



## Jobs and Green TVET for Young People in the Occupied Palestinian Territory (OPT)

### Request for proposal (RFP)

**Raising awareness of the effects of climate change on community-based tourism including agritourism along hiking trails in the regional three countries; Palestine, Jordan and Lebanon**

### Palestinian Heritage Trail

**Request for Proposal starting date: August 8, 2025**

**Submission date: August 15, 2025**

#### Contact Information:

Palestinian Heritage Trail  
Beit Sahour – Al-Karameh Street

Contact person: Ammar Khair  
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	Date	Time
Deadline for submitting tenders	August 15, 2025	16:00
Interview (if any)	August 18, 2025	
Completion date for evaluating technical offers	August 21, 2025	
Notification of award	August 25, 2025	
Contract Signature	August 28, 2025	
Start Date	September 1 <sup>st</sup> 2025	

Please submit your application by email: ammar@phtrail.org and the subject of the email must be the title of the RFP

## A. BACKGROUND

The Palestinian Heritage Trail is a long-distance cultural hiking route in Palestine. The trail is about 550 km long and extends from the village of Rummana northwest of Jenin to Beit Mirsim southwest of Hebron back to Artas in Bethlehem, in addition to Jerusalem segment that starts in Eizariya through the Old City of Jerusalem towards the villages in the Northwest (Beit Surik to Beit Duqqa), with another new segment in the Northern Jordan Valley. The trail passes through more than 75 Palestinian cities, villages, and local communities where travelers can experience and enjoy the authentic Palestinian Hospitality.

The project **Impact Objective:** Young women and men in Area C, specifically in the Jordan Valley, and in Gaza live in a more equal, just, peaceful, and sustainable country that leaves no one behind and provides a resilient, sustainable future through just economies, gender- and climate justice.

**Change Objective 3:** Young men and women in Palestine, Jordan and Lebanon reduce the negative impact of climate change for themselves and their local communities by contributing to the green TVET practices of the agribusiness- and agritourism sector.

The partners, Palestinian Vision Organization, MA'AN Development Centre, Palestinian Heritage Trail (PHT), Economic and Social Development Centre (ESDC) will work to enhance young people's agency and active citizenship through capacitating them with leadership, communication, and advocacy skills. In doing so, they will not only be able to cope with economic crises in their communities but also realize their rights to adapt to the change.

In 2024 studies linking climate change adaptation challenges and trail tourism were implemented in partnership with the Nature Conservation Center of the American University of Beirut. It has been issued with the following recommendations:

### 1- Unsustainable practices

The lack of environmental stewardship and sustainable practices in communities weakens natural ecosystems and accelerates land degradation, making it more vulnerable to the impacts of climate change.

Action: Promote and collaborate with local businesses and communities that implement sustainable practices, including waste reduction, recycling, and water conservation efforts

### 2- Land degradation

The degradation of hiking trails and surrounding natural touristic attractions due to climate change reduces their attractiveness and touristic value and threatens the sustainability of nature-based tourism.

Action: Involve local communities in trail restoration projects, offering opportunities for employment and skill-building, while promoting eco-tourism as a source of sustainable income.

### 3- Vulnerability of community

The high dependence of livelihoods on a single activity limits community resilience by reducing economic diversification, leaving families vulnerable to sudden climate shifts or market disruptions

Action: Encourage local farmers and businesses to adopt climate-smart practices to mitigate risks and strengthen their resilience

### 4- Limited promotional activities

The limited marketing and communication of trail tourism as a driver for local economic development reduces investment in the sector, weakening the potential to support local livelihoods.

Action: Develop and implement a comprehensive communication strategy that highlights the benefits of sustainable trail tourism to local economies, showcasing case studies and success stories

Action: Foster collaboration between stakeholders to create region-specific campaigns that promote trail tourism and encourage complementarity instead of competition among businesses.

## B. OBJECTIVES OF THE CONSULTANCY

Therefore, **PHT intends to contract a consultant to create and run an awareness campaign that transfers the following messages, targeting specific audiences via different proposed channels of communication.**

The objective of this campaign is to raise public awareness in Palestine, Jordan and Lebanon and understand of the local impacts of climate change and the importance of environmental stewardship and propose mitigation and adaptation methods based on each country's context. The campaign will emphasize community-based strategies for climate adaptation and mitigation across all three countries **by addressing shared and country-specific vulnerabilities**. The five key messages identified through prior studies applied by the AUB across Palestine, Jordan, and Lebanon; the messages are tailored to reflect the three countries priorities. Recommendations and communication approaches are adopted accordingly to ensure **regional relevance while maintaining a unified strategic direction**.

Messages, audience, suggested channels of communication and recommendations were identified by the AUB as follows:<sup>1</sup>

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<sup>1</sup> Previous consultancies with recommendations on climate change adaptations; agritourism and best practices were carried out by the AUB to reflect on the impact of climate change in Palestine, Jordan and Lebanon is the source of above campaign

### **1- Preserving local knowledge enables community resilience**

Local know-how and practices such as traditional agricultural terraces are key to adapting to climate change. Investing in documentation, preservation and promotion of local knowledge strengthens community resilience. Additionally, the integration of these insights into policy frameworks is essential for climate resilience.

