



SOW: EU4Moldova: Startup City Cahul

Reference agreement number: 13797

Scope for Work: Trainer for Digital UPGRADE Cahul Program

Background

The Government of Sweden has entered into a delegated agreement with the European Delegation in June 2020 for the implementation of *EU4Moldova: Startup City Cahul Project*. The National Association of ICT Companies has entered into an agreement with Sweden on September 15, 2020, for the implementation of the project.

The specific objectives are:

- Foster partnership for innovation and entrepreneurship between the private sector, public sector, and educational institutions in the region of Cahul
- Promote technology, problem solving and creative solutions in learning and make STEAM topics (Science, Technology, Engineering and Mathematics) more attractive for women and men, girls, and boys.
- Facilitate the emergence of startups in innovative sectors, build their capacity and investment readiness

Under the programmatic approach, the Action will contribute to the regional development of Cahul, in agreement with the Government of Moldova's strategies for regional growth and well-being.

This is why knowledge of using digital skills is crucial for a company that tends to survive on the market. Digital Upgrade Cahul is a program aimed to give the knowledge and cover the needs of digital skills for a company that will increase the digital literacy among the SMEs and conduct it to the development of the regional economy. The activity will contribute to the specific objective 3 of the project's description of actions describing implementation of training tools and deployment of entrepreneurial training for the region of Cahul

Digital Upgrade Cahul is a training programme for SMEs, with a duration of 3 days intense training to prepare the SMEs for digitalization. The program is organized in 3 batches, each batch covering one of the region sectors (agriculture, tourism, logistics & trade).

The training courses will target SMEs directors, owners and managers. The topics that will be covered are Digital Marketing, Sales, e-Commerce, Electronic Payment Systems and Cybersecurity.

Purpose and objective:

Within this scope of work ATIC intends to contract **10 trainers** that will provide training content and will deploy training for the participants.

Trainers will support the activities of the program by training and supporting companies to grow, will provide information support, and guidance, matching their needs and opportunities of the company.

Duties and responsibilities:

Working in close collaboration with the assigned Project Manager, the consultant will be responsible for the following:

- Developing the training content and methodology for the training on the specific topic based on her/his experience and good practices
- Delivering the training according to the agreed methodology and schedule

- Assessing the training progress and documenting the beneficiaries engagement.
- Maintaining a database and submitting the trainings materials (to be distributed to the participants)
- Reviewing goals and objectives of the participating companies (related to digitalization, digital skill of the employees etc.)
- Providing case studies, best practices and background information, valuable presentations to share knowledge with beneficiary (SMEs from Cahul region)
- Facilitating connections with other relevant companies, projects, institutions for further collaboration
- Reporting regularly to the Project Manager.

Requirements and qualifications

- A good understanding of the Small Business mindset
- Excellent communication skills
- Solution oriented
- Demonstrated experience in training, facilitation and knowledge transfer, and development of training content (2 years+)
- Demonstrated experience on selected training topics (university degree or work experience, min 3 years)
- Strong strategic, financial and commercial know-how

Specific area of expertise:(in one or more domains)

Please mention in the letter of intent the subject you are applying for provide:

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| ● Digital Marketing | ● IT tools, platform |
| ● Social Media | ● Investment |
| ● Legal (purchase processes, contracts, agreements, amendments etc) | ● HR |
| ● e-Commerce | ● Cyber Security/Online security |
| ● IT/ Technology transfer | |
| ● Sales – B2B and/or B2C sales | |

Deliverables:

- Content and presentations (visuals) for the covered subject, (curricula, methodology, visuals)
- Recommended tools, support materials and case studies
- Activity reports
- Other (deliverables related and connected to the tasks)

Place of performance

The consultant will perform his/her duties in the Republic of Moldova, with minimum 1(one) visit to Cahul.

Period of performance

The assignment will begin in August 2022, for one(1) year.

Level of effort: Depending on workload connected to the number of participants and selected topics, the level of effort will be negotiated. The volume of work will be remunerated according to the agreed fee.

Reporting

The consultant will report to the assigned manager.

Application process:

Interested candidates shall submit letter of intent, mentioning area of expertise and the topics that to be covered, CV, technical and financial offer, fee per day by August 1, 2022 to ovacarov@startupcitycahul.md and candronic@startupcitycahul.md. The subject of the email will include the following information: Name_Surname_Trainer_Digital Upgrade.