



MedWaves, the UNEP/MAP Regional Activity Centre for SCP

Passeig de la Zona Franca, 107

08038 Barcelona, Spain

T: +34 93 567 33 00 - F: +34 93 567 32 93

www.medwaves-centre.org

Terms of Reference (ToR)
for providing technical assistance in the recruitment of new green entrepreneurs and organizing webinars and events



Mediterranean
Action Plan
Barcelona
Convention



GOBIERNO
DE ESPAÑA

VICEPRESIDENCIA
TERCERA DEL GOBIERNO
MINISTERIO
PARA LA TRANSICIÓN ECOLÓGICA
Y EL RETO DEMOGRÁFICO



**Generalitat
de Catalunya**

1. ABOUT MEDWAVES

MedWaves, the UNEP/MAP Regional Activity Centre for Sustainable Consumption and Production (hereinafter MedWaves) is a centre for international cooperation on development and innovation based on the sustainable consumption and production approach (hereinafter SCP).

The Centre is one of the Regional Activity Centres established in the framework of UNEP/Mediterranean Action Plan (hereinafter UNEP/MAP), the Programme of UN Environment established to support the member countries of the Barcelona Convention for the Protection of Marine Environment and the Coastal Region of the Mediterranean. The Centre also operates in support of the Stockholm Convention, an international agreement involving 180 countries to fight against the generation of persistent organic pollutants, highly polluting and toxic substances. MedWaves has the mandate from the Barcelona and Stockholm Conventions to provide assistance to their Contracting Parties in fulfilling their commitments under those treaties, particularly through the support to the countries to shift to sustainable consumption and production patterns and circular economy.

In the performance of its mandate, MedWaves establishes a dialogue between all the key stakeholders involved in the transition to sustainable development throughout the Mediterranean region. MedWaves works as a central hub to converge synergies throughout the Mediterranean, strengthening the collective movement for planetary transformation.

One of its components is its Networking and Communication Area (hereinafter N&C Area), which articulates its work around its communication and marketing strategy. The implementation of the strategy allowed the centre to develop an impactful, diversified and multi-target communication. It is constantly revised to maximize the impact of the centre's communication. The corporate communication strategy of the center is conceived as (i) an instrument that provides direct and cross-cutting support to the multiple programs, projects, activities and initiatives implemented by the Center; and (ii) as an element that enhances the engagement of the parties involved, allowing for increased dissemination and visibility of the activities carried out by the Center, while simultaneously improving its overall performance.

2. OBJECTIVE

The objective of this consultancy is to support the successful identification, engagement, and development of emerging green entrepreneurs while fostering a vibrant ecosystem through knowledge sharing and networking. This includes leveraging data-driven approaches to locate and attract promising entrepreneurs, developing tailored training programs and mentorship opportunities, and organizing webinars and events that provide relevant content on sustainable business practices and funding opportunities.

Additionally, the technical assistance aims to create valuable networking opportunities, build a supportive community, effectively market the events to ensure wide participation, and showcase success stories to inspire and attract new talent. Furthermore, it involves implementing metrics and feedback mechanisms to assess the impact and continuously improve the recruitment process and event offerings, ensuring that all initiatives effectively contribute to the growth and sustainability of green entrepreneurship.

Main responsibilities:

- Conduct market research and develop strategies to attract and recruit promising green entrepreneurs.
- Design and implement training modules and facilitate mentorship programs by connecting new entrepreneurs with experienced industry leaders.
- Curate content and coordinate logistics for webinars and events.
- Organize networking sessions and forums to encourage collaboration and knowledge exchange.
- Implement metrics and feedback mechanisms to and improve efforts.
- Identify and highlight the achievements of green entrepreneurs to inspire and attract new talent to the sector.

3. DESCRIPTION OF WORK

In the framework of this assignment, the consultant shall undertake the following activities:

ACTIVITY 1: TALENT RECRUITMENT AND CAPACITY BUILDING (40%)

The consultant will be in charge of:

- Conducting market research to identify and attract promising green entrepreneurs.
- Designing and implement training modules on sustainable business practices and funding.
- Facilitating mentorship programs connecting new entrepreneurs with experiences industry leaders.

Deliverables:

- Detailed analysis identifying potential green entrepreneurs.
- Developed programs on sustainable business practices and funding opportunities.

ACTIVITY 2: EVENT ORGANIZATION AND COMMUNITY BUILDING (60%)

The consultant will be in charge of:

- Curating relevant content and manage logistics for webinars and events.
- Developing and execute marketing strategies to promote events and ensure high participation.

- Organizing networking sessions to encourage collaboration and build a supportive community.
- Implementing metrics and feedback mechanisms to assess impact and improve processes.
- Highlighting the achievements of green entrepreneurs to inspire and attract new talent.

Deliverables:

- Detailed content and logistics plan covering content, scheduling, speaker coordination and participant registration.
- Comprehensive marketing strategy and reports evaluating event participation and feedback.

