

## PART A Terms of Reference (ToR)

### SUMMARY OF SERVICE REQUESTED

<b>Title of this service A</b>	<b>Call for experts for designing training materials for the need of the project GET YES</b>
<b>Expected Start and End date</b>	26.08.2016 – 17.09.2016
<b>Project name (Global Exchange and Training for Youth Employment Services Agreement Nr - 2015 - 1910 / 001 - 001)</b>	Awarded within the Erasmus+ Programme Key Action 2: Cooperation for innovation and the exchange of good practices

### 1. BRIEF BACKGROUND RELEVANT FOR THE SERVICE

CEFE Macedonia [www.cefe.mk](http://www.cefe.mk) is an organization formed in 2008 in Skopje, Macedonia. The organization is formed by CEFE trainers which met and participated in Training of Trainers in 1997 in Macedonia. Our main activities are trainings, consultancy and workshops.

We work in the fields of promoting and raising entrepreneurship and self-employability skills. Our members of experts have organized over 100 business trainings according to the CEFE methodology, we are offering business knowledge for expansion of already existing companies and we are devoted to reduction of unemployment through regional and international cooperation and exchange.

CEFE Macedonia, as a coordinator, and its partners, are implementing a capacity building project named "Global Exchange and Training for Youth Employment Services" [www.getyesproject.com](http://www.getyesproject.com) which aims to foster cooperation, exchanges, upgrade and roll out of good practices between the participating organizations specialized in employment generation. Thus enhancing their capacities for reduction of youth unemployment, professionalization of youth workers and support of entrepreneurship.

Project is co-funded by the European Union Erasmus + Program under the Key Action 2: Cooperation for innovation and the exchange of good practices.

Partners in the project: CEFE International GmbH, Germany; Business Works Limited, Jamaica; Plataforma Áurea, Chile; Philippine CEFE Network Foundation, Philippines.

YOU – will develop training modules, tools, resource materials and methods for youth employment.

### 2. OBJECTIVE AND EXPECTED RESULTS OF THE SERVICE

Through this ToR, CEFE Macedonia intends to conclude a contract for service A according to the activities of the project "Global Exchange and Training for Youth Employment Services".

Due to the nature of the services required, CEFE Macedonia is seeking training design experts, which will ensure a strong output.

The successful delivery of the intended service will achieve projects objectives as:

- Developed training materials to serve as a capacity building tool for the participating organizations and to be used in their future empowerment of young people.
- The developed training materials will be used to train > 250 young unemployed people in the second half of 2016 in Macedonia, Chile, Philippines, Germany and Jamaica. (Pilot trainings will includes training workshops, 20 to 25 people, which normally last four days at least).

### **SERVICE A: Call for experts for designing training materials for the need of the project GET YES**

To ensure the quality of the design of the workshops CEFE Macedonia is now looking for experts who can design training based on specific learning objectives and to identify and close specific performance gaps.

The experts are expected to be able to design training in the following types of subject area and can be based either in the EU or other parts of the world:

#### **1. Training course: Social Entrepreneurship**

**Goal: The training aims to be focused on the business skills and frameworks that will help entrepreneurs, intra entrepreneurs and investors grow their social ideas and ventures to scale and maximize their impact. The participants should practically learn skills about the following topics:**

- On-boarding and Team Formation
- The Opportunity of Social Entrepreneurship
- Structuring the Venture
- Launching the Venture
- Managing and Growing the Venture
- Transitions and Challenges
- Capturing Values and Exit Strategies

Expected Duration of the training: 5 days

#### **2. Training course: Green Business**

**Goal: To change the participants' mindset and equip them with essential tools to green their economic activities, whether for their entire business or only parts of it. After sensitizing sustainable social and ecological systemic thinking they identify own realistic solutions, representing innovative niches and better chances to be explored. The green business model finally helps them to convert ideas into entrepreneurial practice.**

- appreciation of green business as innovative door to better opportunities
- assessment of green business levels
- engineering of green products and services
- analysis of external and internal factors
- certification processes
- green marketing mix
- green business model
- 8 profitability and added value of green investments

Expected Duration of the training: 5 days

### 3. Training Course: Sparking Innovation and Creativity

**Goal: To spark the innovative thinking in participants. Make them to step out from the comfort zone and to learn how to innovate new products, services and business models. How to put the ideas into action.**

- Innovation culture
- Creativity setup
- Applied Creativity tools
- Idea Generation and Change Management
- Innovative Business Models
- Market Introduction
- Financial Feasibility

Expected Duration of the training: +- 5 days

### 4. Training Course: Business Start-up

**Goal: Participants is expected to acquire the methodology and by the end of the course gain skills how to apply in their business creation.**

- The basic principles of Business Startup methodology;
- Tools for generating and assessing business ideas;
- Marketing Planning: Marketing mix concept; Marketing Strategies; How to create a system so that everyone is building products that meets customers' needs; The easiest and fastest ways to build minimum viable products so you can get your product launched as quickly as possible;
- Financial Planning;
- Business Planning;

Expected Duration of the training: +- 5 days

### 5. Training Course: Employability Skills

**Goal: Participants to gain necessary transferable skills to search, find and keep a job in the changing environments of today. They need to acquire skills about following topics:**

- Personal Development
- Workplace Behavior
- Communication Skills
- Team Building and Leadership
- Selling Skills and Conflict Resolution
- Job Searching Skills
- Rights and Responsibilities on a workplace
- Managing Personal Finances

Expected Duration of the training: 5 - 10 days

The experts who carry out the design of the training will be expected to:

- Design the overall course content.
- Coordinate with other subject matter experts as necessary in order to obtain the content for the training.

