

Om-Habibeh Foundation

Terms of reference (TOR)

For

Social Entrepreneurship Training & Capacity Building Consultancy

For the community members

1. Background:

- a. Om Habibeh Foundation (OHF) presents an action entitled Sustainable Improvement of Responsible Development Services in Aswan (SIRDS). The overall objective of the Action is to support the European Commission's objective to strengthen Civil Society Organizations (CSO's) and Local Authorities (LA) by enhancing the role and effectiveness of 20 civil society organizations and delivering inclusive and gender-responsive development services in villages in five districts of Aswan governorate: Kom Ombo, Daraw, Aswan, Nasr Al-Noba, and Edfu.
- b. To achieve this, the action will enable communities to optimize the resources available to them and work as a cohesive unit, and Directly Target Vulnerable Groups – by strengthening LAs and CSOs to target vulnerable groups who are less able to support themselves. Through these efforts, development actors will build trust between communities while investing in women, whose success will strengthen the local economy and society overall.
- c. The Action will focus on benefitting disadvantaged groups within the community, primarily women and People with Disability (PWD), while strengthening the capacity of CSOs. Women, youth and marginalized communities are not presently able to take part in the decision-making structures of CSO boards that are primarily composed of elderly men from influential families, thus reinforcing cultural norms and the limitations of women's access and control over resources.
- d. Om-Habibeh Foundation works to support young people, women, and local communities in Aswan to improve their lives and create new opportunities. Many people, especially youth and women, face unemployment and lack of resources to start their own businesses. This project will train a selected group of participants (young graduates, women leaders, and community members) to learn about social entrepreneurship, develop business ideas, and create small projects that also help the community.

2. OBJECTIVE:

To enhance the capacities of beneficiaries in adopting the concept of social entrepreneurship by equipping them with the knowledge and practical skills needed to identify community problems and transform them into sustainable entrepreneurial projects that generate both social and economic impact.

Accordingly, the overall objective of the program encompasses three main dimensions:

Social Dimension:

- Addressing community challenges through innovative solutions and supporting marginalized groups.

- Promoting community participation and empowering individuals to contribute to solving their own challenges.
- Building a culture of social responsibility to foster development and sustainability.

Economic Dimension:

- Creating new job opportunities through successful community-based projects.
- Diversifying sources of income and opening new economic avenues aligned with local community needs.
- Attracting investments and partnerships from donor agencies, NGOs, and private sector companies engaged in corporate social responsibility.

Developmental Dimension:

- Contributing to sustainable development by balancing economic returns with long-term social impact.
- Stimulating local innovation by encouraging individuals to design creative solutions tailored to their environments.
- Enhancing human capital by developing individuals' capacities in planning, management, critical thinking, and innovation.

3. **Targeted audience:**

- **Community Members:**

Young entrepreneurs, women, and individuals with innovative ideas who are motivated to launch community-driven businesses or social enterprises.

The target Audience Age is from 21 years of age to 35 years, the number of trainees is about 50 Members can be divided into 2 groups.

4. **Scope of Work:**

The consultant/implementing partner will be responsible for the design and delivery of an integrated entrepreneurship support program targeting community members

The scope of work will include the following:

1. **Generating Innovative Business Ideas**

- Design and facilitate ideation camps that enable community members to develop innovative and feasible business ideas.
- Apply participatory and creative approaches that ensure inclusiveness, with a particular focus on engaging youth and women.

2. **Capacity Building on Business Planning**

- Deliver tailored training rounds on **Social Entrepreneurship**, introducing concepts and practices relevant to target group.
- Conduct dedicated training on the **Business Model Canvas (BMC)**, enabling participants from community groups to translate their ideas into structured business models.
- Provide specialized training on **Pitching Skills**, equipping participants to effectively present their business ideas to different audiences and potential funders.

5. final Deliverables:

Deliverable	Description	Target Group
Ideation Camps Report	Report documenting the ideation camps, including agenda, participant profiles, and consolidated list of generated business ideas.	Community members
Social Entrepreneurship Training Report	Report summarizing training delivery, attendance, and evaluation, with participants' action plans outlining how they will apply social entrepreneurship principles.	Community members
Business Model Canvas Training Outputs	A set of outputs developed by participants during the training, including: <ul style="list-style-type: none">• Completed Business Model Canvas templates• Draft business plans• Initial financial projections (basic budget, cost structure, revenue streams)• Preliminary marketing strategies	Community members
Pitching Training Outputs	Pitch decks and recorded pitching sessions (where feasible), reflecting participants' ability to present their business ideas.	Community members
Final Program Report	Comprehensive report capturing all activities, outputs, success stories, lessons learned, and recommendations "for all All stakeholders" for sustainability.	Community members
design tools that reporting on the M&E indicators	Designing tools through which we can track the monitoring and evaluation indicators according to the annex in the Monitoring and Evaluation Mechanism section	Community members

6. TIME FRAME:

- Proposed Training Hours: 100 Hours in Total
- 24 Hours: Training on idea generation' 'ideation bootcamp''
- 16 Hours: Training on Business Model Canvas design - including the green entrepreneurship concept and integration methods.
- 45 Hours: Training on developing and writing the Business Plan.
- 16 Hours: Training on preparing the marketing plan and product quality management.

