



Centre for Environment and Development
for the Arab Region and Europe

Terms of Reference (ToR)

Consultancy Firm to Implement Women's Agri-Business and Value Chain Interventions – Beheira Governorate

Project Title

Al Murunah: Building Climate Resilience through
Enhanced Water Security in MENA

Project Implementation Period

November 2025 – March 2026

Project Funded by

UK Government

Implemented by

Centre for Environment and Development for the Arab Region and Europe (CEDARE) in
partnership with the International Water Management Institute (IWMI)

Pilot Location

Beheira Governorate

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Executive Summary

This consultancy seeks qualified consulting firms to implement women's agri-business and value chain interventions in Beheira Governorate under the Al-Murunah+ Project. The assignment includes conducting a business plan on agribusiness opportunities, delivering three business skills training sessions for 150 couples, supporting procurement and delivery of inputs/equipment for women-led initiatives, and training local facilitators to ensure sustainability. The consultancy aims to enhance women's participation in local agricultural value chains and strengthen their economic empowerment.

1. Background on Implementing Agency

The Centre for Environment and Development for the Arab Region and Europe (CEDARE), established in 1992, is an international intergovernmental organization that supports sustainable development efforts across the Arab region. CEDARE provides policy advice, capacity development, applied research, and knowledge sharing in areas such as integrated water resources management, environmental governance, green economy, and climate change. It works closely with governments, civil society, and international partners to foster sustainable solutions.

2. Project overview

The Al-Murunah Project is a UK-funded regional project implemented across Egypt, Jordan, Lebanon, and the Occupied Palestinian Territories. In Egypt, it is led by International Water Management Institute (IWMI) in collaboration with CEDARE. The project aims to enhance water security in the region through integrating nature-based solutions (NbS) for water and agricultural management.

Al Murunah+ extension focuses on gender-responsive interventions to strengthen household resilience, promote women's economic empowerment, and support sustainable community practices in pilot sites.

This consultancy falls under **Pathway II** – Women's Agri-Business Capacity and Value Chain Development, which targets **150 couples** (already engaged in Pathway I EA\$E sessions). The pathway combines training, development of a business plan, and support to women-led agribusiness initiatives linked to NbS. The consultancy firm will be coordinated with the contracted WRO that lead Pathway I and Pathway III to implement their assigned scope of work.

3. Overview of the Consultancy

The consultancy firm will design and implement a package of economic interventions aimed at strengthening women's role in local agribusiness and value chains. The assignment combines:

- Conducting a business plan of potential small-scale agribusiness opportunities in Beheira Governorate

- Implementing three structured training sessions on business and economic skills (based on the EA\$E manual, with contextualization as needed)
- Lead procurement and delivery of equipment and inputs

4. Objectives of the Consultancy

- Assess and identify socially and economically viable agri-business opportunities for women in Beheira.
- Adapt and deliver three EA\$E-based business skills sessions for 150 couples.
- Provide recommendations for women's sustainable integration into local markets.
- Lead asset transfers and procurement processes for selected women's agri-business initiatives.

5. Scope of Work

The consulting firm will be responsible for designing and implementing a **comprehensive Business Study and Economic Intervention Plan** that supports women's integration into agri-business and value chains in Beheira Governorate. This includes:

Initial Consultation

- Conduct meetings with CEDARE to align on project goals, objectives, and requirements.
- Analyze the current situation in target communities, including strengths, weaknesses, opportunities, and threats (SWOT analysis) related to women's agribusiness opportunities.

Market Research and Analysis

- Gather data and conduct market research to identify agribusiness and value chain opportunities (e.g., crop production, agro-processing, agricultural by-products, waste recycling).
- Analyze market dynamics, competitor landscape, demand and supply gaps, and potential entry points for women entrepreneurs.
- Assess barriers to women's participation and propose solutions to overcome them.

Business Plan Development

- Develop a tailored business plan/model for women's agri-business interventions, aligned with project objectives and market insights.
- Outline potential business models, value propositions, and operational strategies.
- Incorporate financial projections including cost structures, income forecasts, and sustainability considerations.
- Identify opportunities for linking women entrepreneurs to markets and NbS-related value chains.

Strategy Formulation

- Collaborate with project partners to formulate strategic interventions and actionable steps to support women-led agribusiness initiatives.
- Identify Key Performance Indicators (KPIs) and milestones to monitor progress and measure success.

Document Preparation

- Compile all findings, analyses, and recommendations into a comprehensive **Business Plan Document**.
- Ensure clarity, professionalism, and accessibility in presentation, including charts, visuals, and practical guidelines for beneficiaries and partners.

Review and Revision

- Present the draft business plan to CEDARE for feedback.
- Incorporate revisions and refinements based on inputs from project partners.

Presentation and Delivery

- Deliver a formal presentation of the business plan and training approach to CEDARE
- Prepare materials for knowledge transfer and possible replication/scaling of interventions.

