



## OPPORTUNITY: MED4WASTE Project

# Social Entrepreneurship Programme for Integrated Waste Management

Terms of Reference

## A. BACKGROUND AND CONTEXT

### 1. The MED4WASTE Project

Med4Waste is a capitalization project funded by the ENI CBC MED program focusing on waste management prioritization. The objective of the Med4Waste project is to facilitate the emergence of new governance models for integrated and efficient urban waste management policies in the Mediterranean, with a particular emphasis on organic waste and the circular economy. This involves adapting waste management plans, policies, and other management actions, as well as normative factors, in selected territories.

Med4Waste focuses on identifying successful and effective waste management practices developed by other projects, disseminating them, and integrating them into policies and public plans led by relevant public or private actors.

The project is implemented in 6 countries in the region, including Spain, Greece, Tunisia, Lebanon, Jordan, and Italy.

### 2. Social Entrepreneurship Program for Integrated Waste Management:

Through this program, the MED4WASTE project aims to promote social entrepreneurship in the field of waste management, with a focus on innovative and integrated solutions.

MED4WASTE will provide 12 subcontracting procedures to implement a €5,000 action in support of 6 beneficiary municipalities through the mentoring program:

- Municipality of Byrain (Jordan)
- Municipality of Madaba (Jordan)
- Municipality of Diar el qanon (Lebanon)
- Municipality of Akkar el Attika (Lebanon)
- Municipality of Msaken (Tunisia)
- Municipality of Mahdia (Tunisia)

### **This terms of reference concern only the municipality of Deir El Qanon**

Based on the identified needs and challenges for each municipality, the subcontracting procedure will target local SMEs, NGOs, and other stakeholders of each subnational authority. This process will support these SMEs/NGOs or others in developing socially valuable waste management solutions and technologies that can address the challenges faced by participating local authorities.

## B. Action Description

### **Challenge 1 :**

A dedicated Awareness Raising Campaign aiming at encouraging citizens to resume sorting at source and further encourage them to place an additional focus on producing “clean organic waste”.

### **Objective:**

The objective of this project is to implement a dedicated Awareness Raising Campaign in the Municipality of Deir Qanoon El Naher, Lebanon, with the aim of encouraging residents to

resume sorting waste at the source and emphasize the production of "clean organic waste." The campaign seeks to re-energize the community and address the challenges caused by the complex crisis and changing demographics.

**Tasks:**

1. Conduct an assessment of the current waste management situation in Deir Qanoon El Naher, including the level of waste sorting at the source and the challenges faced. Identify the key areas for improvement and prioritize target groups for the awareness campaign.
2. Develop a comprehensive strategy for social media platforms to effectively reach and engage with the community. This strategy should include creating informative and engaging content, sharing success stories, and promoting the benefits of waste sorting and producing clean organic waste. Utilize targeted advertising and community engagement tactics to maximize the campaign's reach and impact.
3. Organize door-to-door visits to households in Deir Qanoon El Naher to directly engage with residents, provide them with educational materials, and address their concerns and questions regarding waste sorting. Encourage residents to actively participate in the campaign and reinforce the importance of sorting waste at the source.
4. Select a neighborhood in Deir Qanoon El Naher to serve as a prototype for waste management practices. Implement targeted initiatives, such as renewing existing recycling bins, organizing neighborhood clean-up activities, and showcasing the benefits of producing clean organic waste. Monitor and evaluate the impact of these initiatives to assess their effectiveness in motivating behavioral change.
5. Regularly monitor and evaluate the progress and impact of the awareness campaign. Collect data on waste sorting rates, community engagement, and feedback from residents. Use this information to adjust strategies and tactics as needed to maximize the campaign's effectiveness.

**Challenge 2 :**

A Capacity Building programme aiming at training residents on "Backyard composting" and equipping them with the required skills to undertake this activity in their own backyards.

**Objective:**

The objective of this capacity building program is to empower residents of Deir Qanoon El Naher (DQN) with the necessary skills and knowledge to practice backyard composting, thereby reducing the amount of organic waste generated by households. The program aims to create a pilot group of residents who will serve as examples and advocates for backyard composting, encouraging its adoption among all concerned residents.

**Tasks :**

1. Select a pilot group of 100 residents considering factors such as diversity in demographics and geographic distribution
2. Develop a comprehensive training curriculum on backyard composting techniques.

