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# YOUTH EMPOWERMENT PROJECT SHETRADES IN THE GAMBIA

## TERMS OF REFERENCE BUSINESS DIGITALISATION & E-COMMERCE TRAINING

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### Background

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations. ITC helps businesses in developing countries to become more competitive in global markets, speeding economic development and contributing to the achievement of the United Nations Global Goals for sustainable development.

### Youth Empowerment Project (YEP) in The Gambia

The Youth Empowerment Project (YEP) aims to support the economic development of The Gambia and improve the livelihoods of its people. Specifically, the YEP will enhance the employability and self-employment opportunities for youth, with a focus on vocational training and the creation of micro and small-sized enterprises and creating and improving employment opportunities in selected sectors through value addition and internationalization.

The project is implemented by International Trade Centre (ITC) as the lead implementing agency and under the leadership of the Ministry of Trade, Industry, Regional Integration & Employment (MOTIE) and the Ministry of Youth and Sports. The project is funded by the European Union Emergency Trust Fund for stability and addressing root causes of irregular migration and displaced persons in Africa.

### SheTrades in The Gambia

The SheTrades in The Gambia project is a three-year initiative which aims to enable Gambian women to benefit from economic participation, particularly in the agricultural and textiles and clothing value chains. The project supports advocacy and policy design, strengthening of business support organizations, enhancing the productive capacities of women-owned businesses in the horticulture and textile and apparel sectors, and connecting these businesses to market. The SheTrades Gambia Chapter is hosted at the Ministry of Trade, Industry, Regional Integration and Employment (MOTIE).

The project is implemented by International Trade Centre under the leadership of the Ministry of Trade, Industry, Regional Integration & Employment and funded by ITC, the Enhanced Integrated Framework (EIF) and the OPEC Fund for International Development.

### *The “Andandorr Programme”*

The “Andandorr” Programme is a pilot entrepreneurship programme jointly implemented by key entrepreneurship stakeholders in The Gambia. The objective of “Andandorr” is to strengthen the ecosystem through enhanced collaboration and compliments the different institutions and training services providers. The programme follows a maturity-model for

bespoke service provision for local entrepreneurs operating in five sectors; ICT, Agri-Business, Poultry, Fashion, and Creative Industries various business development stages.

### **The Role of the Training Partner**

The training partner will work under the supervision and guidance of the ITC SheTrades Gambia Project Manager and the Andandorr Programme. The partner will provide the following services:

1. Organize a business digitalisation training for approximately 40 digitally-literate entrepreneurs who are looking to take their businesses digital and improve the online presence of their enterprises. This programme should include, for example
  - a. Principles of business digitalisation
  - b. Marketing and branding online. How to become digitally present and noticed.
  - c. Support with the creation of business social media accounts, entries on Google maps, etc.
  - d. How to study your online market.
2. Organize an e-commerce and advanced digital literacy training programme for 40 entrepreneurs from the SheTrades Gambia and Andandorr members. This programme should include, for example
  - a. How to set up e-commerce pages;
  - b. Creating a digital edge: Standing out from competition;
  - c. Digital sourcing, B2B eCommerce sites, digital payments, and digital communications tools.

### **Deliverables**

- Full training programme on business digitalisation and 1-on-1 follow-ups for 40 entrepreneurs. (by mid-April 2021)
- Full e-commerce training programme and 1-on-1 follow-ups for 40 entrepreneurs in with advanced digital literacy levels. (by mid-April 2021)
- End of the trainings report and recommendations. Final report reflecting content of courses and coaching, participant lists, and improvements made by each participant. (by end April 2021)

### **Qualifications, Competences and Experience required**

- Personnel need to have advanced computer expertise in IT, including MS office applications (PowerPoint, Excel and Word).
- Personnel should hold a degree in computer science or a related field. Relevant work experience may suffice instead of a degree.
- The service provider and/or the personnel need to hold at least 8 years of professional work experience in the IT sector.
- The service provider and/or the personnel should have experience providing training in digital literacy, preferably to entrepreneurs, including women and youth;

- The personnel must have a strong understanding of the Gambian entrepreneurship ecosystem.
- The service provider should hold excellent networks with stakeholders in The Gambian IT sector.
- The personnel must be able to create market linkages and strengthen value chains through IT.
- The service provider must have proven experience in e-commerce and other digital platforms.
- The personnel is required to have excellent communication skills in English. Knowledge of local Gambian languages would be desirable.

### Timeline

February 2021 to June 2021

### Application

Please submit your application by ~~the 31-3 February~~ January 2021 to [shetradesgambia@intracen.org](mailto:shetradesgambia@intracen.org) with the following documents:

- Proposal with budget proposal.
- CV of trainers