

Call for Proposals:

SME/ Social Business Trainer

TERMS OF REFERENCE (TOR)

Client:	Yunus Environment Hub Philanthropy gGmbH
Assignment:	SME / Social Business Trainer NAKURU
Reference:	YEHP25-0110
Program / Project name:	CirculaRise Accelerator Kenya
Implementation period:	February– November 2026
Number of expert days:	tbd
Location:	Nakuru

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, implemented in partnership with GIZ's Employment Promotion for Women for Africa's Green Transformation (WE4D), 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 focuses on enterprises that target the adoption of circular business models and climate adaptation to increase 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 into more impact-oriented business models, including those with social impact.

The goal is to enhance businesses' competitiveness by supporting them in integrating 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 its objectives and results, YEH will integrate the adopted SME Loop methodology, focusing 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 (Nov-Dec 2025),
- Stage 2: Preparation, Assessment, and Selection (Jan-Feb 2026)
- Stage 3: Acceleration Phase: Training, Coaching, and Graduation Ceremony (Feb-Oct 2026),
- Stage 4: Measure, Learn & Share (Nov-Dec 2026).

2. Objective of the Assignment

The objective of this assignment is to establish a pool of approximately eight trainers at various locations in Kenya to provide high-quality business development training services to businesses participating in the CirculaRise Accelerator project.

3. Scope of Work & Deliverables

As a trainer, you will play a crucial role in enhancing the competitiveness and sustainability of SMEs and social businesses participating in the CRA project. You will be expected to deliver high-quality, practical, and participatory training sessions that integrate principles of Circular Economy (CE) and Gender Transformative Approaches (GTA) with the SME Loop and CRA Frameworks.

Your responsibilities will include:

1. Preparation and Delivery of SME Training Sessions

- Design, prepare, and deliver training sessions for groups of approximately 25 entrepreneurs per session.
- Trainings will focus on enhancing business competitiveness through Circular Economy practices, innovation, and gender-inclusive business development.
- Sessions will be delivered in Mombasa, Nairobi, Nakuru, Kisumu, and Eldoret, starting from February.
- You may be assigned to conduct up to four (4) cycles of 3-day training sessions depending on experience, specialisation, and participants needs.

2. Training of Trainers (ToT) Participation

- Participate in a hybrid (physical and virtual) Training of Trainers (ToT) **refresher course**.
- The ToT will refresh and align trainers on the SME Loop Framework, analytical tools, Circular Economy concepts, and Gender Transformative Approaches.

3. Curriculum Adaptation and Integration

- Together with the project team, you will adapt training materials and case studies to reflect the realities of SMEs participating in the program, ensuring practical relevance and inclusivity.
- You need to be available for a 2-hour working session with the project team to ensure your training content meets the expectations of the program.

4. Reporting and Feedback

- You will be required to document and submit to the project team the key lessons, participant feedback, and success stories from training sessions.
- Provide a brief post-training report summarising training outcomes, participant engagement, and recommendations for improvement.

4. Required Qualifications

- University degree (Master's or Bachelor's) in Business Administration, Economics, Development Economics, Environmental Studies, Circular Economy, Sustainable Development, Gender Studies, or other equivalent degree.
- 5 years of proven professional experience in the sector of entrepreneurship and SME training and business development
- Experience in circular economy training is a plus.
- Trained and experienced in the GIZ's SME Loop methodology.
- Knowledge of gender and inclusive approaches in enterprise development.
- Excellent written and verbal communication skills in English.
- Strong facilitation skills, both online and in-person.
- Located in one of the project's locations of focus (Mombasa, Nairobi, Nakuru, Kisumu, Eldoret).

5. Evaluation

Offers will be evaluated based on the following methodologies:

- Offers will be evaluated 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 applicants with the highest combined score will be invited for a selection interview.
- The scope of the assignment will depend on the location of the participating businesses.

Technical Evaluation (70%, max 70 points)

Criteria	Weight (%)
Relevant experience in Business Development Services (BDS), training for startups and/or SMEs	20%
Expertise in the SME Loop methodology	10%
Expertise in training SMEs in the circular economy and waste recycling sectors	15%
Knowledge of gender and inclusive approaches in enterprise development	15%
Academic background	10%
Understanding of local context/target group	10%
Communication skills	10%
References / Past performance	10%

Financial Evaluation (30%, max 30 points)

Daily Rate (covering preparation, local travel, delivery, and documentation) in Euros.

6. Application Process:

Please submit:

- **Technical proposal** outlining your experience, approach and availability using the standard template
- **Financial proposal:** The offer shall indicate an **all-inclusive unit day rate in EUR**, covering preparation, local travel, delivery, and documentation.
- **Proof of previous related work:** CV and at least three traceable references

Proposals should be submitted to tenders@yunuseh.com , stating “CirculaRise Accelerator / SME / Social Business trainer Nakruru” in the subject line. Late submissions will not be assessed.

Submission deadline: 17.12.2025, 23:59 CET