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1. BACKGROUND INFORMATION

1.1. Partner country

Tunisia, Palestine, Italy, Spain

1.2. Contracting authority

Centre of Arab Women for Training and Research “CAWTAR”

1.3. Background

In Mediterranean countries, unemployment conditions are one of the major cause of poverty for both women and men, especially in rural areas. In the whole Mena region, women’s labor force rate is 22%, the lowest in the world as well as the highest in the world is women’s unemployment rate (19,6%) (World Bank data). Only around 12% of adult women are entrepreneurs due to the conservative society of the Arab world. Nevertheless, economic opening has led to new challenges and opportunities for Mena region, especially in the agro-industries..

1.4. Current situation in the sector

Regrettably, the agro-industrial sector of these countries is weak, constrained by multiple factors and formed by small enterprises with low and medium technology. MENA countries need to build a renewed Mediterranean identity and branding to position themselves on the global agri-food map and increase competitiveness. Agri-food sector can contribute to inclusive growth, which is broad-based across sectors, and inclusive of the large part of the country’s labor force. Finally, gender-based inequalities are prevalent in rural areas. Women living in rural areas compared to men have fewer possibilities to access to productive resources and accumulate human capital in order to grow economically. They also often lack the power and agency necessary to benefit from and have control over economic activities, as well as to participate and be represented in rural institutions, organizations and public life. For this reason, women’s economic empowerment is frequently adopted as a key strategy for achieving gender equality, poverty reduction and improved food security. The proposed innovative project, based on rural social innovation paradigm (RSI) to increase women employability in rural areas, represents an effective solution to the described challenges

1.5. Related programmes and other donor activities

Within the general context of the European Neighbourhood Policy, cross-border cooperation (CBC) plays an essential role by operating for the benefit of both sides of the EU’s external borders and drawing on funding from both external and internal headings of the European Union.

CBC is based on the principles of co-ownership, partnership and common benefits: it contributes to the overall European Neighbourhood Instrument objective of progress towards an area of shared prosperity and good neighbourliness between EU Member States and partner countries. Under the 2014-2020 period, the European Union has invested more than €1 billion to support 16 ENI CBC programmes between EU Member States and neighbouring countries sharing a land border, a sea crossing or a sea basin, from the Arctic to the Southern Mediterranean.

<http://www.enicbcmmed.eu/about-us/the-programme-at-a-glance>

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1. Overall objective

The overall objective of the project of which this contract will be a part is as follows:

The project aims at boosting women labor participation and entrepreneurship, especially for those in the NEET segment, by leveraging on the potential of the agri-food sector - an industry closely resonating with the cultural identity of the Mediterranean Basin, and showing a significant level of untapped potential in terms of innovation and growth in the Mediterranean.

2.2. Purpose

The purpose of this contract is as follows:

- Provide technical assistance to the InnovAgoWoMed Communication Group

2.3. Results to be achieved by the contractor

- Increased effectiveness in the implementation of the project Communication and Dissemination Plan (CDP):
- Capitalization plan and report produced
- Synergies with other other ENI CBC MED projects and with EU programs identified and exploited
- Project Cross boarder network is established

3. RISKS

3.1. Risks

Risks related to project management activities are the few cooperation from local authorities of the involved countries and the difficulty in involving the target group: the project will involve local authorities through awareness-raising activities and set up risk mitigation measures at the beginning of the project to ensure the participation of women. Regular meetings with the project coordinator will allow each partner to discuss about difficulties in implementing the activities. External conditions can influence the activities to be implemented in Palestine, because the country is still under occupation and its political situation is unstable. The most important challenge is the lack of sufficient access to all marginalized groups of women, due to obstacles related to mobility and barriers between Palestinian cities. Our solutions will be to establish a national and regional stakeholder's network to support the project, and to work closely with the project team.

4. SCOPE OF THE WORK

4.1. General

4.1.1. Project description

While countries such as Spain and Italy feature comparatively high levels of growth in agri-food, albeit with very low levels of women participation, the MENA agricultural business is still fragmented, and women employment is the lowest in the world. This is caused by economic and social reasons, as growth in this sector has not been inclusive mostly because of unequal opportunities and skills mismatch. This project focus on two European regions (Valencia, Spain and Sicily, Italy) and two MENA areas (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 (RSI).

