

Call for Proposals - Individual Consultant

Terms of Reference (ToR)

Client: Yunus Environment Hub Philanthropy gGmbH

Assignment: Consultant / Social Business Coach

Reference: YEHP25-0010

Project name: CirculaRise Accelerator

Project Phase: Stage 1 - Stage 4

Number of expert days: 279

Implementation period: 1.10.2025 – 31.12.2026

Location: Nairobi

1. Background:

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.

The objective of the CirculaRise Accelerator Project is to empower growth-stage businesses in Kenya, particularly those generating significant waste with capacity to reduce, reuse, or recycle waste by integrating circular economy principles into their operations and business models. A deliberate focus will be on women-led/owned businesses.

The CirculaRise Accelerator has a focus on enterprises targeting the adoption of circular business models and climate adaptation for an increased competitiveness in value chains. The project will focus on both social businesses (in line with Yunus Environment Hub's mission) and non-social businesses that demonstrate a strong interest in circularity and a clear potential to evolve towards more impact-oriented business models, including social impact.

The goal is to enhance businesses' competitiveness by supporting them to integrate circular economy principles such as resource reuse and waste reduction. The project also promotes women's leadership, entrepreneurship, and economic empowerment. For the successful implementation of the project and achievement of the objectives and results, YEH will integrate the adopted SME Loop methodology with a focus on circular economy principles, women's economic empowerment, and waste recycling.

The implementation will follow four key stages:

- Stage 1: Curriculum Development and Training material adoption,
- Stage 2: Preparation, Assessment, and Selection,
- Stage 3: Acceleration Phase: Training, Coaching, and Graduation Ceremony, and
- Stage 4: Measure, Learn & Share.

2. Objective of the Assignment:

The objective of this assignment is to provide high-quality coaching services in Nairobi/Kenya and to support across all four stages of the project.

Approximately **60% of the consultant's total working days** will be allocated to **Stage 3 – Coaching (Activity 6) and Training (Activity 5)**. These responsibilities involve the design and delivery of coaching sessions across multiple cohorts, applying the SME Loop methodology. The coaching cycles will require consistent engagement with participating businesses over several months and will represent the consultant's core contribution to the project's impact.

The remaining **40% of the consultant's time** will be dedicated to support functions across the earlier and final stages of the project. This includes:

- Supporting the development of the curriculum and training material (Stage 1);
- Contributing to the development of the selection strategy and outreach activities (Stage 2);
- Participating in application reviews, interviews, and onboarding processes (Stage 2 & 4);
- Supporting the organization of pitch events and graduation ceremonies, as well as preparing enterprises for public presentations (Stage 4).

3. Scope of Work & Deliverables:

A **detailed work plan**, including the specific time commitment per activity and deliverable, will be developed jointly with the Project Lead during the contract inception phase. This will ensure alignment with project milestones, cohort schedules, and reporting requirements.

The Consultant is expected to maintain flexibility and proactive communication throughout the assignment to accommodate evolving project needs and timelines for the activities described below.

Project Stage 1: Curriculum Development and Training material adoption,

Activity 1: Developing a comprehensive enterprise development plan and laying the foundation for growth through the adoption and implementation of circular economy business models and approaches within the SME Loop Approach, as well as the integration of gender-responsive strategies.

- Provide input to the training material and business needs assessment, co-design the curriculum.

Deliverable: Curriculum and training material, survey

Project Stage 2: Preparation, Assessment, and Selection

Activity 2: Preparation and Recruitment Strategy Development

2.1. Define Selection Process and Criteria

- Co-develop a detailed selection matrix based on pre-defined priorities (e.g. business potential, Circular Economy alignment, social impact).

Deliverable: Selection process documents including criteria, matrix, and scoring guidelines.

2.2. Develop Communication Concept

- Provide input for a multi-channel outreach strategy, including key messages tailored to target groups.

Deliverable: Outreach concept paper (max. 3 pages) with timeline and responsibilities.

2.3. Conduct Desktop Research

- Identify relevant multipliers and potential participants, including community organizations, incubators, etc.

Deliverable: Mapping of at least 50 potential participants and 10 key multipliers.

2.4. Implement Multi-Channel Outreach

- Participate in the outreach campaign via digital platforms, social media, mailing lists, events, and partnerships.

Deliverable: Outreach log with reach, engagement data, and key contacts.

Activity 3: Selection and Shortlisting

3.1. Review and Assess Applications

- Evaluate applications based on criteria such as:
 - Entrepreneurial competencies
 - Business potential
 - Circularity & waste-related metrics
 - Motivation and growth potential

Deliverable: Completed scoring sheets for all applicants and ranking list.

3.2. Conduct Interviews

- Conduct interviews with shortlisted participants.

Deliverable: Summary reports for each interviewee.