- Uses the methods of experiential and non-formal learning where the theoretical input is minimal

The training design experts should be able **to provide the following outputs:**

- Training PPT – the PPT that contains the content presented to training participants;
- Instructor's manual – the manual guiding the instructor on key learning points to emphasize and which schedules the training in detail;
- Participant hand-outs – provided to the participants to guide their learning;
- Other material and equipment supporting the training activity as necessary;

## 2.1 Requested trainer profile

- At least five years' experience in designing training, preferably for entrepreneurship learning, or for companies;
- Be able to design the training in English;
- Have at least five years' experience or knowledge of the business environment in one or more of the following regions: (EU, Balkans, Caribbean region, South Americas, South-East Asia);
- Experience in international youth work as a trainer or facilitator can be considered as an advantage;
- Knowledge and experiences in delivering trainings in experiential methodology (Structured Learning Experience).

## 3. SPECIFIC ACTIVITIES

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### 3.1 Activities of the Contractor related to SERVICE A

The main task is to work on the methodology and provide it in order to reach the objectives of the activity. The other activities include:

- One preparatory meeting: (TBD together with contractor)
- Programme design & implementation: develop the methodology of the program with close cooperation with the international team, ideas for necessary input (programme, best practices, theory...);
- The Contractor shall efficiently organise online project meetings and events, taking into account their specific needs as per the ToR and in all cases ensuring that all logistics are organised to a high standard and in a timely manner to allow for smooth implementation and ideal working conditions.
- Document the concept of the course so that it can be repeated;
- Evaluate the course and concept;
- Deliver the pre-final version to the quality check body in the project 5 days before the final day of deliverable
- Final delivery of the output (training course programme) is 17<sup>th</sup> September 2016)

### 3.2 The work includes:

- preparation (preparatory meeting and essential preparation)
- creation of the training materials
- evaluation
- reporting
- documentation

#### 4. HOW SERVICES WILL BE CONTRACTED UNDER THE CONTRACT FRAMEWORK

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A contract is a legal agreement between two parties - in this case, CEFE Macedonia and 'the Contractor'. It acts as the basis for possible future purchase of services A by CEFE Macedonia. The contract contains, among others, the scope of services that can be purchased by CEFE Macedonia, contractor's activities, methodology, timing and fees to be respected by the Contractor.

At no stage in the process is CEFE Macedonia legally bound to issue payment. Therefore CEFE Macedonia has no legal commitment to the contractor in case the agreement is not reached on the budget, or an activity is cancelled, etc.

No legal commitment exists on behalf of either party until the contract is counter-signed by the contractor and has been received by CEFE Macedonia.

In the course of contract implementation, the contractor should bear in mind that any changes in the nominated staff and/or changes in the methodology described in the contractor's technical proposal, must be communicated to CEFE Macedonia for approval.

The Contractor shall also ensure that any member of his personnel working in the context of this Contract, including the personnel at the local office, fulfils all legal obligations with respect to social security contributions, insurance and fiscal regulations.

#### 5. MONITORING PROGRESS

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The contractor will maintain regular communication with CEFE Macedonia, in English online communication services, phone and email, as necessary to ensure clarity on the progress of the service.

Upon request, during the life of the contract, the contractor will provide to CEFE Macedonia brief ad-hoc progress reports as requested by CEFE Macedonia.

#### 6. PAYMENT PLAN

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Payment will be made upon successful completion of the service A in accordance with the ToR and specific contract signed between CEFE Macedonia and the Contractor for final approved documents provided to CEFE Macedonia.

## Part B Preparing for ToR: required documents

### 1. Selection and supporting documentation

The applicants must have the following technical and professional capacity to perform the contract:

- A minimum of five years' experience in developing this type of services (service A) as described in the terms of reference.

All interested Applicants must submit:

- CV of the expert;
- Cover letter, indicating the expert area applied for and outlining how the applicant's skills, experience and background match the requirements of the call.
- Training Proposal/Plan consisting of:
  1. Title of Training Proposal
  2. Rationale/Background
  3. Training Objectives
  4. Course Outline
  5. Target Participants
  6. Training Methods
  7. Training Aids and Equipment
  8. Evaluation Strategies/ How should be evaluated?
- Financial offer for service A

All applicants must provide a full set of documents for the following service, which the evaluation committee of CEFE Macedonia and GET YES project will assess.

### 2. Evaluation criteria

The following criteria will be used for evaluation of tenders received:

	Criteria	Points
1	Relevant experience	20
2	Methodology	30
3	Referent list of previous projects	20
4	Price	30
	<b>TOTAL</b>	<b>100</b>

## Part C: Application

### 1. How and where to apply

All documents must be submitted to CEFE Macedonia evaluation committee according to the Deadline for submission of CVs in the time table at

**To:** [info@cefe.mk](mailto:info@cefe.mk);

**Cc:** [e.stojanovska@cefe.mk](mailto:e.stojanovska@cefe.mk);

**Subject:** Training design expert for GET YES (*your name and surname*)

### 2. Timetable

The timetable for this ToR procedure and signature of the resulting contract(s) is as follows:

Activity	Date	Comments
ToR launch date	<b>10 August 2016</b>	
<b>Deadline for submission of CVs and training proposals/plans</b>	<b>18 August 2016</b>	
Evaluation of CVs and training methodology	<b>5 days</b>	
Notification of award	<b>23 August 2016</b>	All applicants will receive information on their status
Contract signature	<b>10 September 2016</b>	

### 3. Information

We encourage you to contact us for any required information to: [info@cefe.mk](mailto:info@cefe.mk) (Elena Stojanovska; Elena Gagaceva)