

Call for Proposals

Terms of Reference (ToR)

Client:	Yunus Environment Hub Philanthropy gGmbH
Assignment:	SME Coach / Social Business Coach NAIROBI
Reference:	YEHP25-0104
Program / Project name:	CirculaRise Accelerator Kenya
Implementation period:	February– December 2026
Number of expert days:	tbd
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, 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 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 (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 build up a pool of approximately eight coaches at different locations in Kenya to provide high-quality coaching services to businesses participating in the CirculaRise Accelerator project.

The coaching cycles require consistent engagement with businesses over several months during Stage 3 of the project and represent the consultant's core contribution to the project's impact.

3. Scope of Work & Deliverables

In total, 150 enterprises shall participate in the program. The number of enterprises per location will only be known after the selection process in Stage 2 of the project. Depending on the selection process, the number of businesses per coach will be discussed and defined.

Before beginning the assignment, the **coach must complete a mandatory training**. This training ensures that all coaches meet the minimum quality standards, including the SME Loop methodology, circular economy principles, gender-responsive approaches, inclusive communication in all coaching and training activities, and standardised documentation.

Activity 6: Coaching

The coaches shall deliver tailored support to enterprises, following the typical SME Loop approach, with a total of 10 coaching sessions per small 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.

- Cycle 1: Strategy Formulation – 2 coaching sessions/month over 2 months (per enterprise)
- Cycle 2: Business Improvement and Linkages Development – 2 sessions/month over 3 months

Deliverables: Baseline assessment, business needs survey, coaching plans tailored to each enterprise, session notes and progress reports, identified gaps and follow-up actions, feedback summary on gender-specific challenges and support needs

Activity 5: Training

According to the SME Loop, all SMEs will participate in two modularised training blocks. These trainings will combine theoretical frameworks, practical tools, and incorporate role-plays, group discussions, experiential learning through hands-on activities, and self-reflection exercises to ensure practical understanding. The outcome is that participants gain the skills to strategically plan business improvements, understand their current business context clearly, and recognize the circular economy's relevance. The coaches will attend at least one day of the two trainings.

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 GIZ's SME Loop methodology.
- 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 February 2026 and end in October 2026.

6. 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 and number of coaching sessions will depend on the location of the participating businesses.

Technical Evaluation (70%, max 70 points)

Criteria	Weight (%)
Relevant experience in coaching and support of startups and/or SMEs	25%
Expertise in the SME Loop methodology	15%
Expertise in circular economy and waste management	10%
Knowledge of gender and inclusive approaches in enterprise development	10%
Academic background	10%
Understanding of local context / target group	10%
Communication and facilitation skills	10%
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:** The offer shall indicate an **all-inclusive unit rate in EUR per virtual coaching session and per on-site coaching session**, covering preparation, travel, delivery, follow-up, and documentation.
- **Proof of previous related work:** CV and at least three traceable references

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

Submission deadline: 19.12.2025, 23:59 CET