
THE YOUTH EMPOWERMENT PROJECT (YEP)

TERMS OF REFERENCE DESIGN THINKING EXPERT

Background

The International Trade Centre (ITC) is a joint agency of the United Nations and the World Trade Organization, focusing in particular on developing the export capabilities of small and medium-sized businesses in developing and transition economies. ITC is 100% "Aid for Trade", supporting trade that delivers inclusive and sustainable development results. ITC's mandate covers all developing countries and transition economies with special emphasis on the Least Developed Countries (LDCs), Landlocked Developing Countries (LLDCs), Small Island Developing States (SIDs) Fragile States and Sub-Saharan Africa. ITC Headquarters is located in Geneva, Switzerland. ITC projects and programmes contribute to the global efforts to achieve UN Global Goals for Sustainable Development and the Aid for Trade agenda. ITC works at three levels:

- Strengthening the integration of the business sector in developing countries and economies in transition into the global economy,
- Improving the performance of trade and investment support institutions for the benefit of small and medium size enterprises (SMEs), and enhancing the abilities of trade support institutions to better support them,
- Improving the international competitiveness of SMEs.

In close collaboration with the Government of the Republic of The Gambia, ITC is implementing a number of private sector development initiatives in The Gambia including the Youth Empowerment Project (YEP), SheTrades Gambia, initiatives under the UN Peacebuilding Fund aimed at economic development and social cohesion, and the Jobs Skills and Finance (JSF) Project implemented in collaboration with the United Nations Capital Development Fund (UNCDF).

The Youth Empowerment Project (YEP)

YEP is a flagship initiative implemented under the leadership of MOTIE and the Ministry of Youth and Sports (MOYS) and funded by the European Union Emergency Trust Fund for Africa. YEP takes a market-driven approach and enhances employability and self-employment opportunities for youth, with a focus on vocational training and the creation of micro and small sized enterprises. Simultaneously, the project creates and improves employment opportunities in selected sectors through value addition and market linkages. YEP focuses on a number of traditional sectors such as agriculture and tourism. The project also helps diversify the Gambian economy by supporting 'new' sectors, including the creative and digital services industries. The project is expected to contribute to the long-term economic competitiveness and human development in The Gambia.

Startup Incubator Gambia (SIG)

Startup Incubator Gambia (SIG) with headquarters at Banjul is Gambia's first and only incubator that offers entrepreneurship training programs to Gambian entrepreneurs and

startups, which includes; a six (6) month incubation, seed funding opportunities, and business development advice. SIG also organizes periodic design thinking boot camps across the country for youths as well as host entrepreneurship conferences to advocate for the needs of entrepreneurs and startups in The Gambia. As a result of the aforementioned activities, implementing design thinking as a way to promote entrepreneurship development in the Gambia has proven wildly successful. Therefore, to increase the knowledge and strengthen the capacity of SIG on Design Thinking, ITC is seeking to hire an expert to provide a step-down Design Thinking Workshop and Certification Programme.

The Role of the Sector Expert

The International Consultant will work under the direct supervision of the Associate Entrepreneurship Adviser (YEP) and the overall guidance of the YEP Project Coordinator. (S)he will undertake the following activities:

- I. Prepare design thinking training methodology, assessing existing modules together with the implementing partner, Startup Incubator Gambia (SIG) to suit the Gambian context.
- II. Conduct a five (5) day step-down (TOT) workshop on design thinking to thirty (30) participants in The Gambia.
- III. Facilitate certification for 7-10 participants to become national trainers using an accredited training institution or design thinking hubs.
- IV. Provide follow-up support to the SIG team implementing a design thinking workshop (Homebased).
- V. Prepare a comprehensive final report on the activity.

Deliverables

1. Development of training material
2. Facilitation of a 5- day step-down workshop on Design Thinking methodology
3. Supervise the step- down training and certification of 7-10 National Design Thinking Trainers
4. Comprehensive final report on the design thinking workshop, including findings, and recommendations
5. Continuous advise to SIG (approx. 2 months)

Copyright

The Consultant/service provider has to ensure that s/he has obtained the necessary permissions with regard to intellectual property rights required to perform his/her services under this consultancy contract and for the subsequent dissemination by ITC in any form. Documentary proof is to be submitted to ITC. (S/he shall further ensure the necessary accreditation is obtained to the event(s), as required. Should any license fee be due for the use of copyrighted materials of third parties, the Consultant shall request the prior written permission from ITC.

Duration

The consulting will take place within a period of a minimum three (3) months but not over six (6) months.

Travel

Possible travel to The Gambia.

Skills

- Demonstrated expertise in design thinking , including partnership with reputable design thinking institutions/ hubs within the African region/internationally;
- Excellent understanding of design thinking methodology for Startup growth in African countries;
- Excellent knowledge of social innovation and techniques;
- Experience developing and/or delivering training programmes for startups /small ventures;
- Ability to keep tight deadlines and teamwork;
- Excellent oral and written communication skills, with report writing experience;
- Computer literate in MS office applications (PowerPoint, Excel and Word).

Education

- A postgraduate Degree in Art, Social Sciences, Design, Innovation or related field.
- Knowledge of Design Thinking Method
- Certified International Design Thinking Trainer

Experience

- Minimum 8 years of professional work experience in organizing and facilitating training programmes and workshops in the field of design and innovation.
- Excellent networks with design thinking hubs.
- Experience developing Design Thinking programmes or other relevant initiatives with business support organizations is desirable.

Language

- The consultant is required to have excellent communication skills in English.

Application Format

Prospective candidates are invited to submit the following:

1. Cover letter in response to the TOR
2. Proposed approach/methodology (including work plan)
3. Financial proposal (\$)

Proposals be submitted on or before **Wednesday 13th January, 2021 by 5 pm** (GMT) via email to ijallow@intracen.org.