Project Stage 3: Acceleration Phase: Training, Coaching, and Graduation Ceremony

Activity 4: Onboarding and Needs Assessment

4.1. Facilitate Onboarding Event

- Co-design a 2-hour virtual orientation session, introducing the program, expectations, and schedule.

Deliverable: Slide deck, facilitation notes, and attendance list.

4.2. Conduct Business Needs Assessment

- Co-develop and analyse online surveys to identify:
 - Business development gaps
 - Coaching/training needs
 - Barriers to market and finance
 - Challenges specific to women entrepreneurs

Deliverable: Needs assessment survey reports with key findings and recommendations.

Activity 5: Training (16 in-person trainings)

- **5.1.** Support the preparation and participate in the 3-day trainings on Business Analysis
- **5.2.** Support the preparation and participate in the 3-day trainings on Business Improvement Planning.

Deliverables: Training agendas, and attendance list

Activity 6: Coaching

Deliver tailored support to approximately 20 enterprises, following the SME Loop approach, with a total of 10 coaching sessions per business conducted across two cycles. The coaching format will include five in-person sessions and five virtual sessions, with the first session held on-site at the business premises to observe operations and identify circular opportunities.

- **6.1 & 6.3.** Cycle 1: Strategy Formulation – 2 coaching sessions/month over 2 months (per enterprise)

- **6.2 & 6.4.** Cycle 2: Business Improvement and Linkages Development – 2 sessions/month over 3 months

Deliverables: Coaching plans tailored to each enterprise, session notes and progress reports, identified gaps and follow-up actions

Activity 7: Gender Inclusive and Responsive Approaches

- Mainstream gender-responsive methods and inclusive communication in all coaching and training activities.

Deliverables: Feedback summary on gender-specific challenges and support needs

Activity 8: Pitching and Linkages

- **8.1.** Support selection of top 3 enterprises per region and cohort.
- **8.2.** Coach enterprises on preparing financial pitches.
- **8.3.** Assist with the organisation of the final pitching event and graduation.
- **8.4.** Attend and contribute to the in-person Graduation Ceremony

Deliverables: Pitch training materials, support in designing pitching agenda and criteria, feedback to enterprises on pitch performance

Stage 4: Measure, Learn & Share

Activity 9: Monitoring, learning, and sharing.

- Contribute to the continuous activities throughout the project duration, especially to the baseline and follow-up survey.

Deliverables: Indicator tracking table, Survey reports

4. Required Qualifications

- University degree (Master or Bachelor) in Business Administration, Economics, Development Economics, Environmental Studies, Circular Economy, Sustainable Development, or other equivalent degree.
- 5 years of proven professional experience in the sector of entrepreneurship and SME Promotion and with coaching of SME, experience with social business as a plus.
- 5 years of professional experience with circular economy and waste management.
- Trained and experienced in the SME Loop methodology.
- Expertise in participant selection processes, interview design, and community outreach.
- Knowledge of gender and inclusive approaches in enterprise development is a plus.
- Excellent written and verbal communication skills in English.
- Strong facilitation skills, both online and in-person.
- Prior experience working with international or development-focused programs is a plus.

5. Timeline:

The assignment will begin in October 2025 and end on 31.12.2026. The contract will cover up to 279 expert days. Specific milestones, the exact input to the deliverables and deadlines will be jointly agreed with the Project Lead.

6. Evaluation

Proposals will be evaluated based on the following methodologies:

- According to the combined scoring method – where the technical criteria will be weighted at 70% and the financial offer will be weighted at 30%.
- Only candidates obtaining a minimum of 49 points (70% of the total possible technical points) will be considered for the Financial Evaluation.

- The financial offer is scored relatively to the best price offer whereas quality is scored individually i.e. not relatively.
- The top applicant with the highest combined score will be awarded the contract.

Technical Evaluation (70%, max 70 points)

Criteria	Weight (%)
Relevant professional experience in the sector of entrepreneurship and SME Promotion and with coaching of SME	25%
Expertise in the SME Loop methodology	10%
Relevant expertise in circular economy and waste management	15%
Knowledge of gender and inclusive approaches in enterprise development	10%
Expertise in participant selection processes, interviews/survey, and community outreach	10%
Academic background	10%
Understanding of local context / target group	5%
Communication and facilitation skills	5%
References / Past performance	10%

Financial Evaluation (30%, max 30 points)

7. Application Process:

Please submit:

- **Technical proposal** outlining your experience, approach and availability using the standard template.
- **Financial proposal:** Daily rate, including all taxes and fees as described in the proposal submission form.
- **Proof of previous related work:** CV and at least three traceable references

Proposals need to be submitted to tenders@yunuseh.com stating "CirculaRise Accelerator Consultant / Social Business Coach" in the subject line. Late submissions will not be assessed.

Submission deadline: 21.09.2025, 23:59 CET