

Terms of Reference (TORs)

Conducting market-demand analyses of recycling, SWM and related value chains to create sustainable women economic empowerment opportunities (Individual National Consultant)

I. BACKGROUND

Women in rural Jordan face multiple challenges such as high unemployment rate and low participation in the labor force. This is exacerbated by the country's economic stagnation, lack of equitable decent income-generating opportunities as well as the economic impact of COVID-19 pandemic lockdowns and restriction measures. Lack of women economic participation in Jordan was evident in the Global Gender Gap Index Report (2020) which placed Jordan at a 138 out of the 153 countries. More importantly, the gender gap is wider for Jordan's most vulnerable women. For those with only a primary education, the statistic can be up to six men employed compared to one working woman, at a same level of capacity¹.

COVID-19 has disrupted the income of many daily-wage labor among several sectors, increasing the socioeconomic vulnerability. In a study conducted by UNDP on the impact of COVID-19 on most vulnerable households², 68% of respondents indicated to have lost their livelihoods during the lockdown, with a further 7.5% working for a reduced salary and another 4.8% on unpaid leave. Additionally, 60.3% of respondents reported that they don't have any additional source of income within their family.

In relation to women specifically, 92.2% of women respondents stated that they don't have access to social security, which is increasing their vulnerability and exclusion from the government's aid packages. Another study done by UNDP on the impact of COVID-19 on SMEs beneficiaries³ showed that 71% of women-owned home-based businesses are informal which also excluded them from government aid packages and Central Bank of Jordan loans.

II. SITUATION AND ORGANISATIONAL CONTEXT

In line with its Country Programme Document (CPD) for the period 2018-2022, the United Nations Development Programme (UNDP) in Jordan supports activities to address poverty and inequality. The CPD's outcomes: 1) Outcome 2: People especially the most excluded and vulnerable proactively claim their rights and fulfil their responsibilities for improved human security and resilience; and 2) Outcome 3: Enhanced opportunities for an inclusive engagement of all people living in Jordan within the social, economic, environmental, and political spheres.

UNDP Jordan will be applying the Sustainable Development Goals (SDGs) as a baseline for this proposal with a special focus on SDG 1: No Poverty, SDG 5: Gender Equality, SDG 8: Decent Work and Economic Growth, PSDG 10: Reduced Inequalities, and SDG12: Responsible Consumption and Production.

¹ UNDP and UNICEF (2015)

² UNDP (2020) Impact of COVID 19 on Most Vulnerable Households

³ UNDP (2020) COVID19 Rapid Impact Assessment on Micro and Small Enterprises Beneficiaries

In addition, UNDP aims to promote the implementation of the 5Rs of waste management (refuse, reduce, reuse, repurpose, and recycle) and market-based solutions that map, identify, and create income-generating opportunities in the various value chains of waste management and circular economy, particularly for women and youth.

The “**Enhancing Women Participation in the Solid Waste Management Sector in Jordan**” project targets women in four municipalities in Irbid Governorate; three municipalities in Northern Shouneh District (Moa'th Bin Jabal, Tabqet Fahel, Sharhabeel Bin Hassnah) in addition to Dair Abi Said (within Al-Kourah District). The targeted municipalities are classified as poverty pockets and have high unemployment rates, particularly among women. The project contributes to improving women’s quality of life in Northern Jordan through enhancing their participation in solid waste management and recycling value chains. The project aims to increase rural women economic empowerment and equity as means to tackle barriers that are hindering women from active participation in their communities as workers, entrepreneurs and change makers, with an understanding that real women’s economic empowerment exists when women have equal access as men to knowledge, resources and economic opportunities.

The project is built around three tracks:

- 1) Enhancing and strengthening the role of CSOs/CBOs to enable such organizations to improve service delivery by working more effectively with women within the targeted communities to become a vehicle for women and women’s voices in the decision-making processes.
- 2) Provision of financial support to the CBOs and Cooperatives to start working on increasing participation of women in the local economy, particularly in the solid waste sector, through designing and managing business groups’ projects.
- 3) Working with national and local government to enhance gender informed and responsive policy making in SWM at the local and national levels.

The Project aims to secure livelihood opportunities for 660 women through establishing 12 green business group projects in the SWM, recycling sector and its value chain(s). New business models for women will be introduced pursuing solutions for solid waste management under integrated approaches and employing the circular economy concept. The value chain and marketing of all reused, upcycled, and recycled materials in the targeted areas will be designed and applied to ensure achieving a win-win situation for both targeted women and their communities. It will target women in rural communities of the targeted districts with the support of local CBOs. Furthermore, men will be targeted to become advocates for women empowerment, decent work environment and human rights.

