

Ensuring the dignity and resilience of vulnerable communities through socio-economic empowerment (EDRVCSE)

*Terms of Reference (ToR) for contracting an **Expert (or 2) in entrepreneurship education and business development** to provide counseling and entrepreneurial skills training services to Moldovan beneficiaries and Ukrainian refugees from the South of Moldova (cities of Cimislia, Causeni, Cahul and Comrat), who need to identify their interests and develop their entrepreneurial skills. Initially, the expert will deliver intensive entrepreneurship counseling training.*

People in Need (PIN) Moldova is launching a Call for **Proposal** to select one or two *entrepreneurship education and business development experts* who will provide entrepreneurship counseling to 100 project beneficiaries "*Ensuring dignity and resilience of vulnerable communities through socio-economic empowerment*". The 100 people will receive **business-oriented training** to identify their interests, develop their entrepreneurial skills, and explore employment or self-employment opportunities.

Background

People in Need (PIN) is an international humanitarian and development organization founded in 1992 by a group of journalists from the Czech Republic. As one of the largest non-profit organizations in Central and Eastern Europe, in addition to humanitarian aid and development cooperation, PIN is also active in areas such as human rights, education, and social inclusion. PIN implements projects supporting hundreds of thousands of people affected by crises, conflicts, exclusion, poverty, persecution, and harassment in over 30 countries worldwide.

People in Need (PIN) has been working in Moldova since 2003, providing development assistance and emergency support to the population in areas such as civil society and inclusive governance, emergency response and recovery, social inclusion and protection, rural development, livelihoods, human rights, and media literacy. Since the beginning of the war between Ukraine and Russia, PIN has provided emergency assistance in the form of protection and legal aid, as well as cash transfers for thousands of people from both Ukraine and Moldova. Protection assistance focuses on psychosocial support for refugees and the host population and support through local civil society organizations working with refugees. PIN has

been able to reach one in every ten people in the country, including through collaboration and partnerships with 146 organizations over time. The current country portfolio is funded by the European Union, Czech Aid, UNICEF, and PIN's public fundraising efforts.

1. Information on the project

The overall objective of the project, *"Ensuring the dignity and resilience of vulnerable communities through socio-economic empowerment,"* is to provide entrepreneurial training and grant support to Ukrainian refugees and Moldovans from all southern districts of Moldova in developing a business idea (start-up) or expanding an already existing business.

This project will strengthen the socio-economic resilience and inclusion of Moldovans and Ukrainian refugees by equipping beneficiaries with the skills to identify entrepreneurial areas of interest and through training in entrepreneurial skills and competencies, benefitting from mentorship and support to develop business ideas.

2. Purpose of the activities

The expert in entrepreneurship education and business development will advise the beneficiaries enrolled in the project in the 4 key regions in the South of the RM and will assist in identifying people willing to develop a business idea. **The training approach** will combine **theory and practice (50/50 ratio)**, using various tools such as case studies, digital resources, simulations, and expert-led sessions.

The program will be conducted **offline** for 2 weeks in 4 key regions in the South of Moldova (Cimislia, Causeni, Cahul, and Comrat) in **Romanian and Russian** languages, with topics covering:

- *Planning*
- *Management* (human resources, stress management, conflict mediation)
- *Finance* (funding sources, investors, grants)
- *Marketing* (social media, analytics, branding)
- *Export* (customs, EU market regulations)
- *Value chains* (collaborations, market competitiveness)
- *Promotion* (trade fairs, virtual exhibitions, partnerships, etc.)

Training content may be adjusted based on participants' feedback to ensure **relevance and effectiveness**.

At the end of the training program, participants will compete in a business pitch event, presenting the business plans developed during the acceleration program. The winners will be selected based on the scores given by a panel of experts and will receive financial support in the form of non-repayable grants of up to 6000 euros. The grant will be provided for the purchase of equipment, machinery, materials for promotion campaigns, and obtaining quality certificates.

3. Activity Area and Specific Tasks:

- Development and delivery of one-day intensive **business-oriented training** intensive courses in 4 regions of Southern Moldova (Cimislia, Causeni, Cahul, and Comrat) for 100 unique female and male, 18-55 years old, Moldovan and Ukrainian beneficiaries from all 13 Southern regions of the RM.
- Prepare the necessary questionnaire to identify beneficiaries interested in participating in the 10-day entrepreneurship training, in which participants will present their business concept, vision, and training needs.
- Identification and development of entrepreneurial training modules for 40 selected beneficiaries and planning of a 10-day course of entrepreneurial training, mentoring and support for the development of business ideas and business plans, which will include topics such as: *Strategic planning*; *Management* (human resources, stress management, conflict mediation); *Finance* (funding sources, investors, grants); *Marketing* (social media, analytics, branding); *Export* (customs, EU market regulations); *Value chains* (collaborations, market competitiveness); *Promotion* (trade fairs, virtual exhibitions, partnerships); *RM legislation in labor and business* especially concerning migrants and refugees; *Motivation*; *Communication*; *Born-out* and other areas requested by the beneficiaries but falling within the profile and competence of the expert.
- Training will combine theory and practice, using various tools such as case studies, digital resources, simulations, etc.
- Organization and facilitation of entrepreneurial training sessions for 10 days in the cities of Cimislia, Causeni, Cahul, and Comrat for project beneficiaries

who want to launch a business (start-ups) or/and those who want to develop their existing businesses.

