

**TERMS of REFERENCE (TOR)**

<b>No. Vacancy</b>	:	<b>016/UCLG ASPAC/RCN/2024</b>
<b>Post Title</b>	:	<b>Capacity Building - Product and Business Development</b>
<b>Division/Project</b>	:	<b>Kalibaru Hub Programme</b>
<b>Duty Station</b>	:	<b>Onsite</b>
<b>Duration</b>	:	<b>4 months</b>
<b>Posting Date</b>	:	<b>3 June 2024</b>
<b>Extension Closing Date</b>	:	<b>30 June 2024</b>

**A. BACKGROUND / INTRODUCTION**

The Kalibaru Hub initiative, aimed at fostering sustainable development and economic empowerment in the Kalibaru community, requires specialised support to enhance the capacities of community members in product and business development. In line with this objective, the services of a trainer are sought to provide targeted training and capacity-building sessions as well as conduct regular mentoring for the Kalibaru community.

The service provider's scope of work is to assist community members with the essential skills and knowledge required for effective product development, with a particular focus on harnessing the potential of green mussel shell waste and other locally available resources. Additionally, the selected service provider shall offer comprehensive training and guidance to community members on various aspects of business development, including conducting market research, refining branding strategies, and implementing effective marketing techniques. By equipping them with the aforementioned capabilities, UCLG ASPAC seeks to enhance the commercial viability of the products and contribute to the sustainable economic growth of the Kalibaru community.

**B. OBJECTIVES**

The objective of this procurement is to recruit one (1) individual/company to deliver services focused on building capacity in product and business development. Capacity building is to empower the Kalibaru community with the skills and knowledge required to enable them with innovative and effective product marketing and visibility. With comprehensive training, mentorship, and a proposed and approved log frame, the individuals/companies will facilitate the community's transition towards self-reliance, collaboration, and long-term prosperity within the Kalibaru Hub initiative.

**C. SCOPE OF WORK**

The individual/company will be responsible for facilitating capacity-building activities tailored to the specific needs of the Kalibaru community in the areas of product and business development. The scope of work includes, but is not limited to, the following:

### 1. Capacity Building for Community on Product Development:

- Conducting comprehensive training sessions to equip community members with the necessary skills and knowledge for effective and quality product development as well as its packaging.
- Facilitating workshops and hands-on learning experiences to foster creativity, innovation, and sustainable practices in product development.
- Offering mentorship and ongoing support to community members throughout the product development process, including feedback and refinement.

### 2. Capacity Building for Community on Business Development:

- Developing training modules on fundamental business development concepts and strategies, tailored to the context and needs of the Kalibaru community.
- Conducting sessions on market research, and identifying target markets to inform product positioning and marketing strategies.
- Assisting community members in developing branding strategies, including brand identity, messaging, and visual aesthetics, to enhance product visibility and appeals.
- Guiding marketing techniques, including digital marketing, social media engagement, and establishing distribution channels, to effectively reach target audiences and drive sales.

#### D. DELIVERABLES

1. Comprehensive training modules on product development and business development tailored to the needs and resources of the Kalibaru community.
2. Conducting a tool (pre-posttest) to assess the community's capacity before and after receiving the training to show the progress of their skills.
3. Conducting training sessions and workshops on business development strategies, including market research, branding, and marketing techniques.
4. Evaluation report of product and business development of all activities which include the implementation of training sessions, participant feedback, and any adjustments made to the training approach.

**Following the responsibilities above, the individuals/companies should submit the Timesheet and Progress Report.**

#### E. QUALIFICATION and REQUIREMENTS of SERVICES

The capacity building on product and business development should provide the services as following details:

1. Proven experience working and collaborating with local communities and local cooperatives or MSMEs (Micro, Small and Medium Enterprises).
2. Demonstrated experience in product development, with a focus on sustainable products and community-driven initiatives.
3. Expertise in business development strategies, including market analysis, branding, and marketing.

4. Strong communication and facilitation skills to effectively engage with community members and deliver training sessions.
5. Familiarity with the local context and challenges the Kalibaru community faces to enable tailored support and guidance.
6. Proven ability to work collaboratively with diverse stakeholders and adapt training approaches to meet the community's needs.

#### **F. SUPPORTING TEAM**

The post will be supervised by the Learning and Capacity Building Coordinator of UCLG ASPAC as Project Coordinator of Kalibaru Hub.

#### **G. HOW TO APPLY**

This opportunity is open to one (1) individual/company. Interested individuals/companies should submit their portfolio, propose agenda, and quotation with subject **“Product and Business Development”** to [procurement@uclg-aspac.org](mailto:procurement@uclg-aspac.org) and copy to: [dianka.firsta@uclg-aspac.org](mailto:dianka.firsta@uclg-aspac.org) by **30 June 2024**. Interviews will be scheduled as soon as suitable individuals/companies are identified, potentially before the deadline. Only shortlisted individuals/companies will be contacted.