

# Terms of Reference

CONSULTANCY SERVICE FOR S4D CONCEPT DEVELOPMENT AND TECHNICAL LEAD SUPPORT EGYPT

## Technical specification:

CONSULTANCY SERVICE FOR S4D CONCEPT DEVELOPMENT AND TECHNICAL LEAD SUPPORT EGYPT

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### 1. Purpose

This technical specification encompasses an agreement between ISA and consultancy firm. In short this entails the development of several concepts (related- and non-related S4D), preparation and facilitation of on the ground project activities, monitoring, evaluation and learning of the project, communication of the project, awareness raising and overall project management.

The outcome will be a contract with ISA which will commit ISA to purchase the specified quantity of services. In addition, the consultancy firm will join the consortium as a strategic partner, having a collaborative partnership in which the ambition is to build each other's capacities throughout the project.

### 2. Tasks and responsibilities

The consultancy firm is expected to provide the following services:

1. Concept development
  - a. S4D manual development  
Development of a S4D-manual for the specific context in Egypt and the target groups and objectives of the EOSD project. The manual will be in both English and Arabic.
  - b. Training of Trainers (TOT) conception and materials development  
Based upon the S4D-manual and the extensive knowledge of Sports for Good a TOT for both S4D coaches and youth workers will be developed.
  - c. Development of an implementation manual for the Training of Trainers  
As a guiding document an implementation manual for the TOT will be developed. This manual will serve as a toolkit for the facilitators of the TOT. This manual will be written on both a strategic level (why and how) as an operational level (what kind of activities to facilitate). Manual will be in both English and Arabic.

- d. Conception of regional S4D networks  
Conception of the strategy behind a regional S4D network.  
This network will include the participating youth centres, community based organisations and other suitable Egyptian partners (e.g. schools or CBOs working with the specific target groups of girls or people with disabilities).
  - e. Conception of S4D tournaments  
Conception of the strategy behind the S4D tournaments (at least 5). During the tournaments a total of at least 1500 young people will be engaged, while another 1500 people will be involved and/or engaged through an accompanying awareness raising programme.
  - f. Conception of the legacy symposium  
Conception of the strategy behind a S4D legacy symposium.  
At least 100 selected stakeholders from the youth and sports sector in Egypt will be invited. During this legacy symposium a prominent role will be fulfilled by the young people, coaches and youth workers. Their experiences and learnings will be the focus of this legacy symposium.
  - g. Development of a model of delivery for the project  
A strong and comprehensive model of delivery for the project will at the end benefit the implementation of activities and the desired impact. Key within this model of delivery is to have diverse 'models of implementation'.
  - h. Conception of a mentoring programme for the trained S4D coaches and youth workers.  
Conception of the strategy behind a mentoring programme. This also includes how the implementation of the mentoring will look like. Within this mentoring programme international and Egyptian experts will support Egyptian S4D coaches and youth workers through regular site visits, where they can discuss their experience with the S4D approach and receive practical tips on how to improve their activities.
2. Preparation and facilitation of:
- a. Field visits for preparation: approximately two times 1,5 week to meet with Egyptian organisations in at least three Governorates; alignment meetings with the donor and Egyptian partners; site visits to youth centres and selection of the training sites and participants.
  - b. Needs analysis on the Egyptian youth, youth workers and coaches. With a specific focus on the engagement of girls and young women in sports and play and youth with disabilities.  
Meaning in-depth focus groups and interviews will be conducted with these target groups.

- c. Training for coaches and youth workers in Egypt (ToT).  
Content of this training will be for example a general introduction to the S4D method and specific methods on inclusion, adapted physical activity and gender equality
  - d. Follow-up trainings for coaches and youth workers on selected methodological issues according to needs identified through the mentoring programme
  - e. 2 Regional network meetings.  
These two regional network meetings will act as the kick-start of the regional networks. This network will include the participating youth centres, community based organisations and other suitable Egyptian partners (e.g. schools or CBOs working with the specific target groups of girls or people with disabilities).
  - f. 1 S4D legacy symposium  
Selected stakeholders from the youth and sports sector in Egypt will be invited to this legacy symposium. During this symposium a prominent role will be fulfilled by the young people, coaches and youth workers. Their experiences and learnings will be the focus of this legacy symposium.
3. Monitoring, evaluation and learning
- a. Evaluation on the concept development and facilitation of TOT 's  
Development of a tool to evaluate the above mentioned concepts and the TOT 's.
  - b. Development and adaptation of a questionnaire  
Development of a tool to measure the impact of the project on the young people who participate in the project activities
  - c. Evaluation of the project  
Responsible for the overall qualitative and quantitative evaluation of the project
  - d. Evaluation of the implementation  
Responsible for the evaluation of the implementation of activities on the ground
  - e. Evaluation and learning report  
Collected evaluation and learnings will be written down in an evaluation and learning report. This report will be written twice throughout the project. Namely halfway through (end of September 2024) and at the end (May 2025).
4. Communication & awareness campaign
- a. Internal project communication
  - b. External project communication in the form of a marketing and communication strategy - including media and social media management
  - c. Project Brand design and management
  - d. Development and implementation of an awareness raising campaign for the public at large to promote S4D