4. Deliverables

- A program for entrepreneurial counseling sessions.
- Questionnaire to identify beneficiaries interested in participating in entrepreneurship training (next project activity).
- 4 intensive one-day counseling sessions for a total of 100 beneficiaries in the cities of Cimișlia, Căușeni, Cahul, and Comrat.
- A program that includes modules for the 10-day intensive entrepreneurial training course, covering topics such as: *Strategic planning; Management; Finance; Marketing; Value chains; Promotion; Labor and business legislation in Moldova; Motivation; Strategic planning; Communication; Burnout*, and other areas requested by beneficiaries that fall within the expert's profile and expertise.
- 4 entrepreneurial training sessions for a total of 40 participants, lasting 10 days each, in the cities of Cimișlia, Căușeni, Cahul, and Comrat.
- 4 pitch-speech sessions lasting one day for a total of 40 participants in the cities of Cimișlia, Căușeni, Cahul, and Comrat

5. Duration period and Effort:

The total duration period of the required tasks is no more than 3 months (May - July 2025) and will be accomplished according to the project activity plan.

6. Required qualifications, skills, and experience:

- University degree, Master's degree, or equivalent advanced studies in management or economics.
- At least 5 years of experience as an expert/consultant in relevant fields, with supporting documents.
- At least 3 entrepreneurial training modules or references demonstrating the applicant's skills in entrepreneurial training, participation in different activities, and working groups.
- Willingness to travel to the southern regions of the RM (Cimislia, Causeni, Cahul, Comrat).

7. The application file will include:

- Motivation letter (max. 2 pages) in which the candidate will express their interest in the position and justify why they consider themselves suitable, as well as present their vision on how they intend to accomplish the proposed tasks.
- The candidate's detailed CV (max. 3 pages) demonstrating an in-depth technical skill set and focus on the requested area of expertise, at least three references from individuals or organizations should be included.
- *Financial offer*: the price requested for the amount of work to be performed, rate per day, in MDL, with specific indication of the gross amount requested (all taxes included – income tax, health insurance and social security contribution). The financial offer must also include transportation/travel expenses.
- Contract Duration with PIN from May 1, 2025, to July 31, 2025.
- *Evidence of experience*: links or references to training, roundtables, blog posts presenting.
- Copy of documents confirming relevant studies and experience in entrepreneurship education, business development, and other relevant fields.

The selection process will proceed as follows:

Candidates will be evaluated by an Evaluation Committee based on the criteria listed in Section 7. PIN reserves the right to enter into negotiations with candidates regarding the financial offer they proposed before finalizing the selection process. The technical offer will be weighted at 60%; the financial offer will be weighted at 40%.

The technical offer will be a key evaluation criterion, considering both the qualifications and experience of the candidate and the specific products required for the mission. To ensure a fair and efficient selection process, the technical proposal will have the highest weight in the final decision.

Incomplete application files will not be considered. After receiving and analyzing the CVs and Motivation Letters, candidates will be evaluated by the Evaluation Committee.

Cumulative analysis

The award of the contract will be made to the expert/team whose offer has been evaluated and determined to be:

a) responsive/ compliant/ acceptable

(b) which has received the highest score out of a pre-established set of weighted technical and financial criteria specific to the request.

* Weighting of technical criteria - 60% (60 points).

* Financial criteria weighting - 40% (40 points).

Criteria	Score (points)	Maximum Points Achieved
Technical Evaluation		
Studies in management or economics	Bachelor's Degree – 3 point Master's Degree – 7 points PhD in Law – 10 points	10
Experience as an expert/consultant in relevant fields	5 years - 5 points Each additional year – 3 points, up to a maximum of 20 points	20
Facilitate of at least 3 events with discussion sessions and workshops	No – 0 points Yes– 10 points	10
Similar proven training in entrepreneurship	3 trainings – 5 points Each additional training – 1 point, up to a maximum of 15 points.	15
Oral and written communication skills in Romanian, Russian and English:	Ro & Ru – 2 points Ro, Ru & En – 5 points	5
Punctaj tehnic maxim total:		60

Minimum Technical Threshold: Only applicants who obtain a minimum technical score of 42 points will be considered for financial evaluation.

Financial Evaluation	
The evaluation of the submitted financial offers will be based on the following formula: $S = (F_{\min} / F) * 40$	40

Where: S – score obtained in the financial evaluation; F_{min} - the lowest financial offer among all the offers submitted and qualified after the technical evaluation round; F – the financial offer being considered.	
Punctaj financiar maxim total	40

8. Submission of Application:

The candidates' application files must be submitted electronically to the following email address: tender.moldova@peopleinneed.net with the subject line of the message: *"Expert in Entrepreneurial Education and Business Development"* by **April 21, 2025, 23:59.**

9. Contact Information:

For any further questions, please contact e-mail: tender.moldova@peopleinneed.net.