4. DELIVERABLES AND CALENDAR

The agency will start the work after the validation of their offer by the contractor.

Activity	Deliverable	Deadline
N/A	Complete ToR and contracting	1 week after the notice
1	Detailed analysis identifying potential green entrepreneurs	3 weeks after the notice
1	Developed programs on sustainable business practices and funding opportunities	3 weeks after the notice
2	Detailed content and logistics plan covering content, scheduling, speaker coordination and participant registration.	4 weeks after the notice
2	Comprehensive marketing strategy and reports evaluating event participation and feedback	6 weeks after the notice

All the deliverables will have to be presented in English and validated by the Contractor. In addition, regular calls will be organized with the Contractor.

5. MEANS AND MODALITIES OF WORK

- The expert will start the work upon notification of the contract by The Catalan Waste Agency, expected by the last week of July until the end of September 2024. Deadline can be extended upon mutual agreement.
- The consultant will work under the supervision and coordination of the N&C Area members.
- The consultant will work with his/her own means in a hybrid mode.

- Working language will be English.

6. ELIGIBILITY

Applicants must fulfil the following requirements:

- Be a consultant and able to comply with national fiscal context and rules for receipt of international funds from Spain.
- Have a bank account whose holder name must be the same as the applicant.
- Be fluent in English language, both in writing and speaking.
- Have proven track record in recruiting and supporting entrepreneurs, especially in the green or sustainable business sector.
- Demonstrated experience in organizing and managing successful webinars and events.
- Have in-depth understanding of green entrepreneurship and sustainable business practices.
- Proficiency in using data-driven approaches and tools for market research and talent identification.
- Expertise in digital event platforms and tools for managing online webinars and events.
- Ability to facilitate mentorship programs, including matching mentors with mentees and overseeing their interactions
- Strong skills in developing and executing marketing strategies to promote events and initiatives
- Proven ability to reach and engage diverse audiences through various marketing channels
- Ability to implement metrics and feedback mechanisms for assessing and improving recruitment efforts and event impact.

7. HOW TO APPLY AND SELECTION PROCESS

Candidates should submit the following documents:

1. **Technical offer** (maximum 2 pages): the consultant should develop a proposal, explaining the methodology, taking into account the activities and deliverables listed above.
2. **Financial offer**: the consultant should state the personnel dedication expressed in days (1 day = 8 working hours) as well as a lump sum for other costs related to the implementation of work. Offer must include applicant's VAT number or TAX ID.

Important: The maximum amount per offer is 13.999€ (VAT excluded)

Important information regarding the consideration of the added-value tax (VAT)

1. Applicants legally registered in Spain: This is a provision of services and therefore VAT applies. Offers must include Spanish VAT number, and financial offer clearly indicate total before VAT, VAT amount, and total including VAT. This information should be equally reflected in the invoices.
2. Applicants legally registered in an EU Member State, other than Spain: they must be registered in the VIES registry (VAT Information Exchange System). Offers must include EU VAT number (including country code), and financial offer indicate total before VAT, along with the statement "both provider and client are registered in the VIES system and therefore VAT is not included in the offer". This information should be equally reflected in the invoices.
3. Applicants legally registered in an EU Member State exempted of VAT: they must submit official proof of exemption of VAT. Financial offers must include the statement "the provider is exempted of VAT as for [legal document]". This information should be equally reflected in the invoices.
4. Applicants legally registered in a non-member country of the EU: The provider is liable for paying taxes related to the provision of services as per tax regulations in its country. Financial offer must comprise that cost, and invoices submitted with all taxes included.

3. **Profile and project references** (maximum 2 pages): the expert should submit a brief professional background, including project references on the topic. CV shall be included as annex.
4. **Bank form** filled in, signed and stamped by the bank.

Offers must be sent to Alessandro Miraglia (amiraglia@gencat.cat) and Núria Manchado (nuriamanchado@gencat.cat) with the subject "Recruitment of new green entrepreneurs and organization of webinars and events" before 27th July 2024, midnight (CEST).

All candidates will be notified upon the reception of the offers.

Offers will be assessed according to the following criteria and scores:

Points	Criteria
Maximum 30 points	Technical Offer
Maximum 20 points	Financial Offer
Maximum 50 points	Profile and Project References

The Contractor may contact candidates to convene an interview to facilitate the evaluation. If you have questions concerning these ToR, please contact: amiraglia@gencat.cat or nuriamanchado@gencat.cat

8. SELECTIONS AND PAYMENTS

The selected candidate will be notified by email on the selection of the offer. From that moment on, work can start according to the calendar. Payments will be done as it follows:

- Submission and approval of deliverables related to Activity 1: 40%
- Submission and approval of deliverables related to Activity 2: 60%

Payments will be done in a period of 60 days after reception and validation of the invoice. The Contractor is not responsible for banking costs that might be applied by the consultant(s) bank, neither for changes in currency exchange.