



UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

TERMS OF REFERENCE FOR HOST INSTITUTION OF THE TOMATO LEARNING AND SERVICE CENTER

Project title:	Inclusive and sustainable development of the tomato value chain in Egypt
Duration:	24 months
Project site:	Egypt
Government counterpart agency:	Ministry of Trade and Industry; Ministry of Agriculture and Land Reclamation
Executing agency / cooperating agency:	United Nations Industrial Development Organization (UNIDO)
Donor:	Government of Italy – Italian Agency for Development Cooperation (AICS)

I. GENERAL BACKGROUND INFORMATION

The “Inclusive and sustainable development of the tomato value chain in Egypt” (SAP ID: 170251) focuses on creating a Pilot Training and Service Center, specifically a Tomato Learning and Service Center (TLSC), primarily serving the tomato processing value chain by linking primary producers with the processing industry. It will aim on offering a set of services for the existing and new tomato processors to develop their business starting by upgrading labor skills through specialized training courses and by introducing innovative products and/or processes to compete in the internal and external markets.

The overall objective of the project is to support the development of an inclusive and sustainable tomato value chain in Egypt by increasing value-addition and by enhancing technical capacities of youth, thereby enhancing their employability and job/business opportunities. The project is designed to ensure the achievement of the following three main outputs:

Output 1: Primary producers (particularly of tomato varieties for processing) have improved production capacity, quality, value-addition and access to market;

Output 2: Human resources involved in the tomato processing industry have acquired new technical and managerial skills as demanded by the sector;

Output 3: Existing and new tomato processing factories have introduced innovative solutions, processes and/or products, in line with local and export markets demand and standards.

This TOR falls under Output 2 and aims to outline the envisioned scope and services of the center, the application requirements as well as the selection and evaluation criteria for a potential host institution.

II. DESCRIPTION OF THE TOMATO LEARNING AND SERVICE CENTER:

A. Mandate and scope of work:

The project will establish the Tomato Learning and Service Center (TLSC) to launch training courses, production trials and demonstrations, and provide advisory services on tomato processing to the industry. The TLSC will be set up in such a way that it can be easily replicated in the other areas, for other products or reproduced by the private sector. The TLSC will be equipped with a fully functional production facility, offering new and specialized training to workers, technicians and managers as well as a range of new services to the processing sector. The TLSC production facility will represent a model production facility, ensuring quality and safety of production at all levels from raw material to final products. On another note, the TLSC should be placed within an institution that can support sustainability and accessibility for the private sector interested to invest or upgrade their processed tomato business.

B. Services:

The main services that will be provided by the TLSC are as the follows:

- **Consultancy and advisory services:** the TLSC will provide advisory services to tomato growers concerning the best practices in tomato growing such as mechanized agriculture techniques and safe use of pesticides, in addition to other consultancy services such as feasibility studies and business planning.
- **Training and technical capacity building:** the TLSC will design trainings content and conduct technical capacity building for the industrial individuals and tomato processors on the recent technology of tomato processing.
- **Product development and innovation:** one of the main services of the TLSC is presenting new recipes for tomato products and innovative ideas for packing of products.
- **Market access studies:** some of the tomato processors search for market access studies to identify any potential opportunities for their products in new markets. In addition to understating the dynamics of the markets where they export their production.

- **Pilot production unit and demonstration plot:** the center will include a pilot production unit for trials on new products and new production techniques; furthermore, it will also include small scale commercial production for revenue generation for TLSC. On the other hand, it will include a demonstration plot (land) to show the growers different methods in agriculture using machinery or any other good practices of tomato farming.

C. Beneficiaries:

The center will provide its services to the entire tomato value chain with specific focus on processing sector. The following are the main beneficiaries of the TLSC:

- **Primary producers:** they are the first part of the tomato value chain which includes tomato growers either individual farmers, agriculture cooperatives, agriculture companies or fresh tomato suppliers to the factories.
- **Tomato processors:** they are the final part in the value chain and they are divided into three main categories; processors of tomato concentrate, convertors of tomato concentrate to end products and sundried tomato processors.
- **Entrepreneurs / new and existing employees in the sector / students:** the center will focus on the individuals also at the tomato value chain in Egypt such as Industrial individuals and students who start their career in this field, in addition to entrepreneurs who start their new small businesses
- **Community associations:** this category refers to women associations and local development associations that work on the economic empowerment of poorest families to improve their incomes through teaching them new crafts and enabling them to start their own small project.

III. TECHNICAL AND FINANCIAL SUPPORT TO SUPPORT THE ESTABLISHMENT OF THE TLSC

To support the establishment and initial operation of the TLSC, UNIDO, as the project implementing agency, will provide the following technical and financial support:

- International and national consultants/experts deemed necessary to train the project beneficiaries as well as TLSC personnel;
- Training manuals and curriculum for the TLSC;
- Procurement of equipment deemed necessary for the operation of the TLSC in line with identified scope of work and approved project budget;
- Feasibility and market studies related to the tomato processing industry;
- Support participation in selected networking events, trade fairs, study tours, etc. in line with set scope of work.