This entails tailored research, training and placement activities that will establish the core of the project: 35 women per country (140 in total) will be trained with marketable skills to improve their capacity according to the RSI model. 80% of the 140 women will find a job after the end of the training (28 per country) as the output of subsequent job matching and job creation activities

RSI redefines the boundaries between organizations and the community, addressing broader societal challenges by seeking economic, social and environmental sustainability; balancing tradition and innovation; and explicitly seeking community development at the local level.

Poverty reduction and social inclusion are the main outcome the project aims to contribute through an innovative solution to boost women labor participation and entrepreneurship in rural areas. The innovative RSI model, tailored according to the local needs and habits (WP3), assures that the women after the intensive training programs (WP4) will develop the necessary skills to be competitive in the job market for either employment or entrepreneurship path. This will allow them to not only find a job but a “sustainable” and desirable job as it will transform them in real agents of change in their rural contexts. According to their interests and motivations, women will be divided in two different profiles, “agents for the transition” those interested in an employment path and “agent for the generation” those willing to start an entrepreneurship career. For both profiles, targeted placement and support activities are foreseen in WP5 in synergy with associate partners and stakeholders.

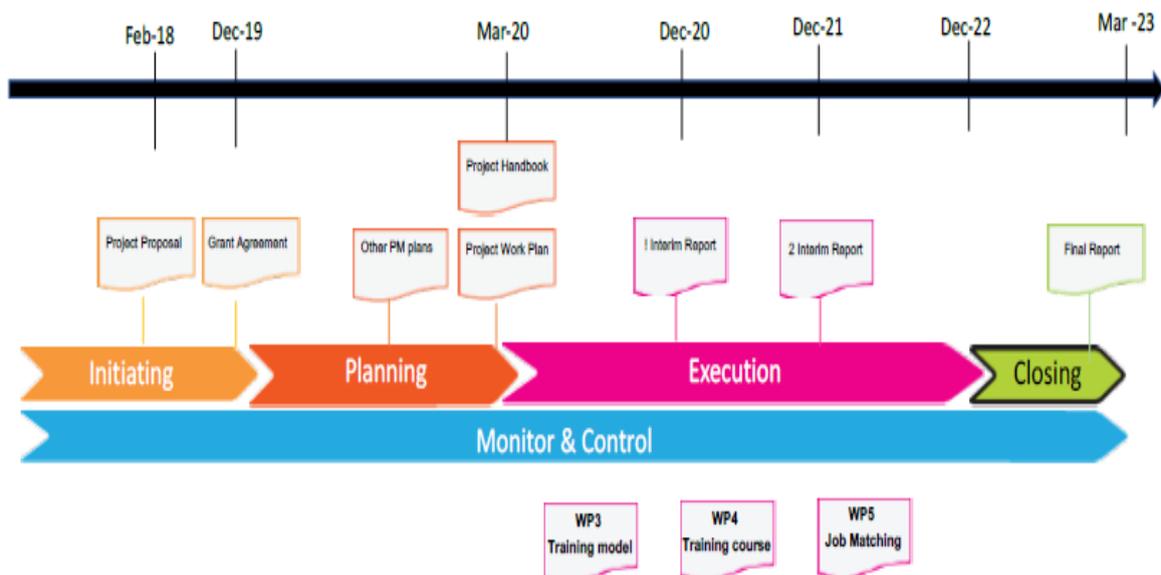
InnovAgroWoMed project (<http://www.enicbcmed.eu/projects/InnovAgroWoMed>) has been funded by the ENI-CBC Program Mediterranean Sea Basin (2014-2020), under thematic objective A.3 - Promotion of social inclusion and fight against poverty (Promote economic and social development) and priority A.3.1 - Provide young people, especially those belonging to the NEETS and women, with marketable skills. It's a 3 year project, implemented in Italy, Spain, Tunisia and Palestine by a consortium of 5 partners: UTV (beneficiary), CESIE, JOVE, ASALA and CAWTAR (partners).

