

Call for applications Coaching

Context

The Trade for Development Centre (TDC) is a programme of Enabel, the Belgian development agency.

The TDC aims to promote sustainable production and responsible consumption. It accomplishes this by strengthening production and consumption chains so that they become more sustainable (diversified, climate-smart), more inclusive and more respectful of human rights.

In Africa, the TDC strengthens Micro, Small and Medium Enterprises (MSME) or Producers' Organisations (PO), through a coaching programme and/or financial support.

This Call for Applications concerns **the coaching programme**.

Objective

Through coaching, the TDC aims to strengthen the capacities of MSMEs and POs in terms of **sustainability and decent work** (climate resilience, respect for human rights, gender aspects, etc.), **management** (financial, organisational, governance) and **marketing** (positioning, market access, communication, sales).

The main aim of the support provided is to increase sales and revenues through sustainable organisational strengthening, better management and improved access to markets.

Who can apply?*

Micro, small and medium-sized enterprises (MSMEs) with a social purpose which do not exceed the definition of a medium-sized enterprise (1), or **producer's organisations (POs)**

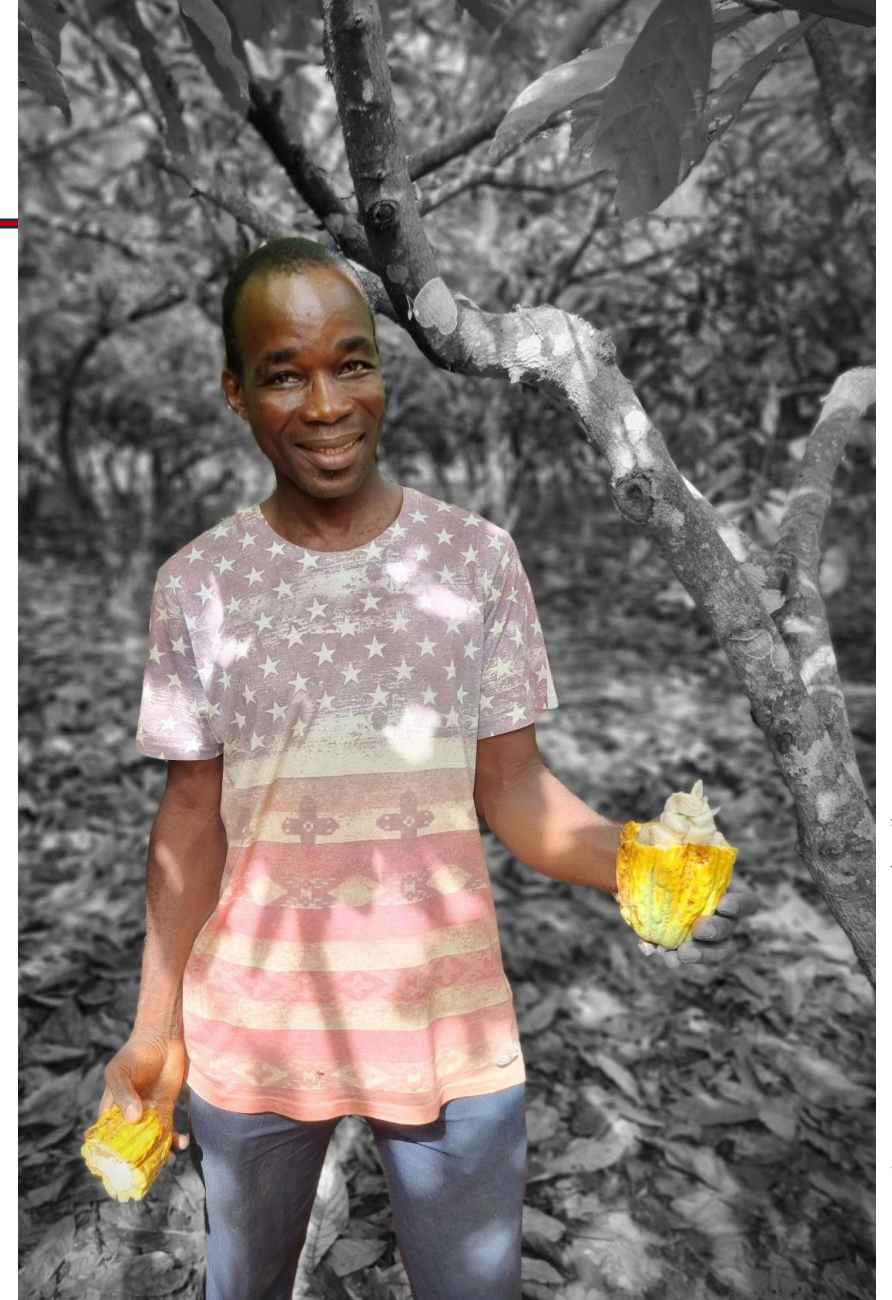
having a legal status since at least 2 years

and are active in the following sectors and established in one of these countries:

- for the sectors cocoa, coffee, or cashew nut: **Benin, Burkina Faso, Burundi, Democratic Republic of Congo, Guinea, Mali, Mozambique, Rwanda, Senegal, Tanzania or Uganda.**
- for the cocoa sector: **Côte d'Ivoire or Ghana**
- for the coffee sector: **Ethiopia or Kenya**

* Details in point 3 pages 5 to 6 of the Content, rules & Regulations

(1) United Nations definition: medium-sized company = fewer than 250 employees and annual sales of less than €50 million or a balance sheet of less than €43 million.