All activities shall be conducted in line with UNIDO procurement, administrative and financial regulations.

UNIDO will not cover any costs related to infrastructure or operational costs (direct salaries, rent, utilities, etc.).

To ensure the sustainability and successful operation of the TLSC, the host institution shall on the other hand commit to providing the appropriate infrastructure to host the center, support staff, etc. The detailed requirements are clearly illustrated in the next section specifying the application requirements and evaluation criteria.

IV. PROPOSAL REQUIREMENTS AND EVALUATION CRITERIA

The interested institutions that would like to host the TLSC will be asked to submit to UNIDO, as the project implementing agency, a fully- fledged proposal including the following:

- **Profile of the Host Institution:** including a historical background on the organization; mandate and scope of work; organizational structure; available personnel and qualifications; track record in working with and supporting various actors in the tomato value chain; experience in the development and delivery of trainings (academic and vocational); experience in provision of advisory and consultancy services especially to SMEs; and experience in product development/innovation and food technology matters.
- **Sustainability and Business Approach:** how the institute would ensure the sustainability of the center, including the proposed administrative, financial and governance structure of the center.
- **Public-Private Partnership (PPP) Approach:** the institute's approach on how the center will be based on a PPP, which guarantees providing concrete services to the beneficiaries and project sustainability after project completion.
- **Annexes and supporting documents:** those include documents, plans, pictures that demonstrate fulfilment of the set selection criteria and the ability of the institution to host a sustainable TLSC. Those include size/plot plans of the allocated production plant, offices, showroom and land, etc.

The potential host institutions will be assessed according to a below set of criteria covering several thematic criteria required in the institution that will host the TLSC. The following table shows criteria of selection along with the weight assigned for each thematic criteria.

Weight	Thematic Criteria	Criteria
15%	Infrastructure and Logistic facilities	Allocating production unit to introduce and test new pilot products for the center.
		Allocation of administration offices and training rooms for the center.
		Allocating showroom for the equipment and machinery may help in promoting the Tomato value chain.
		Allocating demonstration plot for growing tomatoes.
15%	Organizational Structure and Good governance	There is not any conflict of interest between the host facility and the beneficiaries of the center.
		The organizational structure of the hosting facility should not be very complicated to the level that may hinder the work of the center.
		The center will work in an independent management and financial structure.
		There are qualified calibres on technical and administrative levels to run and manage the center.
10%	Accessibility, Networking and Connections to the Tomato Processing Industry	Different stakeholders have access to the services of the center.
		The host institution is well connected to the private sector and the regulatory bodies related to the tomato value chain.
		The hosting organization has access to the specialized experts and consultants in the sector.
20%	Experience in Training and Knowledge Transfer (food	The host organization should have sufficient experience in preparing academic syllabus.
		They should have background on designing practical and vocational training programs related to food and agribusiness.

	technology, agriculture)	<p>They should have access to trainers and consultants to design and teach the content of practical and vocational training programs.</p> <p>The hosting facility will be able to provide its experience in developing new products made from fresh tomatoes and tomato paste.</p> <p>The host facility has sufficient experience in the food technology matters and will be able to transfer the technology to corporates, entrepreneurs and industry individuals.</p> <p>The host facility should have previous experience in providing guidance and advisory to the tomato's primary producers.</p> <p>They should be aware to the recent and updated techniques and methods in growing tomato to transfer this knowledge to primary producers.</p>
10%	Financial and Administrative Independence of the Center from the Host Institution.	<p>The center will be able to receive fees, in return for the services provided by the center.</p> <p>The center will be able to sign partnership agreements with local private corporates and sign twinning agreements with international food technology institutes.</p> <p>The center will have independent financial accounts through which it could document all the transactions.</p>
30%	Sustainability and Public-Private Partnership	<p>A sustainability and business approach prepared by the host institution that reflects their vision on how to operate and sustain the center during the project and after its completion.</p> <p>Letter of commitment from the chairperson of the host institution to guarantee their commitment to provide the hosting requirements.</p> <p>A clear model and structure for a PPP that illustrates the strong role of the private sector in the management and operation of the center.</p>
100%		Total score

Note: Field visits might be conducted to evaluate the premises or shortlisted institutions. In addition, further documents might be requested to ensure candidates fulfil application requirements.

V. SUGGESTED CATEGORIES OF ELIGIBLE INSTITUTIONS

Higher educational institutes, research & development, technology centers, private sector entities as well as others entities capable of satisfying the requirements of the TOR.

I. SUBMISSION OF PROPOSALS

Interested institutions shall submit their proposal in line with the TOR electronically in PDF format no later than 17 June 2021, 17:00 Cairo time to this email: office.egypt@unido.org. Kindly note that proposals submitted after the deadline will not be considered.