**Terms of Reference**

1. ***General information***

|  |  |
| --- | --- |
| *Mission name*  | “Turnkey digital skills” trainings for entrepreneurs and SMEs |
| *Beneficiaries*  | Libyan entrepreneurs and SMEs  |
| *Country* | Libya  |
| *Total duration of the mission*  |  6 months max.  |

1. ***Context and justification of the need***
* Project presentation:

Raqameyon is a 1-year project funded by the French government and implemented by Expertise France in collaboration with the Libyan government.

The project's overall objective is to support the digital transition in Libya by contributing to the diversification of the job market, focusing on the digital economy. More specifically, the project aims to support the creation of employment opportunities in the digital sector by disseminating digital skills among various audiences and supporting the development of local training and digital capacity-development programs.

* Context:

In a workshop organised by Expertise France as part of Raqam-e Connect, an event that took place first week of December 2022 in Tripoli- Libya, the need for digital skills was highlighted. Nowadays, most entrepreneurs use digital tools to promote their services and therefore, the need to learn more digital skills is becoming a necessity to develop businesses.

According to a survey published by expertise France in 2021[[1]](#footnote-1) , one of the most needed trainings in the business field is quality control, sales boosting techniques, business development techniques, and financial techniques.

The aim of this component is to give SMEs and entrepreneurs technical skills in online marketing and commerce that they can use immediately, such as: how to create a basic website (using WordPress for example), how to animate a Facebook page and community, how to use the tools available to optimize their online sales, etc.

These easily assimilated skills can enable a business to see its results increase significantly in a short space of time. The time investment for these entrepreneurs and businesses is minimal in view of the potential benefits.

Based on the survey and after a focus group organised on the 29th of May,2023 with some of the most prominent entrepreneurs and owners of SMEs in Libya, a selection of training topics is chosen as follows:

1. Digital Marketing

2. Financial management and investment using digital tools

3. Business development in a competitive world, how to use AI tools to develop your business and catch economic trends

4. Entrepreneurship digital skills, HR and process management.

* Needs:

This component of Raqameyon will be dedicated to support entrepreneurs and SME’s to develop their businesses through enhancing their digital capacities.

The selected entrepreneurs and small businesses are going to receive specific short-term trainings on specific technologies that will help develop their businesses.

The activities involved in this component are:

* Development of a training curriculum in various topics
* Training of 240 persons from different companies (60 / municipality). The targeted cities are Benghazi, Tripoli, Misurata and Sebha.
1. ***Objectives and results pursued***
	1. ***General objective***

The main objective is build and/or enhance the digital capacities of Libyan entrepreneurs and SMEs in order for them to grow their businesses.

* 1. **Specific objectives**
1. Provide training for 60 entrepreneur and SMEs per municipality for a period of 6 months.

You are free to apply for 1, 2, 3 or the 4 cities.

Please mention the price of the service per city.

* 1. ***Results to be achieved***

At the end of the missions:

* Select participants for each training session (10 people/training session) using trainer’s own network of communication. Expertise France will support in providing names of trainees if needed.
* Train 60 SMEs/entrepreneurs/businessman and businesswomen in digital skills / per city

Municipality: Misurata, Sebha, Tripoli and Benghazi.

Topics:

* Digital Marketing
* Financial management and investment using digital tools
* Business development in a competitive world, how to use AI tools to develop your business and catch economic trends
* Entrepreneurship digital skills, HR and process management
1. **Description de la mission – *Description of the mission***
	1. **Activités prévues -** *Planned activities*

*Mission preparation – preparatory work*

* Focus group with previous beneficiaries of EF projects
* Research using Expertise France Practical Survey Series

Phase I : Developlment of the curriculum

* Development of a curriculum that includes the topics listed above.

Phase II : Start training series

* Organize regular trainings as follows:

10 companies every month/municipality

* 1. **Delivrables**

|  |  |
| --- | --- |
| Livrables | Date of delivery |
| 1. Trainings curriculum for SMEs and entrepreneurs
 | T0 + 2 weeks |
| 1. Monitoring and evaluation pre and post testing questions
 | At least 10 days before starting training series |
| 1. Train 60 entrepreneurs/municipality
 | T0+3 Weeks |
| 1. Final narrative report
 | Max. 10 days after the end of the training series |

* 1. **Coordination**

*The service provider will be a point of contact for the implementation of the project.*

*Mrs. Rima ATTIGA and Elise FENART, Raqameyon project managers, will be the sole contact for the service provider for Expertise France*

*Email:* *rima.attiga@expertisefrance.fr**,* *elise.fenart@expertisefrance.fr*

*A kick-off meeting will be held few days after notification of the contract.*

*Close coordination with the teams, must imperatively be implemented from the preparation of the missions until their finalization. In addition, regular exchanges with Elise and Rima will be expected on the progress of the missions and possibly the difficulties encountered.*

1. **Lieu, Durée et Modalités d’exécution -** ***Place, Duration and Methods of Execution***
	1. ***Implementation period* :**
	2. ***Start date* :** 13/08/2023
	3. ***End date* :** 30/01/2024
	4. ***Schedule* :**

*The provisional mission execution schedule is as follows:*

|  |  |  |  |
| --- | --- | --- | --- |
| **Activity** | **Place** | **Period** | **Duration**  |
|  |
| Preparation of curriculum, MEAL requests | Tripoli/Misurata/ Benghazi/Sebha | 01/08/2023 | 10 days |
| Training series | Tripoli/Misurata/ Benghazi/Sebha | 15/08/2023-30/01/2024 | 6 Months |
| **Total**  |  |  | **6 months and 10 days** |

1. **- *Expertise and profile requested***
	1. **Max. n*umber of experts for the mission* :** 2
	2. ***Profile of the expert (experts) designated in charge of the execution of the contract***
2. Qualifications and skills :

*Graduate university degree in IT, strategic planning, organizational strengthening, communication, management or equivalent experience.*

- Excellent qualities / capacities:

* + Previous experience in developing digital curriculum
	+ *In communication*
	+ *Transmission of knowledge*
	+ *Problem analysis and resolution*
	+ *Decision-making and initiative*
	+ Excellent English and Arabic skills (written / oral)
1. *General professional experience*
* *Professional experience of at least 5 years in the field of training.*
1. ***Mission report***

A final report must be submitted by email at the end of the mission (no later than 10 days after the end of the training).

The document should be written in English and explain the content of training delivered, detailed the activities, the progress of the participants, difficulties encountered and recommendations.

1. ***Monitoring and evaluation – Pre and post testing questions***

To evaluate the gain knowledge of the trainees, the training company/expert will have to provide Expertise France with max. 15 questions (1or 2 questions per training module). While getting trained, the answers to these questions should be given to the participants (as part of the training).

Participants will have to answer the same questions before and after the training. By assessing the answers given by the participants it will be possible to calculate the knowledge gain of the group.

1. Profiles of Libyan Entreprises and Libyan business owners and managers & needs for business knowledge and business support services, Expertise France Practical Surveys Series, June 2021 [↑](#footnote-ref-1)