

Terms of Reference (TOR)

Project Title: Marketing, Technical, Financial, Social, and Environmental Feasibility Study for the Green Business Accelerator

Project Background

The Sustainable Development Unit at the Bank of Yemen and Gulf is seeking to establish the "Green Business Accelerator," an initiative aimed at supporting startups and projects focused on sustainability, renewable energy, and eco-friendly innovations. The program includes providing mentorship, funding, and support to entrepreneurs striving to make a positive impact on the green economy.

Objective of the Assignment

The primary objective of this consultancy is to conduct a comprehensive feasibility study for the establishment of the Green Business Accelerator. The study should cover the marketing, technical, financial, social, and environmental aspects of the project. It aims to assess market demand, technical and organizational feasibility, partnership opportunities, and the potential economic, social, and environmental impacts of the accelerator in Yemen.

Scope of Work

The consultant/consulting firm is required to carry out the following tasks:

Marketing Analysis

Analyze the market and assess demand for green projects and startups in Yemen.

Identify potential growth sectors such as renewable energy and environmental innovations.

Analyze competition and identify marketing opportunities for the Green Business Accelerator.

Technical Analysis

Study the technical requirements for establishing the accelerator, including technological infrastructure and technical support.

Evaluate potential technical challenges and propose solutions to ensure the sustainability of the accelerator.

Propose the tools and technologies needed to support green innovations within the accelerator.

Financial Analysis

Prepare a financial feasibility study, including a cost-benefit analysis for establishing the accelerator.

Identify potential funding sources, including grants and support from investors.

Prepare financial forecasts for the accelerator, including operating costs, revenue streams, and expected returns.

Social Analysis

Assess the potential social impact of the accelerator on the Yemeni community, including support for young entrepreneurs and community-driven projects.

Evaluate opportunities for contributing to job creation and improving social conditions through the accelerator.

Environmental Analysis

Assess the environmental impact of the accelerator and the projects it will support.

Ensure alignment with local and international environmental policies.

Identify opportunities to enhance environmental sustainability in the projects funded and nurtured by the accelerator.

Deliverables

The consultant/consulting firm is expected to provide the following:

Inception Report: Detailed work plan and methodology within the first two weeks

Draft Feasibility Study: Including marketing, technical, financial, social, and environmental analysis.

Final Feasibility Study: A comprehensive report with recommendations and findings, including technical, financial, social, and environmental aspects.

Executive Summary: A brief overview of the key findings and recommendations.

Presentation: A formal presentation of the findings to the Sustainable Development Unit and key stakeholders.

Duration of the Assignment

The consultancy is expected to last for 6 weeks, with the final feasibility study submitted by November 20, 2024.

Consultant Qualifications

The consultant/consulting firm should possess the following qualifications:

Proven experience in conducting comprehensive feasibility studies, including marketing, technical, financial, social, and environmental aspects.

Expertise in sustainability, renewable energy, and environmental impact assessments.

Familiarity with the Yemeni market and international best practices in accelerators.

Strong financial analysis skills and the ability to design integrated programs.

Excellent communication skills and the ability to engage stakeholders.

Submission Guidelines

Interested consultants or consulting firms should submit the following: -

A technical proposal outlining the approach and methodology.

A financial proposal with a detailed budget breakdown.

CVs of key personnel.

A portfolio of previous relevant projects.

A timeline for the completion of deliverables.

Deadline for Submission: September 30, 2024

Submission Method

Applications should be submitted via email with the subject line:

Marketing, Technical, Financial, Social, and Environmental Feasibility "
"Study for the Green Business Accelerator."

Send to:-

recruitment@yg-bank.com

CC: Naser.gharsan@yg.bank.com