Expected achievements

- 140 women trained in marketable skills in the agrifood sector

- 4 job profiles defined according to the needs of the agrifood sector
- 4 coaching and mentoring programs
- 4 internship programs for women on rural social innovation
- 2 agro-industrial forums to match job profiles to the needs of local businesses
- 4 agreements for a local network of agribusiness stakeholders to help match job vacancies and demand
- 112 women with sustainable employment at the end of the project

Project life-cycle:



4.1.2. Geographical area to be covered

Tunisia, Palestine, Italy, Spain

4.2. Specific work

During the overall project duration, the contractor will be responsible of:

- **Monitoring the implementation of the Communication and Dissemination Plan (CDP) including monitoring of**

The project presence and visibility in social and classic Media

The Implementation of the dissemination and the awareness raising campaign

The performance of the Project Communication Group (PCG)

- **Dissemination and awareness raising**

Providing support and strategic orientations for the PCG

Writing articles and publications

Advising, participating and supporting the organization of local and regional events

- **Networking**

Leading the Development and the coordination of the project cross boarder network.

Identification of synergies with other ENI CBC MED projects and with EU programs

- **Capitalization:**

Development of the Capitalization Plan (CP) and report

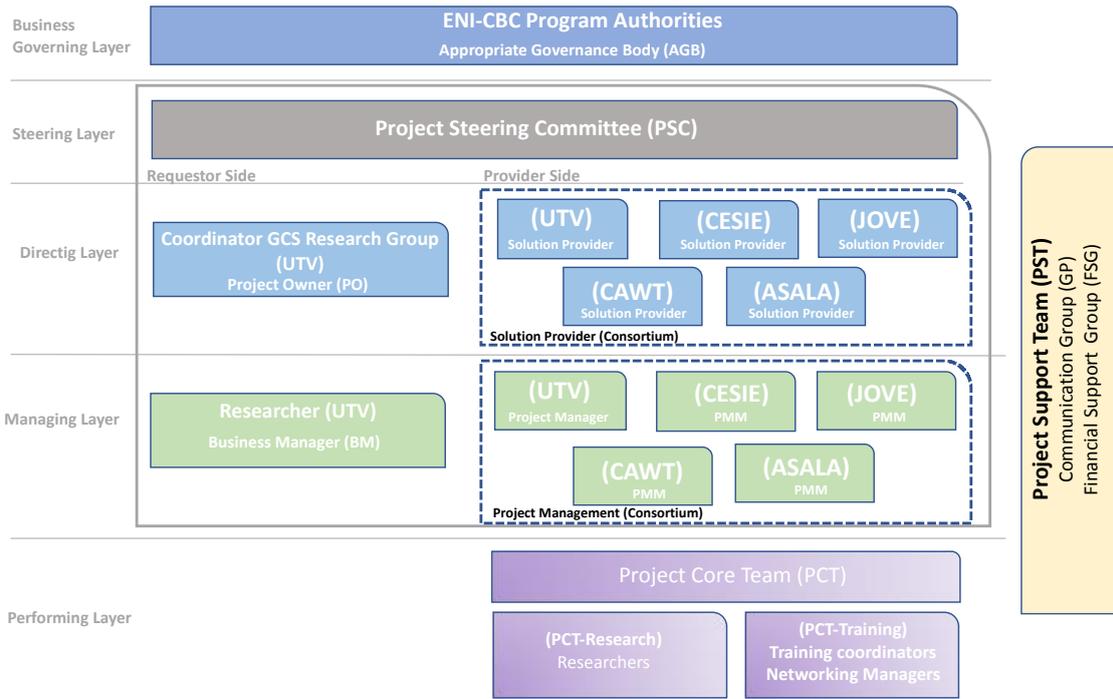
4.3. Project management

4.3.1. Responsible body

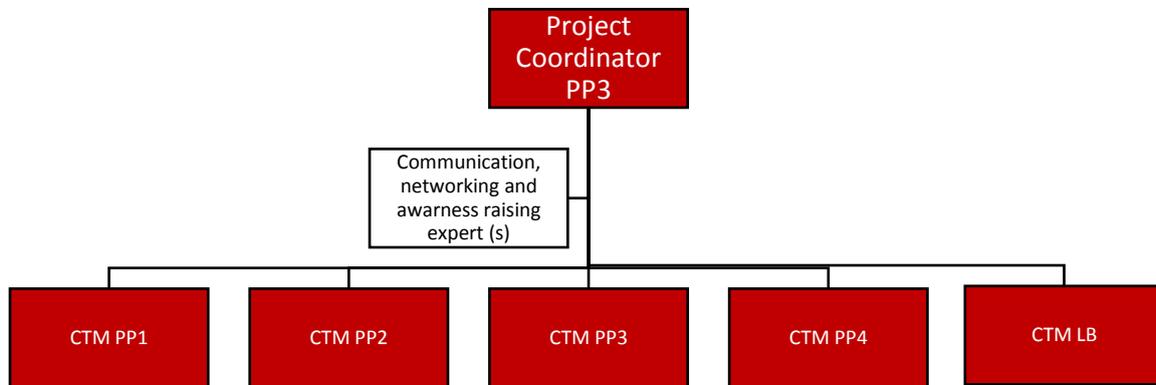
As the 3th partner of the InnovAgroWoMed project and leader of the Communication Work Package (WP2), The Centre of Arab Women for Training and Research “CAWTAR” will be responsible for managing the contract according to the project rules and guidelines.

4.3.2. Management structure

Project Management structure:



Expert(s) / tender position in WP2



5. LOGISTICS AND TIMING

5.1. Location

The operational base for the project is Rome (Italy). It is implemented in two European regions (Valencia, Spain and Sicily, Italy) and two MENA areas (Beja and Medenin in Tunisia, and Palestine).

5.2. Start date & period of implementation

The intended start date is the **01st of September 2020** and the period of implementation of the contract will be **28 months** from this date. Please see Articles 19.1 and 19.2 of the special conditions for the actual start date and period of implementation.

6. REQUIREMENTS

6.1. Staff

