

Request for Proposal (RFP): Mindset Shift Partner

BACKGROUND

In alignment with the organization's strategic vision to empower young Nigerians with dignified work opportunities, Ethnocentrique is launching the "Fashion Future Program." This pilot intervention aims to provide standardized skills to 5,000 young individuals in Abia State, Nigeria, focusing on garment, footwear, and leatherwork through a cluster apprenticeship system. The program includes training, understudy, and internship opportunities with 1,000 Mastercraft persons (MCPs). Additionally, support will be extended to existing youth-led MSMEs in the identified cluster areas, offering business development support, tools, and networks to access new markets and finance for growth.

Program Components:

- a) **Youth Apprenticeship:** 5,000 young individuals provided technical skills in garment, footwear, and leatherwork through apprenticeship-styled training. The program will also provide non-technical support to the participants, such as,
 - I. Business Soft Skills
 - II. Digital market tools and platforms to access new market opportunities
 - III. IP and other relevant legal and trade laws to inform and protect against copyright infringements, trademarks, etc.
- b) **Mastercraft Persons (MCPs):** The program will also provide training, access to market, finance, and other relevant market opportunities for growth for 1,000 MCPs in the selected trade areas.
- c) **MSME Support:** Business development assistance, access to finance, access to new markets, and other support services for 3000 existing youth-led MSMEs in the cluster areas.

Program Objectives:

The goals and objectives of this pilot program include the following:

- a) Introduce and equip 5,000 young women and men with the skills and knowledge required to build a successful career in the fashion subsector of garment, footwear, and leatherwork.
- b) Using the National Skills Qualification Framework (NSQF), assess and upskill 1,000 Mastercraft professionals with standardized and market-relevant skills to ensure the apprentices are being trained on current market-relevant skill sets.
- c) Working with certified BDS providers to expand access to market linkages for the MCPs, their apprentices, and 3000 existing entrepreneurs / MSMEs operating within the clusters across Abia state.
- d) Support the MSMEs and Apprentices to utilize online distribution channels i.e. Agogo Africa, etc.
- e) Provide access to finance linkages via FCMB for the 3000 supported entrepreneurs.
- f) In close collaboration with partner legal firms and relevant industry stakeholders, initiate conversations with the Nigeria Copyright Commission, on policy enforcement and increased awareness for intellectual property rights in the fashion industry.

- g) Support the MSME Business Member Organizations to design and deploy public awareness advocacy campaigns to educate individuals and businesses about the dangers of intellectual property infringement in the fashion industry.
- h) Empower youth with skills in garment, footwear, and leatherwork.
- i) Facilitate partnerships between youth apprentices and experienced MCPs.
- j) Support MSMEs for business growth and market access.
- k) Contribute to sectorial and policy-based advocacy initiatives.

Reason for State Selection (Abia):

- a. **Aba Fashion Cluster:** Home to over 100,000 flourishing SMEs in garment, footwear, and leatherwork.
- b. **Skilled MCPs:** Abundant skilled Mastercraft persons in identified areas.
- c. **Government Support:** Strong government support for shared facilities and infrastructure.
- d. **Informal Sector Opportunities:** Thriving local economy with a large youth population seeking opportunities in the informal fashion sector.

Target Trade Areas:

- a) Garment
- b) Footwear
- c) Leatherwork

Mindset Shift Partner for the Fashion Future Program

Ethnocentrique is seeking the services of a qualified and experienced training partner to facilitate a mindset shift for participants in the Fashion Future Program. This program aims to provide a holistic approach to skills development, combining technical training with essential life skills to ensure participants are well-prepared for the challenges of the workforce and entrepreneurship.

Scope of Work

The Mindset Shift Training Partner will play a crucial role in ensuring participants develop the necessary mental and emotional resilience, as well as the life skills required to succeed in their respective fields. The scope of work includes:

1. Participant Onboarding and Orientation:

- a. **Orientation Sessions:** Conduct initial orientation sessions to familiarize participants with the program's objectives, structure, and expectations.
- b. **Initial Assessments:** Include baseline assessments to understand participants' starting points regarding mindset, mental and emotional health, and life skills.

2. Development of Training Protocols:

- a. **Collaborate with Ethnocentrique:** Work together to develop detailed training protocols that integrate mindset shift, mental and emotional assessment, and essential life skills into the overall program.
- b. **Tailor to Participant Needs:** Ensure training protocols are customized to the unique needs of the participants and align with the program's objectives.

3. Mental and Emotional Assessment:

- a. **Design Assessment Tools:** Create and implement comprehensive mental and emotional assessment tools to be administered throughout the program.
- b. **Individualized Feedback:** Provide personalized feedback and support based on assessment results, ensuring participants are mentally and emotionally prepared for the technical training.

4. Life Skills Training:

- a. **Develop Training Sessions:** Create and deliver sessions focused on essential life skills such as resilience, stress management, communication, and adaptability.
- b. **Application of Skills:** Ensure participants understand how to apply these skills in real-world scenarios for their personal and professional growth.

5. Monitoring and Evaluation:

- a. **Establish Framework:** Develop a robust monitoring and evaluation framework to track participants' progress.
- b. **Regular Assessments:** Conduct regular assessments to measure the impact of mindset shift training on participants' behaviours and performance.
- c. **Reporting and Recommendations:** Provide detailed reports on the effectiveness of the training and recommend adjustments to improve outcomes.

6. Support and Guidance:

- a. **Ongoing Support:** Offer continuous support and guidance, helping participants navigate challenges and stay motivated.
- b. **Safe Learning Environment:** Create a safe and supportive learning environment where participants feel comfortable discussing concerns and seeking help.

7. Collaboration with Other Program Components:

- a. **Work Closely with Partners:** Collaborate with other training partners, MCPs, and Ethnocentrique staff to ensure a cohesive and integrated approach to participant development.
- b. **Share Best Practices:** Exchange insights and best practices to continuously improve the overall program.

8. Diversity and Inclusion:

- **Inclusive Practices:** Ensure that training protocols and materials are inclusive and considerate of diverse backgrounds and needs.
- **Cultural Sensitivity:** Incorporate cultural sensitivity training for both participants and trainers to foster an inclusive learning environment.

Qualifications and Expertise

- Demonstrated expertise in mindset shift training, mental and emotional assessment, and life skill development.
- Proven experience working on similar programs focusing on youth training and skill development.
- Strong understanding of the unique challenges and opportunities within Abia State and the Southeast region.

- Excellent project management skills and the ability to deliver high-quality training within specified timelines.

Evaluation and Selection Criteria:

Evaluation Criteria	Description	Weighted Points
Organizational Experience and Capacity	Relevant experience and expertise in capacity enhancement and project management for MSMEs.	20
Team Experience	Expertise of the team in executing all aspects of the project scope (key personnel resumes).	15
Program Understanding	Demonstrated understanding of the Fashion MSME Skills and Cluster Development Program goals.	20
Methodology and Work Plan	Clear methodology and approach, detailed work plan with schedule and milestones.	20
Budget and Cost	Cost-effective budget with a detailed financial proposal.	20
Conflict of Interest	Confirmation of no conflict of interest.	5
Total		100

Submission and Deadline

Interested candidates should submit a proposal of no more than 15 pages, detailing their understanding of the brief, and approach to the scope of work, proposed methodology to provide support, and a work plan. Kindly also attach a detailed budget, including breakdown and a company profile. **The deadline for submission is the 10th of August 2024.**

Kindly ensure that all requested documents (detailed proposal, work plan, company profile, budget breakdown, and team profile) are provided.

Contact Information

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