6. Expected Deliverables

- Inception report and detailed workplan.
- Draft business plan after initial consultation.
- Market research findings report.
- Feasibility study report highlighting viable agri-business opportunities.
- Finalized business plan document (electronic and hard copies).
- Adapted EA\$E training modules.
- Delivery of three EA\$E-based training sessions for 150 couples.
- Procurement and delivery plan for inputs/equipment.
- Procurement and delivery plan with follow-up.
- Progress reports (weekly/monthly).
- Final report with recommendations and lessons learned.

7. Eligibility Requirements for Consulting Firms

Legal and Institutional Status

- Legally registered and licensed consultancy firm in compliance with national laws.
- Compliant with all applicable legal, tax, and regulatory requirements.
- No restrictions preventing operation in Beheira Governorate.

Relevant Experience

- Extensive experience in micro businesses, market systems and economic interventions, preferably in women's economic empowerment, gender equality, and rural livelihoods.
- Proven expertise in delivering training and capacity building in rural communities, including addressing literacy challenges and ensuring women's participation.
- Demonstrated collaboration with local stakeholders (e.g., agricultural cooperatives, community leaders, government entities).
- Previous experience managing donor-funded projects, with compliance to reporting, monitoring, and evaluation requirements.
- Familiarity with gender-related programs and environmental activities.
- Experience in writing reports and presenting research findings.
- Awareness of context, humanitarian situation and cultural practices in target communities.
- Demonstrated writing and oral communication skills in Arabic and English.
- Ability to establish priorities in a time-sensitive environment and meet deadlines with strong attention to detail and quality.
- Work collaboratively within very tight time constraints

Human Resources and Technical Capacity

- Qualified team with expertise in facilitation, rural development, and training delivery.
- In-house expertise in Monitoring, Evaluation, Accountability, and Learning (MEAL).
- Ability to provide management oversight and support to local facilitators throughout the project cycle.
- Capacity to guide and support women beneficiaries and link them to service providers (health, legal, psychosocial, market access).

Operational Capacity

- Strong ability to coordinate logistics with local actors in target villages.
- Functional administrative systems for procurement, finance, and human resources management.

Financial Capacity

- Proven ability to manage budgets and maintain accurate financial records.
- Experience meeting donor compliance and financial reporting requirements.

8. Duration & Time Schedule

The consultancy is expected to last **5 months** from contract signing. Consultancy start and end date: From **1 November 2025** to **30 March 2026** for this assignment, including planning, inception, research, and reporting (Dates are tentative. Subject to change).

Please use the below timeline to indicate division of days. It will not be binding and can be amended according to the discussion between the project team and the consultant.

Deliverable / Activity	Timeline (Indicative)
Inception Meeting & Workplan	
Initial Consultation (objectives alignment, stakeholder mapping)	
Market Research & Data Collection (agribusiness opportunities, value chain mapping)	
Business Study Development (analysis of findings, drafting models, financial scenarios)	
Strategy Formulation (identifying viable interventions, women's integration pathways)	
Procurement & Delivery Planning	
Training Sessions (3 EA\$E-based modules for 150 couples)	
Document Preparation (draft reports, training manuals, recommendations)	
Review & Revision (with project team feedback)	
Final Report & Presentation	

9. Payment Schedule

Payments will be linked to deliverables and tax invoices.

10. Submission Requirement

Interested consulting firms should submit:

- Technical proposal (understanding, methodology, work plan, team).
- Financial proposal with cost breakdown (attached a drafted sheet for reference)
- Audited financial statements for at least the past two years.
- CVs of team members.
- Samples of relevant assignments.
- Company profile and registration documents.

11. Technical Proposal Components

- Understanding of the Assignment
- Proposed Methodology and Approach
- Work Plan and Timeline
- Training Plan
- Community Engagement Strategy/ Operational plan
- Team Composition and Profiles
- Institutional Capacity and Relevant Experience

12. Evaluation Criteria

Criterion	Weight (%)
Technical Proposal	70%
Financial Proposal	30%

13. General Conditions

- CEDARE reserves the right to accept or reject any proposal without providing reasons.
- CEDARE reserves the right to cancel or re-launch the call for proposals without financial obligation.
- Applicants are not entitled to claim compensation in the event of cancellation or modification of this call.

14. Instructions and Submission Procedures

Interested firms are requested to submit the required documents, together with both the technical and financial proposals, **in two separate sealed envelopes**. Proposals must be delivered by hand or via courier service to the following address no later than **16 October 2025**:

CEDARE Building, 2 Hegaz Street – Heliopolis Bahary – next to CIB Maryland Branch – Cairo

Both envelopes must be clearly marked with the following statement:

“Proposal Request – Women’s Agri-Business Value Chain Interventions – [Name of Firm]”

For inquiries, please send any questions to: almurunah@cedare.int within **48 hours** of the announcement date.