



## **TERMS OF REFERENCE FOR THE CONSULTANCY: TRAINING FOR THE BUSINESS PLANS DEVELOPMENT**

**Date: 25 July 2022**

**Application Deadline: 14 August 2022**

CARE Deutschland e.V. Office in Kosovo, within its project “Kosovo Youth Participation - KYP”, financed by the European Union program Advancing the role of civil society for social justice, participation and human rights (EuropeAid/171380/DD/ACT/XK 11/2020-IPA 2019, Contract no. 2021/430-824)

**Is looking to contract an external expert consultant, organisation or a company, to conduct a Business Plans Development training, to the young entrepreneurs - representatives of the youth led businesses/NGOs selected by the project.**

### **About CARE International work in the Balkans**

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CARE’s work in the Balkans started in 1993, when it provided humanitarian support to people affected by war. In the late 90-ties, CARE shifted its focus in the region from humanitarian post-war assistance and rehabilitation to socio-economic development, engaging in interventions directed at conflict prevention and peace-building, sustainable livelihoods, gender equality and the prevention of gender-based violence.

CARE International in the Balkans places the quality of its program at the centre of its mission and has developed a regional strategy that encompasses two main program directions: Gender Equality and Social and Economic Inclusion. CARE’s Gender Equality Program aims to empower women vulnerable to violence, discrimination and poverty, to reach better life opportunities and social justice and to work on prevention of peer violence and building of tolerance among young men in the Western Balkans. The goal of the Social and Economic Inclusion Program is to strengthen capacity and create opportunities for the marginalized, socially excluded and poor to integrate into society and access rights. CARE’s engagement and contribution lies in strengthening sustainability of key regional, national and/ or local civil society organizations and networks promoting equality and diversity, in the context of social inclusion and non-violence.

### **Project information**

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*Kosovo Youth Participation - KYP* project is implemented by CARE, in partnership with NGO SHL - Kosova (SHL-K) and it seeks to contribute to the active inclusion of civil society in Kosovo in promoting democratic values, inclusive governance and achievement of human rights and fundamental freedoms. More specifically, the aims to foster democratic participation, civic engagement and social inclusion of different groups of marginalised youth, mainly from rural areas and small towns of Kosovo.

The following results/outputs are expected to be achieved by the project:

1) Increase the participation of disadvantaged youth in decision making, in local communities and on the central level, through: capacity building/awareness raising on human rights and activism; mentoring of youth groups for inclusion in local and national decision-making processes; local youth actions to improve the position of disadvantaged youth.

2) Enhance the engagement and employability of marginalised youth, in particular young women, through skills development and involvement in volunteering initiatives. The activities will include information campaigns, trainings for employment skills development (raising of employability of youth through trainings, internship and supported youth entrepreneurial activities), support to volunteering among the disadvantaged youth from rural areas and smaller towns.

3) Foster Democratic dialogue across Kosovo youth, fostered through raised awareness on and promotion of gender equality, solidarity, inter-cultural relations and counter stereotypes and dis-information, by: awareness raising and facilitation of debates; peer exchange; involvement in ongoing youth-led discussions in Kosovo.

## **Purpose and objectives of the task**

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CARE International is looking for a Consultant(s)/ organisation/ company to undertake a participatory process of designing business plans for up to 40 representatives of around 20 youth led businesses selected by the project, on the basis of their initial business ideas. The capacity building will be provided for youth interested in the development of their businesses (not start-ups!) from the target municipalities: Deçan/Dečani, Fushë Kosova/Kosovo Polje, Junik/Junik, Gjakova/Đakovica, Peja/Peć, Rahovec/Orahovac, Obiliq/Obilić, and Suharekë/Suva Reka.

### **The main tasks of the consultancy will be to:**

- Examine the business ideas (business applications) of the short-listed candidates and gather general information and data from Kosovo framework, relevant for the types of businesses suggested.
- Conduct three-day business plans development trainings, for two groups of up to 20 participants - representatives of the youth led businesses/NGOs (the total of 6 training days, for the total of around 40 participants). The training will provide comprehensive support to the youth participants in creation of sustainable business plans for the development of their (existing) and/or to be registered start up-s and social enterprises. The trainings should be delivered in Albanian and the training logistics will be provided by the Project, including interpreters, where necessary for Serbian language.
- Organise after-training online consultations with all participants in the total effective duration of 5 working days, over the period of two weeks. The consultations will aim at fine-tuning and finalisation of the business plans, incorporating data on business environment, market and competition, advertising and sales, internal capacity analysis, all individually collected by the participants upon the instructions from the training.

## **Scope of work**

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The following consultancy tasks are expected:

- Review of the documentation and inputs relevant for the short listed applicants and the project, provided by CARE.
- The initial meeting with the CARE project team to agree on a detailed work plan for the consultancy. The consultants will be expected to share the business plan modules.
- Regularly consult with CARE's Project Manager and Grants Officer during the entire consultancy and agree on the main points of work.

