13,14,15,16,20,21,22,23,27,28,29-12-2021, y 3-1-2022</b></p>	<p>Topic 2: Labor rights and professional orientation. Factors of discrimination against women in the rural and agrifood world. Work and family reconciliation.</p>
	<p><b>4,5,10,11,12,13,17,18,19,20,24,25,26,27 31-01-2022</b></p>	<p>Theme 3: Strengthening and autonomy of women and their position within the agrifood sector. Empowerment, self-esteem. Management skills. Negotiation. Communication strategies. Communication and participation tools. Work teams and conflict resolution.</p>

However, the contractor, Jovesolides, as well as the project leader, may request the necessary meetings to clarify any aspect related to the training process.

### 3. Responsibilities & Products

1- Jovesolides will be responsible for the correct development of the training and its follow-up.

2- Likewise, Jovesolides commits itself to follow the criteria of transparency, impartiality, and publicity at the moment of hiring; which are part of the policy of the entity.

3- Jovesólides can select the teaching team for the development of one or more specific modules, one or more specific topics or one or more specific sessions after evaluating and comparing the economic and technical proposals received; after considering the profile and experience of the teaching staff in similar works, the quality of the technical offer, the innovation in the teaching methodologies and the economic adequacy of their proposal.

4- The teaching staff will be responsible for following the agreed procedure with due diligence and fully respecting the ethical code thus mentioned, and for delivering the contents of the sessions and Syllabus as requested. The teaching team will attend the

sessions if required by the project coordination, as well as respond via email to specific communications that the competent entities of the Program may organize for the teachers, in the official language of the program, English.

5- The teachers will comply with all the quality requirements requested and stated in their work proposal, and this will be proved by the previous demonstration of experience in similar work.

#### 4. Payment of the Service

The program foresees an allowance for the contracting of teaching services, with each teacher being responsible for submitting an economic and technical offer for the total amount of the service to be provided.

#### 5. Programme contents:

The technical and economic proposals to be considered within the framework of these Terms of Reference (TORs) must be framed within the following contents:

<b>MODULE 3 - BUSINESS AND ENTREPRENEURSHIP SKILLS</b>	
<b>TOPIC 4</b>	<b>Business strategy</b>
<b>Contents</b>	<ul style="list-style-type: none"> <li>- Regional, state, European and international strategic lines in the sector.</li> <li>- Business strategy - plan.</li> <li>- Sources of financing</li> <li>- Finance and accounting for entrepreneurs</li> <li>- Support agents for entrepreneurs (networks of Local Development Agencies, EU Centers for Innovative Enterprises, etc.).</li> </ul>
<b>MODULE 4 - DIGITAL COMPETENCES APPLIED TO THE AGROECOLOGICAL SECTOR</b>	
<b>TOPIC 1</b>	<b>Fighting the digital gap in the world of agriculture</b>
<b>Contents</b>	<ul style="list-style-type: none"> <li>- Core digital competencies</li> <li>- Digital transformation with a focus on employment/employability</li> <li>- Basic technological tools in the sector</li> </ul>
<b>TOPIC 2</b>	<b>Technologization in the agricultural world</b>
<b>Contents</b>	<ul style="list-style-type: none"> <li>- Marketing tools: web platforms, online sales, crowdfunding, social media, etc.</li> <li>- Marketing, communication and teamwork tools with an agroecological approach.</li> </ul>
<b>TOPIC 3</b>	<b>Inspirational experiences</b>
<b>Contents</b>	Communication for sales, brand, RRSS etc. View experience/s of best practices in brand communication.
<b>MODULE 5 - EQUALITY AND COMMUNITY EMPOWERMENT</b>	
<b>TOPIC 1</b>	<b>Women in the agri-food sector</b>

<b>Contents</b>	<ul style="list-style-type: none"> <li>- Context and current situation of women in the agri-food sector</li> <li>- Perspective and participation of women in organic production in the Valencian Community.</li> <li>- From conventional agriculture to agroecology.</li> <li>- Empowerment and autonomy of women in the agri-food sector.</li> </ul>
<b>TOPIC 2</b>	<b>Labor framework for women - Valencian Community / agricultural sector</b>
<b>Contents</b>	<ul style="list-style-type: none"> <li>- Labor rights and professional orientation</li> <li>- Training and counseling in the search for employment</li> <li>- Factors of discrimination against women in the rural and agri-food world - Support points, success stories</li> <li>- Reconciliation of family, work and personal life.</li> </ul>
<b>TOPIC 3</b>	<b>Skills for women's empowerment</b>
<b>Contents</b>	<ul style="list-style-type: none"> <li>- Empowerment, self-esteem</li> <li>- Management skills, negotiation.</li> <li>- Communication strategies and active participation</li> <li>- Teamwork and conflict resolution</li> <li>- Success and failure management</li> </ul>
<b>MODULE 6 - THEORETICAL-PRACTICAL TRAINING IN THE AGRO-ECOLOGICAL SECTOR</b>	
<b>TOPIC 1</b>	<b>Agroecological production process</b>
<b>Contents</b>	<ul style="list-style-type: none"> <li>- Agroecological production</li> <li>- fundamentals and conceptualization of agroecological products</li> <li>- Certification process in the VC</li> <li>- Implementation and management of organic crops</li> <li>- Case studies and various practices Visits to the horticultural sector</li> </ul>
<b>TOPIC 2</b>	<b>Transformation in agroecological production</b>
<b>Contents</b>	<ul style="list-style-type: none"> <li>- Agroecological product transformation</li> <li>- processes and alternatives - Main challenges of agroecological production</li> <li>- Case studies, success and failure experiences</li> <li>- Visits to the sector</li> </ul>
<b>TOPIC 3</b>	<b>Commercialization in agroecological production</b>
<b>Contents</b>	<ul style="list-style-type: none"> <li>- Commercialization of agroecological products</li> <li>- possible strategies</li> <li>- Local trade, consumer groups and local products</li> <li>- case studies</li> <li>- E-commerce</li> <li>- Online stores.</li> <li>- Strategic customer design in the digital environment</li> <li>- Customer service</li> <li>- Export as a market alternative (Internationalization)</li> </ul>

## 6. Training Methodology

The Seeds training program will be held at the Universidad Politécnica de Valencia in a blended learning mode from Monday to Thursday from 16h to 20h. It will be attended in person on Mondays and Tuesdays and through the program's training platform on Wednesdays and Thursdays.



**It is therefore requested:**

Based on the attached training program, please send us the following information and documentation:

- Curriculum of the teaching team and list of similar programs or experiences.
- Technical proposal and economic offer.

We appreciate your participation and interest and we remain available to answer any questions you may have.

Sincerely, the Jovesolidés team  
Project Manager: **Alicia Carpio Obré**  
email: [semillas@jovesolidés.org](mailto:semillas@jovesolidés.org)