Note that civil servants and other staff of the public administration, of the partner country or of international/regional organisations based in the country, shall only be approved to work as experts if well justified. The justification should be submitted with the tender and shall include information on the added value the expert will bring as well as proof that the expert is seconded or on personal leave.

6.1.1. Key expert(s)

Key expert(s) have a crucial role in implementing the contract. These terms of reference contain the required key expert(s)' profiles. The tenderer shall submit CVs and statements of exclusivity and availability for the following key expert(s):

Qualifications and skills

- has a professional certificate appropriate to this contract, such as International Relations, Communication or equivalent;
- has strong communication and facilitation skills
- has the ability to Work in Harmony with a regional team with different culture and background
- strong knowledge in social media management
- team management skills

General Professional experience

- Enjoy a Strong experience in the fields of women empowerment, social inclusion and social innovation: preferably 10 years' experience...but a minimum of 5 years required

Specific Professional experience

- Has a minimum of 5 years' experience in managing and/or monitoring project financed through the EU (ENI, etc...):
- Has a of 3 years' experience in communication and awareness raising
- Has a regional experience in networking with stakeholders at regional level
- Has a regional experience in capitalization

Language skills

Proficiency in English (speaking and writing), and speak at least 2 additional languages among Arabic, Italian, Spanish.

All experts must be independent and free from conflicts of interest in the responsibilities they take on.

6.1.2. Support staff & backstopping

Backstopping and support staff costs must be included in the fee rates.

6.2. Office accommodation

Office accommodation of a reasonable standard and of approximately 10 square metres for each expert working on the contract is to be provided by the contractor :

The costs of the office accommodation are to be covered by the fee rates.

6.3. Facilities to be provided by the contractor

The contractor must ensure that experts are adequately supported and equipped. In particular it must ensure that there is sufficient administrative, secretarial and interpreting provision to enable experts to concentrate on their primary responsibilities. It must also transfer funds as necessary to support their work under the contract and to ensure that its employees are paid regularly and in a timely fashion.