5. Project management

a. General management of the project

The general management of the project includes a.o.: weekly check-ins with project coordinator of ISA; monthly check-ins with the project team, monthly check-ins with the project partnership

b. Legal administration and contracting

c. Travel management

Applicants will be responsible for booking your own international logistics. This includes: flight tickets; visa and travel insurance.

d. Auditing and reporting

During the programme there will be an obligation to develop a rational report twice. Namely halfway through (end of September 2024) and at the end (May 2025).

### 3. Required qualifications & capacities

- Expertise and a proven track record in the following areas
  - Concept development and implementation in Sports for Development
  - Conception of Training of Trainers
  - Para-Sports / Adapted Physical Activity (work with YwD)
  - Promotion of HEPA (for both physical and mental health)
  - Experience in the empowerment of young people through sports and play
  - Multi-sports and play-based S4D-approach
  - Inclusive S4D-approach (vulnerable groups, minorities, gender-equality)
  - Marketing & communication. More specifically the development of a communication and awareness-raising campaign
  - Stakeholder Management in diverse Environments (vertical: local to international, horizontal: e.g. cross-sector, public, private, educational..)
  - Network - Building and Network Management
  - Monitoring, Evaluation & Learning
  - Safeguarding & Integrity
  
- Team members who will be involved in the coordination and implementation of the project will need to have an academic background and in practice experience in the fields of Sports for Good and/or Youth Studies
  
- Having previous experience in working in the Middle East & North Africa region is required
  
- Have the capacity to be able to start no later than 2/3 weeks after the approval of the contract
  
- Officially registered as a business

## 4. Evaluation criteria

### Essential criteria

- Applicant main line of business activity shall be Sports for Good.
- Please provide the necessary documentation for proof of your registration in-country (Trade Registry Gazette, Chamber of Commerce Registration, Tax Documentation, Circular of Signature for signatory person for the offer submitted)
- Full compliance with the technical Terms of Reference
- Offerors shall provide the CV of the trainers for the requested services
- Offers must be in euros (€) and not exceed the amount of €350.000
- The applicants agree that the submitted unit prices will remain fixed until the given end date of contract
- Being registered as a business

### Capability criteria (65%)

- Quality of the technical proposal  
The quality of the technical proposal will be assessed on:
  - The potential impact of the project:
    - on participants and participating organisations, during and after the project lifetime;
    - outside the organisations and individuals directly participating in the project, at local, regional, national and/or international levels.
  - Well grounded: The problem, risk or theme, target group, goals, approach and preconditions of the proposal are clearly described. The theoretical basis makes the effectiveness of the proposal plausible, based on theories and empirical knowledge.
  - Feasibility: e.g. implementation of the project activities against time and intensity and risk mitigation throughout the project
  - Project design and implementation
    - The clarity, completeness and quality of the work proposal, including appropriate phases for preparation, implementation, monitoring, evaluation and communication of the project
    - The appropriateness and quality of the methodology proposed for addressing the needs identified
    - The consistency between project objectives and activities proposed
    - Looking for innovative approaches for design and implementation
  
- Required qualifications and capacities of the applicant

- Experience and expertise in the fields of:
  - Concept development and implementation in Sports for Development
  - Conception of Training of Trainers
  - Para-Sports / Adapted Physical Activity (work with YwD)
  - Promotion of HEPA (for both physical and mental health)
  - Experience in the empowerment of young people through sports and play
  - Multi-sports and play-based S4D-approach
  - Inclusive S4D-approach (vulnerable groups, minorities, gender-equality)
  - Marketing & communication. More specifically the development of a communication and awareness-raising campaign.
  - Stakeholder management in diverse environments (vertical: local to international, horizontal: e.g. cross-sector, public, private and educational)
  - Network building and network management
  - Monitoring, evaluation & learning
  - Safeguarding & Integrity
- Previous experience in working in the Middle East & North Africa region
- Academic background and in practice experience in the fields of Sports for Good and/or Youth Studies of the team members
- Availability to start no later than 2/3 weeks after the approval of the contract

#### Sustainability criteria (15%)

- The quality of the plans for ensuring the sustainability of the project: its capacity to continue having an impact and producing results after the project ends
- Projects should be designed in an eco-friendly way and should incorporate green practices in all its facets. Organisations and participants should have an environmentally-friendly approach when designing the project

#### Commercial criteria (20%)

- Cost-efficient of proposal: How well does the proposed budget align with the stated objectives and proposed project activities
- Commercial competitiveness: All of the applications will be compared with each other. While comparing, a focus will be on the technical proposal in relation to cost-efficiency.