UNDP through this project aims at investing in 10 women-led CBOs and two cooperatives to achieve a transformational change in the capacities and skills of women CBOs to represent women (to enhance service delivery), strengthen women’s agency, and empower them socially and economically.

III. OBJECTIVES

UNDP intends to hire a **National Individual Consultant** to undertake a “market-demand analysis of recycling, SWM, circular economy and related value chains to create market-based entrepreneurship and self-employment economic opportunities for women”, to unlock equitable opportunities for women in the sector and its value chains whilst stimulate inclusive local economic development.

The results of the analysis will identify opportunities for income generation in the SWM sector as well as current challenges facing women (informality, regulatory challenges, cultural barriers, attitudes and perceptions) in which will help design interventions that respond to the specific needs of women in the SWM sector and stimulate the local economic development of targeted districts.

IV. METHODOLOGY AND EXPECTED RESULTS

The successful service provider should submit a technical and financial offer for the implementation of gender-responsive market-based analysis to include, but not limited to, mapping existing entrepreneurship and MSMEs, profiling for SWM and Recycling sector in North Jordan, and proposing market based solutions to support women’s economic empowerment in the SWM sector and the circular economy. The offer should elaborate on; i) methodologies and approaches to conduct market-based analysis, including tools and indicators, ii) target communities and community groups segregated by gender and nationality, iii) detailed work plan and schedule, and iv) potential risk management and mitigation.

The service provider is expected to implement the following activities over **53 calendar days from the day of signing the contract:**

1. Conduct a market needs assessment to produce a comprehensive understanding of Solid Waste Management in the targeted areas, composting and recycling sectors and value chains demand (vertical and horizontal) and challenges, segregated by gender and nationality.
2. Review past socio-economic studies of the targeted areas and conduct a rapid socio-economic assessment to produce a comprehensive current understanding of the socioeconomic context and vulnerability in targeted area, segregated by gender and nationality. The assessment needs to provide socioeconomic indicators and demographic economic situation analysis taking into consideration the impact of COVID19 on local economy and targeted sector in the 4 municipalities.
3. Conduct mapping of locally established private sector Micro, Small and Medium Enterprises (including Home Based Businesses-HBBs) and identify potential entrepreneurship, self-employment, and demand driven value chain opportunities in the circular economy in the targeted areas. Segregated by segment (i.e. agriculture, tourism, artisanship, natural foods, agri-food processing, packaging, clean tech etc.), gender, age of enterprise, size of enterprise, and ownership.

4. Research and map wholesalers, retailers, industries and private sector (local and national) that demand recycled materials, products, services, recycled packaging, artisanship and raw materials and major markets of Irbid and Amman.
5. Market research of potential private-public partnerships investors, social enterprises, and specialized businesses interested in purchasing the segregated, recovered, re-used, recycled material along the reduction, reuse, recycling, recovery, repair (5Rs) value chains. The research should have a focus on SWM, Electronics Waste, Agricultural, Apparel and local industries waste aligned to local economic development plans (LED) and priority national sectors.
6. Identify viable entrepreneurship, startup and PPPs for 10 projects (cooperatives, CBOs, free enterprises) in the target areas and the relevant value chains taking into consideration a holistic approach of Circular Economy and potential growth sectors, economies of scale and market linkages.
7. Make recommendations of the best business modalities for the group projects (i.e. home-based businesses, associations, partnership, cooperatives, for profit companies, etc.) that provide the best incentives and is conducive to the success and sustainability of the business.

The Consultant is encouraged to propose innovative approaches and activities that enrich the quality of the analyses, including reflecting global best practices and benchmarks.

Main Tasks and Deliverables

The selected Consultant will report to the UNDP Project Manager and perform the specific tasks described below for a level of effort of (60 calendar days). Each task will have specific deliverables and build on activities completed in previous tasks for a systematic completion of this assignment.

Task I: Understand Local Market for Recovered and Recycled Materials Use (Plastics, Glass, Paper, Textiles, Organic, Metals, Wood, Cardboard, PET, etc.) and Production and Map Key Stakeholders

Segment the market by application type (SWM recyclables, packaging, agriculture waste, waste to energy including associated packaging, reuse and upcycling activities) and by type of material i.e. plastic/polymer/paper/glass/textile and sub types (i.e., PET, HDPE, LDPE, PS, PP etc.). While primary focus is on SWM and agriculture, hospitality, tourism, retail, and textile value chains, other sectors such as food packaging, cardboard, metal and plastics manufacturing could be included for further analysis depending on their scale and importance in the local economy (in consultation with UNDP). The market analysis should be conducive to market-based solutions and economically sound, viable, sustainable projects and interventions that lift target women beneficiaries from poverty.