6.4. Equipment

No equipment is to be purchased on behalf of the contracting authority / partner country as part of this service contract or transferred to the contracting authority / partner country at the end of this contract. Any equipment related to this contract that is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

6.5. Incidental expenditure

The provision for incidental expenditure covers ancillary and exceptional eligible expenditure incurred under this contract. It cannot be used for costs that should be covered by the contractor as part of its fee rates, as defined above. Its use is governed by the provisions in the general conditions and the notes in Annex V to the contract. It covers:

- Travel costs and subsistence allowances for missions, outside the normal place of posting, undertaken as part of this contract.

The provision for incidental expenditure for this contract is EUR 3000. This amount must be included unchanged in the budget breakdown.

Per diem are daily subsistence allowances that may be reimbursed for missions foreseen in these terms of reference or approved by the Contracting Authority, carried out by the contractor's authorised experts outside the expert's normal place of posting. The per diem is a maximum fixed flat-rate covering daily subsistence costs. These include accommodation, meals, tips and local travel, including travel to and from the airport. Taxi fares are therefore covered by the per diem. Per diem are payable on the basis of the number of hours spent on the mission. Per diem may only be paid in full or in half (no other fractions are possible). A full per diem shall be paid for each 24-hour period spent on mission. Half of a per diem shall be paid in case of a period of at least 12 hours but less than 24 hours spent on mission. No per diem should be paid for missions of less than 12 hours. Travelling time is to be regarded as part of the mission. Any subsistence allowances to be paid for missions undertaken as part of this contract must not exceed the per diem rates published on the website - http://ec.europa.eu/europeaid/funding/about-calls-tender/procedures-and-practical-guide-prag/diems_en - in force at the time of contract signature.

The contracting authority reserves the right to reject payment of per diem for time spent travelling if the most direct route and the most economical fare criteria have not been applied.

Prior authorisation by the contracting authority for the use of the incidental expenditure is not needed with the exception for Travel].

6.6. Lump sums

No lump sums are foreseen in this contract.

7. REPORTS

7.1. Reporting requirements

Please see Article 26 of the general conditions. Interim reports must be prepared every six months during the period of implementation of the tasks. They must be provided along with the corresponding invoice and the financial report. There must be a final report, a final invoice and the

financial report at the end of the period of implementation of the tasks. The draft final report must be submitted at least one month before the end of the period of implementation of the tasks. Note that these interim and final reports are additional to any required in Section 4.2 of these terms of reference.

Each report must consist of a narrative section and a financial section. The financial section must contain details of the time inputs of the experts, incidental expenditure.

To summarise, in addition to any documents, reports and output specified under the duties and responsibilities of each key expert above, the contractor shall provide the following reports:

Name of report	Content	Time of submission
Inception report	Analysis of existing situation and work plan for the project	No later than 1 month after the start of implementation
6-month progress report	Short description of progress (technical and financial) including problems encountered; planned work for the next 6 months accompanied by an invoice and the expenditure verification report.	No later than 1 month after the end of each 6-month implementation period.
Draft final report	Short description of achievements including problems encountered and recommendations.	No later than 1 month before the end of the implementation period.
Final report	Short description of achievements including problems encountered and recommendations; a final invoice	Within 1 month of receiving comments on the draft final report from the project manager identified in the contract.

7.2. Submission & approval of reports

One (01) electronic copy of the reports referred to above must be submitted to the project manager identified in the contract. The reports must be written in English. The project manager of PP3 is responsible for commenting and approving the reports.

8. MONITORING AND EVALUATION

8.1. Definition of indicators

Results	Indicators
<ul style="list-style-type: none"> Increased effectiveness in the implementation of the project Communication and Dissemination Plan 	the communication, dissemination and awareness raising activities are executed in time and are in line with the CDP

(CDP):	
<ul style="list-style-type: none"> • Project Cross boarder network is established 	Number of stakeholders involved in the created Cross Boarder network
<ul style="list-style-type: none"> • Synergies with other ENI CBC MED projects and with EU programs identified and exploited 	Number of identified and exploited synergies
<ul style="list-style-type: none"> • Capitalization plan and report produced 	Capitalization report is presented and shared with relevant target groups during the Capitalization event

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