

Call for Proposals:

Digital Marketing Strategist

Innovate2PREVENT Technical Expert Contribution

TERMS OF REFERENCE (TOR)

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| Project Title: | Innovate2PREVENT (PREVENT Circular Innovation Contest) |
| Client / Organization: | Yunus Environment Hub Philanthropy gGmbH |
| Location: | Remote/virtual |
| Duration: | 26-34 hours (spread over 5-6 days) during Q1 2025 (2 hours sprint workshop, 20 hours 10 one-on-one working sessions of 2 hours each and 4 hours for reviewing written strategies and preparation, optional: 8 hours for the development of a training manual) |
| Service delivery: | To guide and support program the I2P participants in developing and implementing effective digital marketing strategies. |

Reference Number: YEHP25-0002

1. Background/Client

Yunus Environment Hub (YEH) is a global social business network that creates solutions for the environmental crisis. Co-founded by Nobel Peace Prize Laureate Prof. Muhammad Yunus, YEH supports and develops social business solutions that solve environmental problems in a financially self-sustainable way and with high socio-economic impact.

2. Innovate2PREVENT Programme / PREVENT Circular Innovation Contest

Innovate2PREVENT (I2P) is a programme that inspires and mobilises creative minds from around the globe to develop innovative, inclusive and data-driven circular business approaches. It combines an innovation contest with business acceleration. It provides a unique opportunity for innovators, environmentalists, and forward thinkers to showcase and advance their innovative solutions contributing to a circular economy in priority countries of the German Development Cooperation while taking just transition principles into account. The programme is promoted by PREVENT Waste Alliance, with funding from GIZ.

3. Scope and Timing

The consultant is expected to deliver the following outcomes:

- 1. One 2-hour sprint workshop** delivered to 15 I2P programme participants: The consultant will facilitate an interactive session for all participants, focusing on best practices, strategies, and actionable steps for building effective digital marketing.
- 2. 10 one-on-one tailored working sessions of 2 hours each** with 1 programme participant each: The individual sessions will provide tailored advice, refine strategies, and address specific needs or challenges.
- 3. Review the 10 written digital marketing campaign strategies for selected participants:** Work collaboratively with selected participants to review and provide

feedback on their actionable and detailed strategies.

4. **Optional: Development of Training Manual (8 hours):** A useful output would be a comprehensive training manual that is designed to serve as a practical resource for future similar training sessions held internally. It should include detailed instructions, guidelines and tools or templates that enable YEH to conduct similar training programs effectively and independently. The manual must be clear, structured and user-friendly – ensuring its adaptability and usability across various contexts

The assignment is to take place between 10th February 2025 and 31st March 2025.

4. Application

Interested parties are requested to submit an offer (including a technical and financial proposal as well as relevant qualifications and experience with resumes of key personnel involved) to tenders@yunuseh.com by 07.02.2025. The candidates will be ranked by suitability and economic factors.