Task II: Identify major private sector companies active in each value chain and in packaging and any institutional linkages between them. This includes players that are engaged in multiple waste streams, including paper and glass.

Task III Study Market and Demand for Scalable Recycling and Circular Interventions

- Map the role of domestic companies/suppliers in value chains of leading domestic, multinational and regional companies that have made or may have incentives to make public climate commitments, including for reduction and reuse of plastic, and for increasing recycled content

in their products or packaging active in the market (e.g., Nestle, IKEA, Starbucks, Unilever, Carrefour, McDonalds, ARAMEX etc.) and potential partnerships to leverage marketing of the beneficiaries products and services i.e. recyclable bags, recycled, packaging materials, buy green, buy-social etc.

- Map women owned and gender balanced startups, Micro, Small and Medium Enterprises (MSMEs) in the target four municipalities in Irbid governorate with potential for supply chain and marketing partnerships for recycled, up-cycled, reused, waste to energy, (REFUSE, REDUCE, REUSE, REPURPOSE, RECYCLE) and 5Rs with market potential products and services.
- Identify sources for different types of recycled SWM & recyclables, including their collection from aggregators and participating cooperatives/CBO/CSOs, and the role and significance of the informal sector relying on the generated waste in the designated areas. The said aggregators may be involved in other waste streams, including paper, glass and packaging material.
- Identify environmental, social, legal or other challenges that could hinder private sector investments and scale-up of the collected recyclables circularity and supporting value chains.
- Identify potential social enterprise, CSR programs and public-private partnerships (PPPs) targeting vulnerable communities to purchase, contract manufacture, market, distribute recycled and reused materials/products made by the women green business groups in the target area.

Task IV Review business environment and vehicles best suited for the implementation of identified 10 projects

The consultant is expected to conduct through a participatory approach, due diligence and identify the best business and sustainable vehicle to formally organize the 500-600 beneficiaries into 10 viable group projects with optional beneficiaries equity through a PESTEL analysis including the risks, pros and cons of the suitable vehicle through stakeholders engagement and identified project segments, localized context, area based and market driven products and services i.e. new cooperatives, existing Cooperatives/CBO/NGOs, Societies, non-profit companies, social entrepreneurship and for-profit private companies (limited liability company, private shareholding company etc.)

Task V Summarize Key Findings and Recommendations for Priority Actions

Summarize key findings and observations regarding circularity in Jordan based upon the market scoping and analytics completed for selected value chains and activities and the types of recyclables they use in their products and/or packaging.

Identify at least 10 market driven viable business projects in the recycling and circular economy value chains in the target municipalities with the capacity to create sustainable livelihoods and self-employment for 500-600 women beneficiaries and participants.

Recommend 7-10 local private sector companies with whom the green group projects can explore partnering with.

Priority targets should be manufacturing, wholesale, agri-food, agribusiness, clean-tech, food waste reuse, and retail companies that are working in value chains with commitments to environmental

sustainability and/or sizable local waste stream aggregators.

Suggest recommendations for scalability of women engagement in the SWM and challenging gender norms that prohibit women from engaging in untraditional sectors.

Deliverables

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| 1. Week 0: Award of Contact and kick-off meeting |
| 2. Week 2: Inception Report and Action plan: Brief report and presentation outlining Consultant's detailed plan for overall project implementation to ensure upfront alignment with UNDP and stakeholders. This document should specifically include preliminary information regarding the nature and scale of targeted value chains in Jordan based on the Consultant's knowledge of the local market and quick data review |
| 3. Week 5: Draft Market Assessment Report, MSME mapping summarizing all work completed under Tasks I-V and activities. Report should be structured around the expected outputs outlined above. The report should include details of stakeholders interviewed, market demand and prices analysis and site visits pictures in an annex. |
| 4. End of Week 7: Final draft of the Market Assessment Report, with key findings and recommendations. The report to be provided in English and Arabic and presentation of report findings to relevant stakeholders and participating CBOs, NGOs, and government partners. |

V. AUDIENCE AND INTENDED USERS

The main users of the analyses will be UNDP, Ministry of Local Administration, Ministry of Environment, participating CBOs, Cooperatives and their development partners and stakeholders, (Government of Canada; Global Affairs Canada), implementing partners, stakeholders, participants, the entrepreneurship ecosystem, Ministry of Digital Economy and Entrepreneurship, Ministry of Trade and Industry, Ministry of Labour, Ministry of Social Development among other relevant organizations.