3. Organize training sessions for interested residents, covering topics such as composting methods, waste segregation, maintaining composting bins, and utilizing compost in gardens.
4. Provide the selected households with necessary materials such as composting bins, tools, and instructional materials.
5. Establish a monitoring system to track the progress and outcomes of the pilot group's backyard composting activities.
6. Conduct regular visits and assessments to evaluate the effectiveness of the program and address any challenges faced by participants.
7. Collect feedback from the pilot group to continuously improve the program and address any concerns or suggestions.

### C. Objective of the action

In the implementation of the aforementioned subcontracting procedure, BUSINESSMED is seeking the services of local and national companies to support the implementation of one of the challenges aiming to establish a strong relationship between the municipality and businesses with the goal of improving waste management. This collaboration is essential for promoting sustainable and efficient practices.

The municipality can benefit from the technical expertise of companies, their advanced technologies, and their ability to implement effective waste collection, sorting, and recycling initiatives. Additionally, businesses can benefit from facilitated access to municipal infrastructure, both for waste collection and the valorization of recyclable materials. This close collaboration between the municipality and businesses creates synergy that optimizes resources, reduces costs, and generates sustainable environmental and economic benefits for the local community.

### D. Methodology

The methodology for implementing the above actions must be proposed and described in detail by the applicant.

The applicant is required to include in their technical and financial proposal the methodology for implementing the above actions, as well as the associated costs.

**The applicant must choose and respond to one of the presented challenges.**

### E. Budget :

The budget allocated for the implementation of each solution is €5,000. The planned actions should not exceed the mentioned budget.

### F. Deliverables and Timeline

The mission is expected to start in July 2023 for a period of 3 months until September 2023. The applicant will develop a detailed work plan to define and clarify the tasks and necessary timelines based on the general work plan outlined below:

	<b>Tasks</b>	<b>Deliverables</b>	<b>Timeline from the start of the contract</b>
<b>0</b>	<b>Meeting with municipality</b>	- Report detailing the implementation process	1 week
<b>1</b>	<b>Initial report</b>	- - Initial report including a work plan and detailed methodology for review and approval by the BUSINESSMED team & Municipality	1 week
<b>2</b>	<b>Implementation of the action</b>	- Report on the progress of the implementation	2 months and half
<b>3</b>	<b>Follow-up and support</b>	- The contractor must provide support to the municipalities after implementation (support will be specific to the challenge)	Two weeks before the end of the contract

### **G. Contractor qualifications and selection criteria**

Applicants must provide the following general qualifications:

For the 1st Challenge:

- A proven track record in waste management, particularly in the areas of waste sorting, recycling, and organic waste management. Experience in implementing waste management projects in similar contexts or communities will be an advantage.
- Expertise in designing and implementing effective awareness raising campaigns related to waste management.
- Technical competence in waste management, environmental sciences, communications, and behavior change.
- A track record of executing similar projects for local authorities, municipalities, or organizations.
- Familiarity with the local context, culture, and language is desirable.

For the 2<sup>nd</sup> Challenge

- Experience in delivering training programs related to waste management and composting techniques.
- Knowledge of backyard composting methods and practices.
- Ability to provide hands-on training and mentoring support.
- Capacity to monitor and evaluate the effectiveness of the program.
- Previous experience working with local communities, municipalities, or organizations in similar projects.

### **H. Content of submissions**

#### **a) Technical proposal**

- Explanatory note on the understanding of the Terms of Reference (TdR) and reasons for the application.
- Brief presentation of the methodological approach and organization of the proposed mission.
- CVs including relevant experience.

**b) Financial proposal**

To facilitate the comparison of financial offers by the requesting service, bidders are recommended to provide a breakdown of the proposed amount. The budget breakdown should specify the fees and all associated costs, taking into account the number of anticipated working days, scheduled activities, deliverables, as well as the number of days in the field, as described in the technical proposal. Payments will only be made based on delivered products, i.e., upon presentation of the results of the services specified in the TdR and after validation of these deliverables by the competent authorities. The contract will be awarded to the bidder whose offer is evaluated and confirmed as:

- In line with the Terms of Reference of the mission.
- Having the highest combined score for the technical and financial offers (with a weighting of 70% for the technical offer and 30% for the financial offer).

Only bidders who obtain a minimum of 70 points for the technical offer will be considered for the financial evaluation.

**I. Selection Criteria**

Summary of technical submission evaluation forms	Weighting coefficient of the score	Maximum Points
Expertise of the Firm/Office	20 %	20
Methodology, approach and work plan	30 %	30
Financial Proposal	20 %	20
Qualifications of Personnel/Team	50 %	30
Overall Total		100

**J. Annex :**

- 1- Technical proposal