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What type of coaching?*

Each coaching session will be delivered on site, individually and "tailor-made" for each MSME/PO. A structure could benefit from one or more of the following types of support:

- **preliminary training in data capturing**
 - in 2024
 - one-week training course
 - given by a business review specialist
 - training through a complete business analysis (business review), in order to identify the type of key facts & figures that an organisation needs to collect and keep up to date, and to be able to understand the organisation's evolution.
- **a coaching track in sustainability and decent work**
 - for 3 years (between Sept. 2024 and Dec. 2027)
 - consisting of 4 to 5 coaching modules
 - each module running for +/- 1 week
 - delivered by a coach specialized in sustainability
 - coaching to enable organisations to integrate the challenges of environmental sustainability and decent work into the day-to-day management of their business.
- **a coaching track in financial and organisational management**
 - for 3 years (between Sept. 2024 and Dec. 2027)
 - consisting of 4 to 5 coaching modules
 - each module running for +/- 1 week
 - delivered by a coach specialized in financial and organisational management
 - coaching aimed at providing the organisation with a better understanding and overall management of its structure, both financially and organisationally.



- **a coaching track in marketing and sales management**
 - for 3 years (between Sept. 2024 and Dec. 2027)
 - consisting of 4 to 5 coaching modules
 - each module running for +/- 1 week
 - delivered by a coach specialized in marketing
 - support to move the organisation towards a sustainable increase in income by strengthening its commercial management, improving its access to markets and building the loyalty of its members.

* Details in point 4 pages 7 to 15 of the Content, rules & regulations

Commitment expected from the beneficiary*

Participation in the coaching programme requires **involvement and commitment** on the part of the beneficiary organisation. We expect:

- **active participation** during and after the sessions, and **regular and effective attendance** by managers
- an **open mind**, a **willingness to challenge yourself** and a **desire to progress**
- **transparency** by sharing internal organisational data, any weaknesses or concerns, etc.
- the provision of a room for coaching, a flipchart, etc.

** Details in point 4.2.6 on pages 15 to 16 of the Content, rules & regulations*

When to apply?

You have until **November 27, 2023 at 12:30 pm (Brussels time)** to submit your application.

Application procedure*

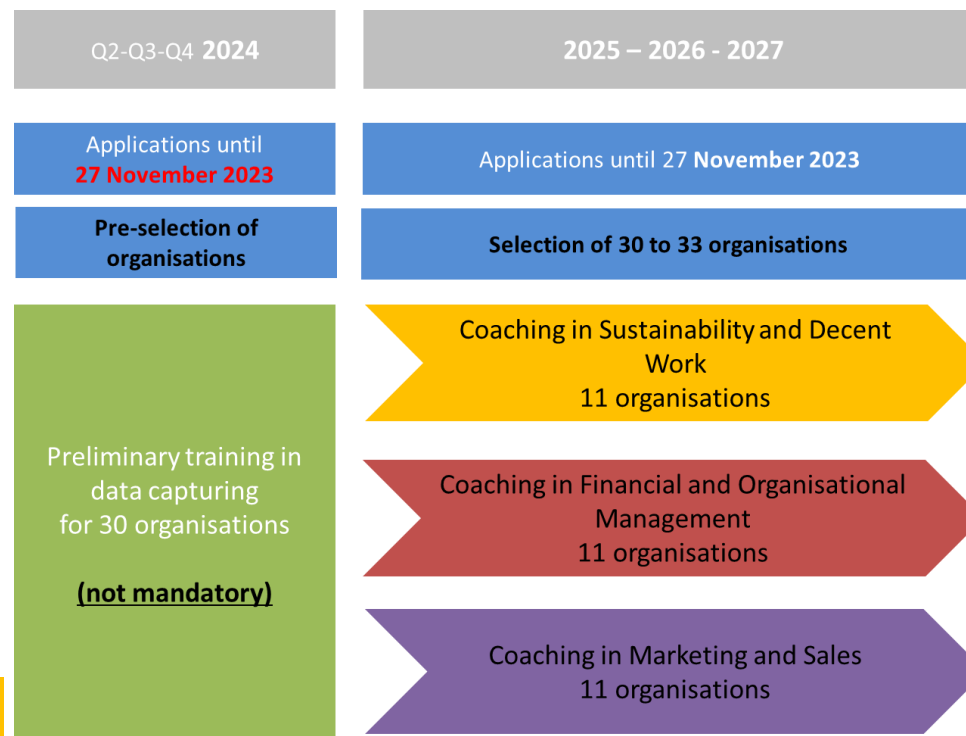
All the following documents must be supplied:

- the application form duly completed ;
- the Excel file with key figures filled in;
- statutes (memorandum and articles of association, organisation chart, composition of Board of Directors and Executive Committee), internal regulations if available and/or explanation of profit allocation policy in previous years if relevant;
- certified accounts for the previous 2 years (balance sheet and income statement);
- ...

** Details in point 4.3 pages 16 to 17 of the Content, rules & regulations*

Key steps

- Jury: December 2023
- Notification of selection: January 2024
- Start of preliminary training: Q2 - Q3 2024
- Start of coaching tracks: September 2024
- End of support: December 2027



Find out more and fill in the forms



www.tdc-enabel.be > call for applications