Terms of Reference (ToR) For Trainers

Trainings for the Project "Digital Transformation as a guide to Empowering SMEs and Start-up Businesses"

Organization: Business Consultants Council

A. General Information

Business Consultants Council (BCC) in collaboration with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and Innovation and Training Park (ITP) in the name of German Government, is implementing the Project "Digital Transformation as a guide to empowering SMEs and Start-Up Businesses".

in the development of the business climate. Understanding the different needs of these two groups, the project will support improving the digital capabilities of start-up businesses and the digital transformation of SMEs. The project will also support growth development in line with digital infrastructure and improve the productivity and competitiveness that generates economic growth.

BCC as an implementing partner of the project "Digital Transformation as a guide to the empowerment of SMEs and Start-Up Businesses" and as the only association representing management consulting at the local level, invites *consultants / consulting companies to express interest as training providers / services in the following areas (separated by activities):*

Activity I: 6 Professional Trainings:

- **Digital Transformation through Guides (Roadmaps)**
- **Growth Hacking**
- **Digital Marketing**
- **E-Commerce**
- **Social Media**
- **IT & Data Protection**

B. Schedule and duration of activities

Activity 1 will take place during the period 22 November 2021 – 10 December 2021 (2 groups in parallel trainings).

Professional Training Modules:

- o **Digital Transformation through Roadmaps** - *Defining strategic goals, developing a roadmap; customer path and barriers to digital transformation.*

- o **Growth Hacking** – *Business Invention and Digital Transformation Tools.*

- o **Digital Marketing** – *Introduction to Digital Marketing / SEO Marketing, Content Marketing and Email Marketing; How to develop a digital marketing plan and market, audience and tools, person development and empathy map.*

- o **E-commerce** – *What is needed to start an E-Commerce platform & How do E-commerce systems work and what are the benefits.*

- o **Social Media** – *Social Media Trends for 2021, Social Networks and Creating an Online Presence.*

- o **IT & Data Protection**– *Defining data protection goals; local regulations on IT and Data Protection.*

C. Recruitment structure and development of Professional Training

1. The trainings will take place in the period 22 November 2021 – 10 December 2021, with physical presence in full format from 09:00 to 16:00.
2. BCC will structure the training in 6 days and for the first phase, 40 beneficiary applicants will be divided into 2 groups, consisting of 20 participants per group.
3. The agenda and content of the training will be developed by the trainer, selected to deliver the training.
4. Training for each group will take place over 3 weeks (2 days in the first week, 2 days in the second week and another 2 days in the third week) 2 modules per week, with a total of 6 training modules.
5. BCC will recruit 6 trainers and each of the selected trainers will conduct 4 training days / 1 day per group, 2 training days and 1 reporting day. Reporting needs to be detailed for each participant.
6. During the training days, in addition to learning materials, trainers will assign homework, research content, and case study preparation.

7. Each group will work in 2 real case studies (10 participants for 1 case study). Case studies will be identified and selected from among group members on the first day of training.

8. 20 participants belong to the executive level: director, owner or manager of a business (existing or start-up business).

D. Objectives

The objectives of this project are:

1. Skills increase, awareness and capacity building for 80 existing and start-up businesses through 6 days of training in the fields of Digital Transformation, Social Media, IT and Data Protection, through basic training modules, focusing on business operation, digital literacy and the prospect of digitization through visibility.

2. Providing assistance to businesses to design real business cases with the help of technologies and digital tools.

3. Improving the digitalization of SMEs, targeting companies focused on services and production.

E. Scope and expected results

Activity 1: Preparation and implementation of 6 Professional Trainings with all project beneficiaries in in-person format - Innovation Park, Prizren

Expected results:

o 80 business beneficiaries (1 business representative) informed and trained on Digital Transformation and use of digital platforms;

o Defining strategic goals about Digital Transformation.

o Knowledge development on Business Reinvention and Digital Transformation Tools;

o Skill increase for Digital Marketing and its subtypes;

o Knowledge development about the operation of E-commerce platforms;

o General knowledge and advanced Social Media skills;

o Trained candidates in Information Technology (IT) and Data Protection;

o Informational and practical development of case studies.

F. Location

Innovation Park (ITP), Prizren

G. Consultant Competencies, Experience and Skills:

o   University degree in the relevant field;

o   At least 5 years of experience in developing and leading trainings / workshops;

o   Possesses one of the Digitalization Certifications (Digital Transformation, Social Media and E-commerce or IT & Security).

o   Extensive experience in capacity building;

o   Demonstration of a high level of professionalism and ability to work independently and in stressful situations under tight deadlines;

o   Excellent interpersonal communication skills;

o   Excellent communication and writing skills in Albanian and English.

H. Duties and Responsibilities of Consultants:

1.   Possess an interactive approach with participants

2.   Develop a methodology and program for training in the Albanian language

3.   Share training content with BCC and GIZ

4.   To prepare a final report in Albanian and English, structured as follows (to be shared with BCC and GIZ after the training):

- Context of the activity
- Objectives
- Participants
- To organize and conduct the trainings
- The Methodology approach
- Evaluation of the session by the participants

I. Application Process

Interested consultants / consulting companies who have sufficient experience and / or qualification, must submit basic documentation which includes:

- o Application Form (attached with the call) where you must indicate the activity / training you are offering
- o CV
- o Financial Offer
- o Professional Portfolio (desirable)

Documents related to this announcement must be submitted to the e-mail address: pylljon.nura@bcc-ks.org no later than **11 November 2021.**

Subject of e-mail must be **Application: GIZ, ITP, BCC: Topic of the Training you are applying.**

The offers received will be evaluated by a panel composed of BCC and ITP Staff.