



HEINRICH BÖLL STIFTUNG
PALESTINE & JORDAN



ADVANCING
THE RIGHTS OF
CHILDREN AND WOMEN
JERUSALEM



“Advancing the Rights of Vulnerable Palestinian Women and Children in East Jerusalem”

Term Of Reference

Short-Term Assignment for one Vocational Trainers in: How To Start Your Own Business

Access to Jerusalem is required

INTRODUCTION: PROJECT BACKGROUND

The organization:

ACAD, the Arab Center for Agricultural Development (ACAD) is a Palestinian non-profit non-governmental organization officially registered in Jerusalem since 1993. ACAD aims at enhancing the participation of rural agricultural development through the integration of marginalized groups, particularly women and youth in the development process and provides decent jobs for them. ACAD provides non-financial “business” support and services, concentrating on rural and/or high poverty rate in the Palestinian areas that are particularly affected by the difficult political situation.

The Project

Together with the five partners, Right to Play (RTP), War Child Holland (WCH) , Sawa, ACAD and ArtLab, the Heinrich Böll Foundation Ramallah & Jordan has launched the EU-funded project “Advancing the Rights of Vulnerable Palestinian Women and Children in East Jerusalem” on September 1st 2014. Project activities include amongst other things youth trainings on visual arts, the support for female entrepreneurs and micro-businesses, workshops to raise awareness for violence against women, psychological relief work with children, as well as support for youth sports clubs. The project runs until 2017 and is, on a long-term basis, also designed to strengthen the target group’s capacity to defend their own human and political rights.

ACAD aims at opening 6 micro-businesses of women where 10 women, grouped in Community-Based Organisation (CBO) will work collectively for the realisation of one project (10 women per businesses).

ASSIGNMENT OBJECTIVES

The objective of this training is first to generate business ideas and second to provide women with basic business skills required to write a simple business case. The business idea brainstorming process shall start from the market demand while taking the women’s interests and capacities into account.

At the end of the training, one business idea will be selected and the women should be able to understand the objective of a business case and its content.



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Further, women shall also acquire new knowledge in how to start a business such as: exploring markets and competitors, understanding market share, marketing and negotiating, basic understanding of financial and risk management.

The Trainer shall be able to deliver a Business Plan for each business to ACAD. This Business Plan shall be written in a participative way allowing the women to contribute to it.

The beneficiaries of the Aizarieh Charitable Society are from the Bedouin communities around Aizarieh and have a limited level of education (4 of them with no reading or writing skills), which should be taken into account when conducting the training.

Course details:

Training topic: How To Start Your Own Business

Locations: Aizarieh Charitable Society

Duration:

- Business Idea Brainstorming: 3 hours (2 sessions) per CBO. Total: 6 hours

- How To Start Your Own Business: 3 hours (5 sessions) per CBO. Total: 15 hours

Grand Total: 21 hours.

Equipment: ACAD can provide basic equipment such as flipchart & other stationary

Number of beneficiaries: 12 to 16 women

Language of the Training: Arabic

REPORTING LINE

Project Coordinator

TASKS & DELIVERABLES

Tasks

- Conduct a pre-Evaluation of the training
- Submit a training agenda
- Business Idea Brainstorming: during 2 sessions, conduct an interactive brainstorming with the women based on the market demand to develop a business idea. The generated business idea should challenge traditions and focus on market demand. The business idea should be tested on the market (market-proofed) before proceeding to the full training.
- Conduct the Training How To Start Your Own Business: cover all points of the business case with the women and ensure their full cooperation (e.g include “homework” where women shall collect information for next



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session such as market price, competitors etc..). Due to the level of education of the beneficiaries, the trainer should convey the main concepts in a practical manner.

- Weekly report to the project coordinator about the development of the project and attendance
- Submit one Business Plan
- Submit the training final evaluation, based on the pre-evaluation results.

Deliverables

- 1 Training pre-evaluation
- 2 Final training agenda (max 2 pages): to be submitted before the start of the training
- 3 One business Idea: 1 page explanation of the business idea including women’s existing and required skills and potential market. The business idea should have been tested in the market (market-proofed).
- 4 Business Plan maximum 2 weeks after the end of the training. The Business case can be written in Arabic. The Business Case shall include:
 - Executive Summary
 - Unique Selling Point including mission, vision, values of the business
 - Marketing Plan, including product description, customer profile, market share, pricing & positioning strategy,
 - Production Plan
 - Legal & Administration Plan
 - Financial Plan
- 5 Training Evaluation (max 2 weeks after the last training session)

TIMELINE & PAYMENT SCHEDULE

DELIVERABLES	DEADLINE	PAYMENT
Pre-Evaluation	Before the Start of the Training	20 %
Training Agenda (max 2 pages)		
1 Business Ideas based, market-proofed (1 page)	After Session 2 is completed	80 %
Final training Evaluation	2 weeks after Session 7 is completed	
1 Business Plan	3 weeks after Session 7 is completed	

SKILLS REQUIRED

- Business and/ or Economic education (Bachelor) or equivalent work experience
- Proven experience in working as a trainer
- Proven experience in writing Business Plans
- Experience in working with women is an asset
- Experience with working for development projects is an asset



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- Ability to plan work activities to meet organizational goals. Good time management, follow-up and evaluation skills are required.
- Excellent interpersonal skills, self-motivated, organized and able to work in team.
- Fluent in Arabic (spoken and written)
- English language is an asset

DOCUMENTS TO SUBMIT

1. Proposal – outline your training program (2 sessions of Business Idea Brainstorming and 5 sessions of Start Your Own Business Training), methodology and timelines based on deliverables. Especially: **emphasize on which method you will use to generate business ideas which can be tested in the market prior to the training.**

Application without proposal will be considered as incomplete and not further processed.

2. Budget – include fees, necessary travel costs and any other related costs. Please indicate in EUR per hour (total of 21 hours training). ACAD will deduct 5% income tax.

3. CV - precise if you have a permit to access Jerusalem.

Expected starting date: 01.12.2016.

How TO APPLY: The CV and the required documents should be sent via e-mail: info@acad.ps

DEADLINE FOR APPLYING: 27.11.2016