- Conduct the participatory business plans development trainings for the youth led business representatives and/or NGOs.
- Facilitate finetuning of the designed business plans through online mentoring/coaching of the participants that have attended the training.
- Provide the training consultancy report to CARE Project Manager (in English 3-5 pages), including, as annexes, the evaluation of the business plans submitted by the participants and all materials used during the consultancy. The Consultant is required to make the daily work report in accordance with CARE Balkans policies (i.e. through daily time sheets, which will be provided by CARE) and include it into the final payment documents.
- Hand-over to CARE entire original quantitative and qualitative data documentation generated for the purposes of the consultancy, upon the acceptance of the final outputs of the consultancy by CARE's Project Manager and prior to the payment.

### **CARE's outputs**

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- Provide to the Consultant the documentation relevant for the consultancy – initial business plans from the formal entities youth led businesses and NGOs.
- Agree on the work plan and training/consultancy curriculum with the Consultant.
- Coordinate with the Consultant throughout the consultancy period.
- Monitor the consultancy progress.
- Provide logistical support to the Consultant necessary for the realization of the task (the travel costs for the envisaged field work should be included in the Consultants' bid).

### **Intervention logic - Methodology**

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The training is expected to be entirely designed and implemented/facilitated by the selected consultant(s), in consultation and agreement with CARE and the coordinators of the targeted CSOs. The consultancy will be planned in communication with the CARE Project team (Project Manager and Grants Officer), taking into consideration the initial business ideas of the short listed applicants and the timeline scheduled in the open call.

The training should cover a wider range of topics around the subject of business plans development: analysis of the business idea, competition and sales prospective, value chains and importance of good marketing, further business development and utilization of external investment funding, as well as other topics deriving from the consultants' experience and the CSOs' needs. Particular topics of interest for the youth led companies: innovation, funding, trendy digital tools and technologies and their usage, especially in promotion and sales, environmental considerations and sustainable-green business models.

The training should be facilitated in a participatory manner (rather than ex cathedra), with the use of modern learning tools and business development methodologies. The training should be conducted and the materials for it developed to support the young entrepreneurs in better understanding of the logic of feasible business, in line with the projects objectives and requirements set in the project open call for business ideas.

## Timeframe

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The Consultant will be engaged **for the total max. of 15 consultancy days over the period 29 August - 27 September 2022 (depending from the round of trainings).**

Deadline	Activity
29 Aug 22	Review of the documentation and inputs relevant for the project, provided by CARE.
31 Aug 22	Initial meeting with the Consultant(s), agreements on the consultancy plans.
12 - 19 Sept. 22	Two rounds of a 3 days' business plans design trainings.
19 - 23 Sept. 22	Online coaching/mentoring for fine-tuning of the business plans.
26 - 27 Sept. 22	Submission of the consultancy report, annexes and other necessary documentation.

## Management and organization

**The Consultancy Company, expert(s) will report to Project Manager of the Kosovo Youth Participation Project. Required qualifications:**

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- Excellent knowledge and 5 years previous documented consulting experience in business development, business plans design and technical support to the established businesses.
- Excellent knowledge of the business environment, especially for the innovative youth businesses, in Kosovo. Good knowledge of supply and demand trends in the Kosovo market in the field of production and services.
- Rich proven experience in developing and presenting the moduls of the business esestablishment trainings. Excellent techniques and proven experience in facilitation of participatory learning workshops.
- Good overview and understanding of the needs of youth, especially in rural areas of Kosovo.
- Good knowledge of the principles of youth civil society organisations' functioning.
- Excellent interpersonal and communication skills.
- Excellent written and verbal knowledge of Albanian and English language. Knowledge of Serbian language will be considered as asset.

## Application – Offer

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**The applications should be submitted in English via e-mail. Deadline for sending applications-offers: 14.08.2022.**

### **The consultancy proposal should consist of the following:**

1. Consultant's CV/portfolio, with references relevant for the required activity.
2. Methodology and draft work plan for the consultancy.
3. Consultancy financial offer in EUR, with a statement of confirming the required availability within the consultancy period. The financial offer should include a breakdown of costs in the budget part of the proposal-application and include different envisaged activities and types of costs (travel related costs should be included into the budget, if any). The financial offer should be presented in gross amount. The offered price/bid should include all costs of the consultancy, including taxes and related costs of the bidder (travel, meetings etc.). If the candidates are applying as a consultancy company, the financial offer should be presented **VAT free.**

4. Certificate of business registration, fiscal number, VAT (in case of consultancy companies/organizations).
5. Contact and identification details, with bank details (for individuals/company/organization).

### **Criteria for Selection of Best Offer**

The contract will be awarded based on the assessment of both technical and financial proposal submitted by expert(s) consulting company, as well as on the quality and creativity of the Consultant's portfolio of previous work relevant for the current consultancy.

Interested parties are invited to submit their expression of interest/proposal, including a financial offer with the subject: "TRAINING FOR THE BUSINESS PLANS DEVELOPMENT for the project *Kosovo Youth Participation*", by 14 August 2022, via e-mail: [care.kosovo@care.org](mailto:care.kosovo@care.org)

For any further information in regards to the guidelines and technical proposal, please contact the KYP Project Manager through: [care.kosovo@care.org](mailto:care.kosovo@care.org)

*Disclaimer:*

*The views expressed in the document can in no way be taken to reflect the official opinion of the European Union Office in Kosovo.*