The International Trade Centre is looking for a:

**Freelancing best practices & sustainability**

<table>
<thead>
<tr>
<th>Division/Section:</th>
<th>Division of Enterprise Competitiveness and Institutions, Sector and Enterprise Competitiveness Section (DECI/SEC)</th>
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</thead>
<tbody>
<tr>
<td>Type of assignment:</td>
<td>International Consultant</td>
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<td>Type of contract:</td>
<td>Delivery contract</td>
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<td>Duty Station:</td>
<td>Home-Based</td>
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<tr>
<td>Duration of assignment:</td>
<td>24 July 2023 – 29 February 2024 (110 work days)</td>
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<td>Application period:</td>
<td>11.07.2023 – 20.07.2023</td>
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**Terms of Reference**

**BACKGROUND**

The International Trade Centre (ITC) is a joint agency of the United Nations and World Trade Organization based in Geneva. ITC’s mission is to enable small business export success in developing and transition-economy countries, by providing, with partners, sustainable and inclusive development solutions to the private sector, trade support institutions (TSIs) and policymakers.

The project “Create Self-Employment Opportunities for Vulnerable and Marginalized Groups in Gaza through Digital Channels (Go Digital 4)” responds to the urgent and priority needs caused by the war in Ukraine, which has aggravated food security, unemployment, and humanitarian challenges in Gaza. Gazans already faced food insecurity and humanitarian challenges before the war in Ukraine – due to the longstanding Israeli occupation and the imposed blockade. Yet, food insecurity in Gaza has increased since the start of the Ukraine war and is expected to worsen. With 53% of the population living below the poverty line and unemployment affecting more than 47% of the population – with 69% of youth jobless – a more severe crisis is expected as humanitarian assistance is redirected towards the war in Ukraine. Adding to this urgency, the multiple rounds of hostilities in 2022, have caused significant casualties, disrupted the already fragile livelihoods and severely worsened socioeconomic conditions.

To address all these challenges, ITC proposes to provide technical assistance and support to youth from families and households that were impacted by the disasters described above. This group will benefit from the ‘Go Digital Initiative’, which provides vocational and technical trainings support to the beneficiaries until they manage to generate income for themselves and their families and households by connecting virtually/online with local and international clients. By doing so, the project aims to leave no one behind, by supporting the most vulnerable and disadvantaged groups in securing better livelihoods and increasing their access to internet-enabled self-employment opportunities.

**OBJECTIVE**

The project aims to contribute to social stability by supporting employment and increasing the employability of the most vulnerable groups and reinforcing the capability of Gaza-based institutions to manage the development of local entrepreneurs and freelancers.
**DESCRIPTION OF DUTIES/RESPONSIBILITIES**

The International Consultant (IC) is an expert in online digital services and tools relevant to freelancing and has experience in working with international partners in the field of entrepreneurship. Over a period of 8 months the IC will work under the supervision of the Head of Digital, Markets and Connectivity at ITC, and complete the following activities:

- **Support to promoting the programme across the Gaza Strip, maximizing the number of candidates (July 2023)**
  i) Update the landing page’s descriptive content
  ii) Integrate the application form into the landing page and synchronize it with the database

- **Monitor evolving market trends, assess the potential of new topics, identify high-potential opportunities and develop new curricula, customized to the needs of specific cohorts (July-September 2023)**
  i) Suggest 5 topics based on demand on VMPs
  ii) Review and approve the training curriculum outlines

- **Support in the selection process of new local experts (July-August 2023)**
  Support in developing new TORs and/or amending old ones when needed

- **Support virtually the enrolled beneficiaries (July 2023-February 2024)**
  Support virtually the enrolled beneficiaries by providing 4 hours of online support

- **Benchmark similar programs conducted regionally and internationally (July-November 2023)**
  i) Assess the Innovation and Entrepreneurship ecosystem in Palestine as a whole, including by interviewing the main players and institutions in the sector, undertaking desk research, reviewing available data and documentations, reviewing analysis conducted by other donors and submit a report outlining the main findings. The template of the report to be agreed with ITC
  ii) Benchmark similar programmes in developed (at least 2 countries) and developing countries (a minimum of two): undertake desk reach, and collect data through interviews, review documents produced by other agencies on best practices, and share a detailed report on the findings (as a second chapter of the report the previously mentioned report)
    (a) Identify similar regional (3) and international institutions (3)
    (b) Present the Gaps, best practices and lessons learned in the third chapter
    (c) Present the findings to the stakeholders for discussion and validation
• **Identify best practices, make recommendations to the ecosystem, and support their implementation (August-November 2023)**

