

CONSULTANCY & ASSISTANCE IN THE TRAINING OF TRAINERS

AS PART OF THE GREEN GATEWAY PROJECT OF THE DANISH-ARAB PARTNERSHIP PROGRAM (DAPP)

JANUARY 2025

PROJECT BACKGROUND

The Danish-Arab partnership aims to create a better life for young people in the Middle East and North Africa and to ensure that young people have better opportunities for employment and civic/human rights engagement. The DAPP comprises two complementary programmes: the Human Rights and Inclusion Programme (HRI) and the Youth Employment and Entrepreneurship Programme (YEE). The latter includes two projects, the Green Gateway Project and the Youth Inclusion and Employability Project.

Green Gateway is a capacity building programme developed and deployed by Swisscontact with the Copenhagen Zoo (in partnership with PlanBørnefonden), for the benefit of men and women aged 18 to 35 in the Fez-Meknes region, and particularly in the Ifrane National Park (PNI).

The objective of the project is for young people in Morocco to be employed in jobs or entrepreneurial activities focused on nature-based tourism and/or the conservation sector, preferably within the framework of the effective management of natural ecosystems.

Swisscontact, the Swiss Foundation for Technical Cooperation, is a Swiss private and independent foundation founded in 1959 and represented in 36 countries, it works exclusively in the field of international cooperation and development and implements its own projects as well as mandated projects.

PlanBørnefonden is a member of Plan International, a development and humanitarian organisation that works with children, young people, supporters and partners to work towards a just world that promotes children's rights and equality for girls. Plan International works with children and girls in more than 80 countries to enable children and young people, especially girls, to learn, lead, make decisions and thrive.

Copenhagen Zoo, founded in 1859, is one of the oldest zoos in Europe. With its experience in nature and biodiversity education, it trains around 40,000 young people in these subjects every year. Zoo educators focus on learning based on direct experience to better understand nature and encourage a sense of responsibility and respect for it. The Zoo seeks to captivate and motivate students, inspire behaviour change, and provide opportunities for action that can lead to jobs in the field of biodiversity and sustainability.

CONTEXT OF THE CONSULTATION

1. TRAINING OF TRAINERS

As part of the project, a training of trainers (ToT) will be deployed in 2025 to develop local trainers in inspirational methodologies and biodiversity conservation.

This activity aims to equip participants with the skills to inspire others and foster a deeper understanding of biodiversity, enabling them to become leaders in the field of environmental education.

The training of trainers will be divided into **three (3) modules**, each lasting **approximately 5 days** and will take place **in different Moroccan cities** to expose participants to various natural environments.

MODULE	MODULE 1	MODULE 2	MODULE 3
DATE	February 2025	April 2025	June 2025
DURATION	5 days	5 days	5 days
REGION	Marrakech-Safi	Fez-Meknes	Rabat-Salé-Kenitra
OBJECTIVE	Emphasize innovative methodologies in the delivery of training, introduction to biodiversity concepts. Includes field trips to local biodiversity hotspots.	A deep dive into biodiversity conservation and forest and mountain ecosystems. Includes camping activities in the Ifrane National Park.	Focus on practical applications of biodiversity knowledge, communication strategies for awareness and sustainability in urban contexts.

2. GREEN BOOTCAMPS & TRAININGS

In 2025, the DAPP YIEP and Green Gateway projects plan to jointly support 1,600 green entrepreneurs in 5 regions.

