

TERMS OF REFERENCE

Ref: BAD 119-2025

Consultant for Mouvement Social- NGO

Trainer on Advocacy Techniques for Mouvement Social- NGO

1. Background

Mouvement Social (MS) is a national, human-based non-governmental NGO. MS has been working since 1961 toward sustainable development over all Lebanese territory while adopting a secular approach. It aims to build a fairer humane society, to improve the citizenship engagement and autonomy of the marginalized individuals and communities through socio-economic development projects. MS works to satisfy individuals' basic needs, to empower community members and to build supportive social networks. MS is intervening through its twelve community centers spread all over Lebanon toward achieving societal change and community development. It does not only intervene on behalf of its beneficiaries to improve their access to their rights; MS also works to increase awareness on social issues and lobbies decision makers to promote policies that take into consideration the basic rights and needs of those targeted. Through its programmes, MS focuses on several areas and intervenes in various sectors i.e. education, child protection, volunteering and community mobilization, social rehabilitation and reintegration of juveniles/ women in conflict with the law, sustainable socioeconomic development, and economic empowerment of vulnerable and under-served groups — youths and women in particular. Over the years, MS had the privilege to intervene in the country's most marginalized localities and to serve the most disadvantaged populations, which enabled it, through a social learning approach, to acquire the necessary expertise and align its activities to the exact needs of the local community.

2. Purpose Of the Training

Under the Livelihood sector, MS has been pioneering in supporting local development through enhancing the community engagement of vulnerable population. In an attempt to enhance the local economic development and create equitable access to job opportunities at the targeted areas: Zahle, Jnah and Ras Baalback, this project aims to improve the impact of TVET education through providing TVET curricula that are convenient with the local market needs. Beside the provision of TVET courses, local MSME's are supported on managerial and technical levels. Alongside, a job referral system is going to be implemented to link the trained beneficiaries with the job opportunities at the local market.

A community-based approach is used to identify the needs and priorities of livelihood of the local communities at the two target areas, Zahle, Jnah and Ras Baalback. For this purpose, a local inclusive committee is formed at the beginning of the project that will be representing the targeted communities (one committee for each area). The aim of this is to create a space for vulnerable people to raise their voices and to be advocate for their needs and priorities with the key local stakeholders while being engaged in the decision-making processes.

In an attempt to ensure the sustainability of this committee and the active engagement of vulnerable people in the decision-making processes, the members of the committee will be provided with a training program on several topics to build their capacities. One of the main topics is Advocacy.

Tasks of the local committee throughout the project:

- 1) Perform field work to collect data regarding the livelihood of their local communities, and thus identify the needs and the priorities of the local community.
- 2) Visit regularly the key stakeholders to advocate for their needs and priorities
- 3) Facilitate town hall meetings and communicate with the local community regarding the identified needs and priorities, and discuss the needed actions to be taking to satisfy the needs of the community in general and the most vulnerable groups in specific.
- 4) Help with outreaching convenient beneficiaries and MSME's to benefit from the project, as well as, helping with the job referral process to create jobs and income generating opportunities.
- 5) Follow up on the project activities and achievements through regular meetings with MS team.

3. Tasks and Responsibilities

The consultant/trainer, with the support of MS team, will be required to provide the needed training on the topic "Advocacy" to support the organized local inclusive committee in advocating for the needs and Livelihood priorities in their areas with the relevant stakeholders.

4. Outputs and Deliverables

The outputs and deliverables of this consultation are the following:

- Provide each committee with a suitable training program to their needs and members profiles (this is based on the needs assessment that is done by MS team while choosing the committee members)
- Developing the capacity building of the selected members of the committee on concept of advocacy and how to plan for advocacy actions
- Provide the committee with a tool for documenting their advocacy plans
- Deliver a report after the end of the training based on pre/posttest;
- Period of implementation is during the month of January 2026 for 2-3 training days in each area (including training sessions and practical work), six hours during each day. Language of implementation is Arabic.

5. Required Qualifications

A- Academic Qualifications

Master's degree in a relevant field such as Development Studies, Social Sciences, Public Policy, Human Rights, Community Development, or related disciplines. (Bachelor's degree with significant experience may also be considered.)

B- Professional Experience

- Minimum 5–7 years of proven experience in designing and delivering advocacy trainings, particularly for community groups, CSOs, grassroots actors, or marginalized communities.

- Demonstrated experience in community mobilization, participatory approaches, and capacity-building within vulnerable or underserved contexts.
- Strong experience working with local committees, municipal actors, and local power structures in Lebanon.
- Previous field experience in Zahle, Jnah, and/or Ras Baalbeck is a strong asset.
- Experience supporting MSMEs, livelihood programmes, or socioeconomic development interventions is desirable.

C- Technical Competencies

Deep understanding of:

- Advocacy frameworks and techniques (problem identification, stakeholder analysis, messaging, influencing strategies, action planning).
- Local governance and decision-making structures in Lebanon.
- Human rights-based and inclusive approaches.

Capacity to design customized training modules adapted to the literacy, needs, and profile of diverse community members.

Ability to develop advocacy planning tools, templates, and documentation formats.

Strong report writing, assessment, and monitoring skills (including pre/post-test analysis).

D- Soft Skills

- Excellent facilitation and communication skills, capable of engaging mixed groups from vulnerable backgrounds.
- Strong interpersonal skills: team player, flexible, field-oriented, and able to work independently.
- Ability to manage sessions, group dynamics, and real-life field exercises under pressure.

E- Language and Digital Skills

- Fluency in Arabic (mandatory for training delivery) and strong English writing and communication skills.
- Proficient in MS Word, Excel, and presentation tools.
- Ability to produce clear and structured reports.

6. Availability

Must be available to implement the training during January 2026, for 2–3 training days per area (Zahle, Jnah, Ras Baalbeck).

7. Supervision

The consultant will work in coordination with the programme management team and Continuous Learning and Empowerment Specialist.

8. How to apply

Bids should be sent by e-mail to Mr. Pierre Hattouny, procurement officer: p.hattouny@mouvementsocial.org mentioning the TOR reference (BAD 119-2025).

The candidate is expected to include in the application:

- ✓ **Cover letter**
- ✓ **ID**
- ✓ **MOF registration**
- ✓ **Technical Offer (including methodology, approach, design and timeline)**
- ✓ **Professional profile of the Consultant(s) – Resume (highlighting relevant experience)**
- ✓ **Financial Offer signed / stamped**

9. Payment

- In fresh dollars.
- Payment conditions: Bank check in USD cashed fresh money from the bank (Badaro branch only) – Banking commission (5\$/1000\$) payable by the supplier.

10. Selection criteria & deadline

The applications will be assessed as follows:

- Financial offer: 35%
- Technical offer: 35%
- Profile of the trainer: 30%

The deadline to submit the candidate's application is: December 3, 2025.