   Based on the above, develop with the BTI a plan for improvement, agree on two-three priority areas for implementation and implement the agreed recommendations

• **Initiate a series of exchanges between Gaza-based institutions and international counterparts (September-December 2023)**

   Create linkages between Gaza based institutions and international and regional counterparts

• **Support BTI to upgrade its website/tools (July 2023-February 2024)**

   i) Work with BTI to identify and optimize key problems around entrepreneurship that should be addressed through a Platform Solution
   
   ii) Assess and benchmark current tools and website
   
   iii) Conduct a technical assessment, effectiveness analysis, and comparative benchmark
   
   iv) Upgrade the tools
   
   v) Create an improvement roadmap outlining the recommended enhancements and functionality additions for each of the retained tools
   
   vi) Optimise 1 tool (optimization may cover technical grounds, usability, and UI)
   
   vii) Upgrade 1 tool through the integration of third-party modules or features (2 additional features or modules)
   
   viii) Optimise the virtual incubation platform (Orbits)
   
   ix) Conduct a needs assessment to identify the top priority core features and functionalities of the platform
   
   x) Research and select a platform development framework or software that is appropriate for the project’s needs and budget
   
   xi) Assist in building and testing the platform prototype according to the defined scope in the features assessment report
   
   xii) Integrate platform prototype within the BTI website

The Consultant is obliged to provide full access to ITC external and internal auditors to documents and information. In addition, the contractor shall comply with any audit undertaken in line with the financial regulations and rules of the United Nations.

Copyright Clause: The Consultant 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. Should any license fee be due for the use of copyrighted materials of third parties, the Consultant shall request prior written permission from ITC. S/he has further to ensure to obtain accreditation to event(s), if required.

**EXPECTED OUTPUTS AND TIMELINES**

**Output 1 by August 10, 2023**

- Landing page is updated.
- Topics agreed and TORs reviewed and updated and at least one new TOR produced.
- New nominated experts interviewed for confirmation of their capacities (a minimum of 2).
Output 2 by August 31, 2023

- Benchmark analysis is conducted.
- Local experts are selected.

Output 3 by September 30, 2023

- Training and mentoring methodology is defined.
- Training curriculum outlines are reviewed and approved.
- Improvement plan is developed.
- Platform and tools analysis (including effectiveness analysis, technical assessment, and comparative benchmark) is conducted.

Output 4 by October 31, 2023

- Platform needs assessment is conducted.
- Tools’ Enhancements roadmap is defined.
- Improvement plan is implemented.

Output 5 by November 30, 2023

- Platform MVP and prototype canvas are defined.

Output 6 by January 5, 2024

- 1 tool is optimised.
- Virtually the enrolled beneficiaries are supported.

Output 7 by January 31, 2024

- Platform prototype has been developed and tested.
- Regional and international partners have been identified and contacted.

Output 8 by February 29, 2024

- 1 tool is upgraded.
- Platform prototype delivered on orbits.bti.ps or similar domain.

*Fees are subject to the national income taxes, where applicable. If the contract is to be issued in a currency other than USD, the UN exchange rate on the date of the contract issuance will be applicable.*

**TRAVEL:** No travel required.
**REQUIREMENTS**

**EDUCATION:**

Undergraduate degree (BA/BSC or other). Technical related degree in engineering, computer science, digital communication, or related field. Extensive relevant experience may be accepted in lieu of the university degree.

**REQUIRED EXPERIENCE:**

At least 10 years of experience in digital entrepreneurship and services.

**ADDITIONAL EXPERIENCE:**

At least 10 years of professional experience in digital service-related business is desirable. Preference for experience in coaching business skills related to digital services. Evidence in innovation and entrepreneurship in the tech sector, including working with incubators and/or accelerators, as well as evidence of an international network in the entrepreneurship sphere. Experience working with institutions in the Gaza entrepreneurship ecosystem is preferred.

**SKILLS:**

Excellent understanding of entrepreneurship ecosystems, incubators, and accelerators is required. Good understanding of the tech sector and online freelancing is required. Good English writing skills are required.

**LANGUAGE:**

Fluency in English and Arabic is required.

*ITC champions workforce diversity, inclusion, gender equality and gender parity and considers all qualified persons - of all genders - equally, including those with disabilities, without discrimination or prejudice of any kind.*