- *The DAPP YIEP project has regional partners who deploy entrepreneurial support in the regions of (1) Rabat-Salé-Kenitra; (2) Casablanca-Settat; (3) Tangier-Tetouan-Al Hoceima; and (4) Beni Mellal-Khenifra.*
- *The DAPP Green Gateway project will deploy green entrepreneurial support in the Fez-Meknes region to project leaders registered for the activity.*

The DAPP categorizes green businesses into:

- *Those that directly produce goods or offer environmentally friendly services;*
- *Those that promote environmentally friendly production processes, even if the final product does not have a direct link with the environment.*

In the tourism sector, to be considered green, nature-based activities must be based on:

- *A strong awareness of the natural environment and its vulnerabilities;*
- *Promoting environmental protection;*
- *Responsible and sustainable use of natural resources and improving the well-being of local populations.*

PURPOSE OF THE CONSULTATION

In order to carry out the Training of Trainers activity (the content of which is developed by the Copenhagen Zoo team) and as part of the entrepreneurial support for green project leaders, Swisscontact calls on a trainer who is an expert in biology and/or biodiversity.

The objectives of this consultancy will be to:

- Support the development of training content;
- Support the deployment of training modules;
- Support ToT beneficiaries in the facilitation of training workshops;
- Support the DAPP's entrepreneurial accompaniment.

The following actions are expected of the service provider:

- Review of the content of the ToT training, developed by the Copenhagen Zoo team, with recommendations to adapt it to the Moroccan context;
- Participation in the 3 modules of the ToT and on-site assistance of the Swisscontact and Copenhagen Zoo teams in the dissemination of content as needed;
- Participation and supervision of training and awareness workshops organised by Swisscontact and facilitated by ToT beneficiaries, to ensure the quality of knowledge transmission;
- Conduct green trainings for the benefit of DAPP YIEP regional partners;
- Lead green training workshops for the benefit of green business project leaders during bootcamps organized by the DAPP Green Gateway.

TIMELINE

The consultancy will be deployed according to the program below :

DESCRIPTION	AVAILABLE	WORKING DAYS	BREAKDOWN
Development of the Training of Trainers (ToT)	Feedback and recommendations for adapting the content of Module 1.	2	January 2025
	Feedback and recommendations for adapting the content of Module 2.	2	March 2025

	Feedback and recommendations for adapting the content of Module 3.	1	May 2025
Deployment of the Training of Trainers (ToT)	Participation and assistance in Module 1.	5	February 2025
	Participation and assistance in Module 2.	5	April 2025
	Participation and assistance in Module 3.	5	June 2025
Support for the knowledge-transfer of the Training of Trainers (ToT)	Participation and supervision of 6 in-person workshops and 6 online workshops.	9	Workshop schedule to be defined
Support for the incubation of green entrepreneurs in the Fez-Meknes region	Green Training workshops for DAPP YIEP Regional Partners	10	Workshop schedule to be defined
	Green training workshop for the benefit of the 2 cohorts of Green Gateway entrepreneurs during the 3 bootcamps (half a day per cohort per bootcamp)	3	July 2025

**The deliverables of the service will be further detailed with the selected expert.*

SWISSCONTACT'S NEED FOR EXPERTISE

Eligibility criteria for candidates:

To support Swisscontact and its partners in this analysis, the expert must:

- Hold a PhD in biodiversity or other related branch;
- Have a legal status;
- Have a complete administrative file;
- Be directly responsible for the preparation and management of the activities and not act as an intermediary;
- Have conducted similar trainings in the last three (3) years;
- Be fluent in French, English and Arabic and be able to conduct biodiversity conservation training in all three languages.

Application file:

- Complete administrative file including: Articles of Association, bank details, ICE, etc.
- Detailed resume;
- Technical proposal in English;
- References and history of supporting young people and green enterprises;



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- Financial proposal (Man/Days) in Moroccan dirhams. Please note that the consultant's travel during trainings, workshops and other activities will be covered directly by Swisscontact.

Ethical clauses and code of conduct:

- Absence of conflict of interest;
- Respect for human rights as well as environmental legislation and core labour standards;
- Zero tolerance for sexual exploitation, abuse and harassment;
- Anti-corruption: The partner must comply with applicable anti-corruption laws, regulations and codes of conduct.

CONTACT

Send your application file (administrative file, technical and financial proposal) **before Monday, January 20th 2025** to mouslim.benhajji@swisscontact.org.

For any questions or requests for further information, please send an email to the same address.