

HIRING OF CONSULTANTS DCP/OAS

HIRING REQUEST

Type of Consultant	International Consultant
Title of Assignment	Intellectual Property for Start-Ups
Duty Station	Home based
Travel	No
Start date	ASAP

TERMS OF REFERENCE

BACKGROUND

The project “Enhancing self-employment of refugees and youth in Gaza through digital channels - Phase III” builds on the outstanding success of Phase I (March 2018–February 2019), and Phase II (March 2019–February 2020). The Government of Japan funded both Phases through their extra-budgetary funds.

This innovative project promotes digital and online work. In the first 2 Phases, the project managed to build the capacity of an average of 125 youth -in each phase- to take up online jobs. By the time the 2 projects ended, more than 70% of the trainees had sold high-quality services through digital marketplaces and secured sales of almost \$80, 000.

In line with Phase 1 and 2, the third phase of the project aims to address the high unemployment rates among the Palestinian youth, which resulted from the longstanding blockade and the closure imposed on the Gaza Strip. The blockade led to the closure of most of Gazan manufacturing industries, which explains the difficulty related to absorbing new graduates in the private sector. The pandemic situation related to COVID 19 has worsened the situation.

In line with the previous phases, the project aims to boost the demand for remote and online services supplied by youth and entrepreneurs on digital platforms. The project will offer technical and vocational training to a selected group of youth to use digital channels as a new innovative way to connect with clients, gain jobs and access new markets. However, new innovative elements will be piloted at this stage. More specifically, the project will build the capacity of school graduates to develop and deliver professional online learning courses to secure online jobs and generate their own incomes; and (ii) it will also target support start-ups that will be used to help in the transformation process of the Palestinian economy from a traditional one into a digitalized economy, as a response to COVID 19.

The project will therefore deliver four main areas of intervention.

- Output 1: Technical skills of youth improved to produce good quality service
- Output 2: Digital skills of youths improved o manage online transactions and sales
- Output 3: capacity of local potential teachers (potential teachers) and educational centres enhanced to produce online curriculum and courses.

- Output 4: capacities of innovative entrepreneurs to grow their business and to improve their digital functions improved

By doing so, the project helps in bridging the digital divide and might lay down the path for a more comprehensive intervention in the future.

In view of the above, there is a need for an international expert who could provide support in the delivery of specific activities under output 4 on entrepreneurship. More specifically, the consultant will be working with ITC on the development of a training material on intellectual Property (IP) and will transfer the knowledge to the local counterpart through the delivery of a ToT programme.

DUTIES AND RESPONSIBILITIES

Under the direct supervision of the Head, Enterprise Competitiveness Unit, and the overall supervision of the Project Manager, Office for Arab States, Division of Country Programmes (DPS), the responsibilities of the Consultant will consist of the following:

1. Under the guidance of ITC senior expert, prepare a layout and develop objectives and outline for an on-line training programme on Intellectual Property. The training programme shall consist of 4 to 6 sessions, covering (but not limited to) the following topics:
 - IP assets, their characteristics and importance for start-ups
 - Domestic and international registration of IP Assets – The Madrid System, Palestine, Turkey, Egypt and Saudi Arabia
 - IP and Finance: Accounting and Valuation of IP Assets and IP-based Financing
 - Exploiting Intellectual Property Assets; Overview of Licensing, Franchising and Merchandising
 - Enforcing Intellectual Property Rights
 - Intellectual Property Issues in International Business
 - Intellectual Property in the Digital Economy
 - IP Law and Administration in Palestine, Turkey, Egypt, and Saudi Arabia
 - IP Asset Management: IP Audit and IP Due Diligence
2. Based on the above, develop training material package which includes:
 - PowerPoint Slides: the slides shall be fully customizable, and shall include guidance notes for tutors on the bottom of each slide on how to run the activities, etc.
 - Training guides/manual: the manual shall describe discussion points, time devoted to each topic, type of interaction, and tips for delivery.
 - Participant guides (one per training session).
 - Exercises: e.g. quiz, small individual and group exercises, case studies during and between training sessions with guides for the trainers.
 - Answers to the practical exercises and case studies
 - Annexes containing sample documentation, tools and templates easy to be used by enterprises managers without a higher education degree.
 - List of internet links to relevant website for reading additional information, downloading other tools and templates.
3. Deliver a training of trainers (TOT) to BTI's staff and associated consultants. Provide an evaluation of each of the participant at the end of the Programme and nominate a list of 2-3 local experts who could deliver the training locally.

Note: The number of session and their duration will be defined upon agreement with the ITC supervisor. The proposed layout must lead to the anchoring of knowledge and development of skills in the cohort of BTI's employees that will later use the material to train Palestinian entrepreneurs.

EXPECTED OUTPUTS

Expected outputs
1. Final program layout, curriculum, and learning objectives for each session submitted and validated by ITC
2. Final training programme as described in activity 2 submitted and validated by ITC
3. Delivery of the training for BTI staff and associated consultants

SKILLS

Consulting and training skills are required.

EDUCATION

Postgraduate level degree in corporate law or business management, preferably with a focus on entrepreneurship.

EXPERIENCE

a) Required Experience

- At least 10 years of relevant professional experience.
- Sound knowledge and/or experience of intellectual property applied to start-ups, SMEs and /or business internationalization.
- SME/start-up consulting, training or coaching experience.

LANGUAGE: Very good knowledge of written and spoken English, knowledge of Arabic would be an asset.