7. Monitoring and Evaluation Mechanism:

1. Continuous Monitoring:

- **During Training Camps:**
 - A report will be documented for the ideation camps, including the agenda, participant profiles, and a consolidated list of the business ideas generated.
 - Attendance and participation in training sessions will be tracked.
 - Participants' action plans will be evaluated to see how they will apply social entrepreneurship principles.
- **Output Monitoring:**
 - Outputs from the **Business Model Canvas (BMC)** training will be collected from participants. These include:
 - Completed BMC templates.
 - Draft business plans.
 - Initial financial projections (basic budget, cost structure, revenue streams).
 - Preliminary marketing strategies.
 - **Pitching skills** training outputs will be collected, including pitch decks and recorded pitching sessions (where feasible), to reflect participants' ability to present their business ideas.

2. Final Evaluation:

- A comprehensive final report will be prepared to capture all program activities and outputs.
- The report will include success stories, lessons learned, and recommendations for sustainability.
- The consultant or implementing partner will be evaluated based on specific technical criteria:
 - **Understanding of the Assignment:** Comprehension of the TOR objectives, target audience, and expected deliverables.
 - **Methodology & Approach:** The quality and relevance of the proposed methodology, including participatory tools, training techniques, and inclusiveness (youth & women engagement).
 - **Experience & Expertise:** Relevant track record in social entrepreneurship, business planning, training, and working with community groups.
 - **Team Qualifications:** The expertise and qualifications of the proposed trainers/consultants.

3. After submitting plans:

- The consultant should provide a follow up sessions for the trainees before the final competition, to be identified throw the preparation Meeting.

3. Indicators Table:

- Participant Satisfaction: $\geq 80\%$ satisfied/very satisfied
- Training Quality Rating: $\geq 4.0/5.0$
- Knowledge Improvement: $\geq 70\%$ pass pre/post test
- Skill Acquisition: $\geq 70\%$ demonstrate competency

- Business Ideas Generated: 75% participants generate ideas
- Business Model Canvas Completed: 100% complete BMC templates
- Business Plans Developed: ≥60% produce viable plans.
- Pitch Presentations: 100% deliver final pitches.

8. REQUIRED QUALIFICATIONS:

1-Academic Qualifications:

- University degree in a related field (business administration, economics, community development, social sciences, entrepreneurship, or any related field).
- Postgraduate studies or specialized certificates in entrepreneurship, management, sustainable development, or social innovation are preferred.

2. Work Experience:

- At least 5 years of work experience in entrepreneurship or social entrepreneurship.
- Proven experience in training or qualifying youth, women, or target groups in entrepreneurship skills.
- Experience in designing and implementing idea generation camps and social innovation programs.
- Practical experience in preparing business plans and business model canvases.
- Experience in feasibility studies and marketing analysis, especially for small and medium-sized enterprises and community projects.
- Previous experience working with NGOs or development institutions is preferred.

3. Basic Skills:

- Ability to simplify economic and administrative concepts to suit target groups with different educational levels.
 - Strong facilitation and interactive training skills.
 - Skills in analysing societal problems and transforming them into feasible entrepreneurial opportunities.
 - Familiarity with the concepts of social innovation, sustainable development, and green projects.
 - Highly skilled in planning, management, and consulting reporting.
- Strong communication and presentation skills with the ability to work with diverse groups.

9. Technical Evaluation Criteria:

Criteria	Description	score
Understanding of the Assignment	Demonstrated comprehension of the TOR objectives, target audience (community members & CSO staff), and expected deliverables.	20
Methodology & Approach	Quality and relevance of the proposed methodology, including participatory tools, training techniques, and inclusiveness (youth	25

	& women engagement).	
Experience & Expertise	Relevant track record in social entrepreneurship, business planning, training, and working with CSOs/community groups.	15
Team Qualifications	Expertise and qualifications of proposed trainers/consultants.	10

Passing score: Minimum 70% of the technical score required to qualify for financial evaluation.

10. Financial Evaluation Criteria:

Criteria	Description	Weight
Cost Effectiveness	Alignment between proposed budget and scope of work (value for money). The budget must be submitted as a Full Package for the whole Mission	30%

The consultant must submit the license, Commercial Registration, Tax registration and must provide an Electronic invoice.

The bidder with the highest combined score will be awarded the contract.

11. SAFEGUARDING POLICY: OHF has policies and systems in place to prevent sexual abuse, neglect, exploitation, harassment, bullying, and sexual harassment. It is also to safeguard children, adults, our teams, consultants, volunteers, partners, beneficiaries, and all stakeholders. OHF will ensure a workplace culture built on respect, tolerance, diversity, and inclusion.

12. GENDER EQUALITY: OHF is committed to supporting gender equality in all of its programs and internal operations by eliminating sex discrimination, harassment, and sexual harassment and promoting equality for women and men in all hiring processes starting from an open call for a position, interview process, selection process, salary, benefits...etc