VI. MAIN SPECIFICATIONS AND REPORTING REQUIREMENTS:

The format for the market-needs analysis report is as follows:

1. Cover page, Table of Contents, List of Acronyms and Annexes
2. Executive Summary (in Arabic and English) should be clear and concise and state the most salient findings, conclusions, and recommendations of the assessment.
3. The introduction should include the purpose, audience, and synopsis of tasks.
4. The methodology and approach should describe data collection techniques, constraints, and limitations of the assessment process and rigor, and issues in assessing if any.
5. Overview of the current risks, vulnerability, and resilience situation in North Jordan and selected district/s.
6. Summary of results should present market-based solutions analysis findings in table and infographics forms for all indicators.
7. The findings of the analysis must be gender and nationality disaggregated and presented in a quantitative format.

8. Conclusions and Recommendations should include an analysis of the data and results. Recommendations must be relevant to the programme and context and include concrete and realistic steps for implementing or applying the recommendation.
9. Annexes should document the analysis methods, TOR, schedules, interview lists, and tables to be succinct, pertinent, and readable.
 - a) References, including bibliographical documentation.
 - b) Data sets in an electronic format compatible with UNDP systems.
 - c) Data dictionary and program files used to process the data in electronic format.
 - d) Other special documentation identified as necessary or useful.

VII. INTELLECTUAL PROPERTY

All information about this project belonging to UNDP that the Service Provider may come into contact within the performance of their duties under this consultancy shall remain the property of those who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever without written permission of UNDP Jordan in line with the national and International Copyright Laws applicable.

VIII. QUALIFICATIONS OF THE SUCCESSFUL SERVICE PROVIDER

The technical proposal must annex the CV, project relevant references, and sample publication of the Individual Consultant, meeting the following requirements:

- Education: A Master's degree in Business Administration; Management; Marketing; Economics; Livelihoods and Employment; Gender Studies; Social Development, or any related field.
- 10 years of experience in market studies, feasibility studies, local economic development plans, entrepreneurship, green economy, circular economy, environmental engineering, resource management and related disciplines.
- Demonstrated experience in managing sector studies, market assessments, value chain analysis specifically in circular economy and/or SWM sector, women economic empowerment, gender mainstreaming, demand-driven entrepreneurship and artisanship programs and projects, cooperatives and public private partnerships and leading studies and strategies for inclusive economic growth. .A clear description of the Individual Consultant ability and track history in supporting the design and to deliver a clear, structure, and comprehensive evidence-based market study and demand analysis. Reporting and evaluation plan should be provided in the technical offer.

IX. INSTITUTIONAL ARRANGEMENTS AND SCHEDULE OF PAYMENTS

- The Individual Consultant will work under the supervision and closely with the UNDP Jordan Inclusive Growth and Sustainable Livelihoods Team
- The Individual Consultant should abide by UNDP branding and visibility guidelines, including the placement of UNDP, donor, visibility and stakeholders' logos.


- Regular meetings (in person or via Skype/ weblink/ Zoom / Teams) between the Consultant and the 'sounding board' will be facilitated by UNDP.
- UNDP as the Client shall provide necessary support and approvals to the Consultant.
- All communication with UNDP and reporting will be done in English.

Schedule of Payments:

The payments will be effective to the successful Consultant upon the achievement of the corresponding milestones and for the following amounts:

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| 30% | Upon submission of a satisfactory Inception Report and action plan. |
| 20% | Upon submission of a Satisfactory Report on the completion of desk review and consultations with target women MSEs community representatives and stakeholders. |
| 30% | Upon submission of a Progress Report presenting the results and findings relating to the deliverables under this ToRs, including mapping of women owned HBBs, women-led Micro and Small Enterprises (MSE), potential entrepreneurship segments and sectors along the circular economy value chains, as well as demand sectors in the private sector. |
| 20% | Final Market Assessment Report and stakeholder's presentation in Arabic and English summarizing all work completed. |

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| UNDP | Incumbent (If Applicable) |
|---|---------------------------|
| Sara Ferrer Olivella Resident Representative  | |

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