



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 Madaba.

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. Description de l'action :

Challenge 1 :

A dedicated Awareness Raising Campaign aiming to promote waste sorting and recycling at the source by increasing the number of participating homes and shops by encouraging community engagement in sustainable waste management practices.

Objective:

- a) Increase the participation of residential and commercial sectors in waste sorting from the source.

- b) Educate and motivate individuals to properly sort their waste and increase the quantity of recyclable materials.
- c) Reduce the amount of waste sent to landfills and promote sustainable waste management practices.

Tasks:

- 1- Campaign Planning and Strategy:
 - Develop a comprehensive awareness campaign plan, including objectives, target audience analysis, key messages, and communication channels.
 - Identify appropriate strategies and tactics to effectively engage and motivate the community to participate in waste sorting.
- 2- Content Development and Materials Production:
 - Create informative and engaging content for different communication channels, including brochures, posters, videos, social media posts, and website content.
 - Design and produce visually appealing and informative materials to support the campaign.
- 3- Campaign Implementation:
 - Conduct awareness sessions, workshops, or community events to educate residents and business owners about waste sorting best practices.
 - Distribute campaign materials and provide guidance on how to properly sort waste at the source.
 - Collaborate with relevant stakeholders, such as community centers, schools, and local businesses, to maximize campaign reach and impact.
- 4- Monitoring and Evaluation:
 - Establish a monitoring and evaluation framework to measure the campaign's effectiveness and assess community participation.
 - Collect data on the increase in waste sorting practices, volume of recyclable materials collected, and overall community feedback.
 - Regularly evaluate the campaign's progress and identify areas for improvement.

Challenge 2 :

The municipality of Madaba aims to enhance waste sorting and management at the local waste station by providing training to personnel.

Objectives:

- Increase the quantity of properly sorted materials from the residential and commercial sectors.
- Enhance the knowledge and skills of personnel in waste sorting, recycling, and disposal.
- Improve overall waste management practices at the waste station.

Tasks :

- a) Training Program Development:
 - Develop a comprehensive training program covering all relevant aspects of waste management, including waste sorting techniques, recycling procedures, and proper disposal methods.
 - Customize the training program to meet the specific needs and challenges faced by the waste station in Madaba.

b) Training Delivery:

- Conduct training sessions for the trainees, providing them with the necessary knowledge and skills for effective waste sorting and management.
- Deliver theoretical and practical training, incorporating hands-on exercises and real-life scenarios.

c) Monitoring and Evaluation:

- Establish a monitoring and evaluation mechanism to assess trainees' progress and the effectiveness of the training program.
- Conduct regular evaluations to identify areas for improvement and provide additional support, if required.

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:

	Tasks	Delivrables	Timeline from the start of the contract
0	Meeting with municipality	- Report detailing the implementation process	1 week
1	Initial report	- - Initial report including a work plan and detailed methodology for review and approval by the BUSINESSMED team & Municipality	1 week
2	Implementation of the action	- Report on the progress of the implementation	2 months and half
3	Follow-up and support	- 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:

- Demonstrated experience and expertise in developing and implementing successful awareness campaigns.
- Ability to create engaging and informative campaign materials.
- Cost-effectiveness and ability to deliver within the allocated budget.
- Previous successful campaign implementations and references.
- 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 2nd Challenge

- Experience in delivering training programs related to waste management and composting techniques.
- Availability of qualified trainers with a strong background in waste sorting and management.
- Ability to provide hands-on training and mentoring support.
- Previous successful training implementations and references.
- 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).
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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
Qualifications of Personnel/Team	50 %	50
Overall Total		100

J. Annex :

- 1- Technical proposal
- 2- Financial proposal