- a. Audience: National authorities, academic institutes, NGOs, local communities, cultural groups
- b. Suggested channel: storytelling series featuring traditional practices

### **2- Prioritizing water today for a resilient tomorrow**

Water stress is the most reported climate impact across Lebanon, Jordan, and Palestine as it affects the daily lives of everyone. Preserving the quality and availability of water should be perceived as a top priority for adaptation efforts in the region. This translates into enhancing governance, fixing leaks, building and maintaining reservoirs, treating and reusing wastewater, harvesting rainwater, and protecting every drop.

- ▼ Audience: National authorities, tourism service providers, donors, development agencies, general public.
- ▼ Suggested channel: Infographics; social media carousel.

### **3- Diversifying incomes creates climate-resilient livelihoods**

Community-based tourism stakeholders including farmers, guides, and local businesses are adapting to climate change by diversifying their livelihood activities. Switching crops, offering new services, and using climate-smart practices reduces dependence on one source of income and boosts the resilience of communities.

- ▼ Audience: Tourism business owners, entrepreneurs
- ▼ Suggested channel: Collaborative posts on Facebook and Instagram highlighting success stories

### **4- Climate change disproportionately affects people**

Women are often excluded from decisions that shape adaptation, yet they're among the most affected by climate change. Community resilience starts with inclusion: we need policies that empower women across all sectors. This also applies to other marginalized groups including youth, children, people with special needs, etc.

- ▼ Audience: Decision-makers, ministries, advocacy groups

- ▼ **Suggested channel:** Advocacy campaign on X and LinkedIn with gender-gaps to be targeted in each country; policy briefs; events

## 5- Protecting hiking trails safeguard rural communities

*Extreme heat, fires, and floods are degrading trails and threatening community-based tourism. Restoring damaged paths, planting native species, and building climate-proof infrastructure are essential to safeguard rural livelihoods.*

- ▼ **Audience:** Trail associations, local authorities and municipalities, donors, development agencies
- ▼ **Suggested channel:** Before and after visuals in a carousel or video format on Instagram; storyboard on website

## C. SCOPE OF WORK, DELIVERABLES, AND REQUIRED QUALIFICATIONS OF THE RESEARCHER

<b>Scope of work</b>	<p>The selected consultant will be responsible for the full conceptualization, design, and implementation of the awareness campaign. This includes:</p> <ul style="list-style-type: none"> <li>• Developing key campaign materials aligned with the five core messages.</li> <li>• Producing multimedia content (animated videos, infographics, posts, and reels).</li> <li>• Support trails organization (design tools that can be reused by the trail organizations to engage local communities) in engaging local stakeholders, including municipalities, schools, farmers, stakeholders, and youth groups along the three hiking trails (Palestinian Heritage Trail, Jordan Trail and Lebanon mountain Trail).</li> <li>• Monitoring campaign impact and adjusting strategies accordingly.</li> </ul>
<b>Target location</b>	<p>Social media, and soft platforms. No in person activities in the three countries. Palestine, Jordan, and Lebanon Design, develop content and implementation of activities (posting plans, media channels, sponsorships...etc.) in Palestine, Jordan and in Lebanon must be coordinated and approved by PHT.</p>

<p><b>Deliverables</b></p>	<ul style="list-style-type: none"> <li>The campaign strategy document shall include a timeline, communication plan, and stakeholder map.</li> <li>Visual identity and campaign materials, including slogans, logos, posters, and flyers in relevant languages.</li> <li>Multimedia content, including (location in Palestine TBD): <ol style="list-style-type: none"> <li><b>Five</b> animated videos, one video for each message. Total 5 videos (1-2 minutes per video).</li> <li><b>Two</b> animated reels per message. Total 10 reels (30 seconds at max for each reel).</li> <li>A series of 6 Facebook and Instagram graphic posts based on each key message. 6 posts*5 messages*. Total: 30 posts.</li> <li><b>Two</b> infographic posts for each message. Total 10 infographics.</li> <li>Final report presentation to be organized in Palestine with media coverage report summarizing exposure in traditional and digital media.</li> <li>A calendar for the campaign plan includes posting plans, media channels, sponsorships...etc.</li> <li>Final written report with graphics, documenting achievements, lessons learned, reaching metrics, and recommendations for future engagement. Detailed campaign strategy, including country-specific adaptations and mitigations, timeline, and implementation plan. Detailed campaign strategy, including country-specific adaptations and mitigations, timeline, and implementation plan.</li> </ol> </li> </ul> <p><b>Communication toolkit:</b> logo, key visuals, posters, flyers, and slogans in Arabic</p> <p><b>Final report</b> documenting activities, materials produced, audience engagement statistics, challenges, and recommendations.</p>
<p>Qualifications of consultant</p>	<p>The implementing consultant must demonstrate the following qualifications:</p> <ul style="list-style-type: none"> <li>At least 5 years of proven experience in awareness and advocacy campaigns in the MENA region, especially related to environmental and climate change.</li> <li>Experience working in Palestine, Jordan, and Lebanon, with knowledge of local contexts and sensitivities.</li> <li>Proven experience in designing and implementing public awareness campaigns, preferably on environmental or climate change topics.</li> </ul>



	<ul style="list-style-type: none"> <li>• Strong expertise in community engagement and participatory communication.</li> <li>• Proficiency in developing multimedia materials and managing content across platforms.</li> <li>• Familiarity with environmental challenges in the local context, especially water, land use, and rural livelihoods.</li> <li>• Capacity to work in coordination with local authorities, civil society, and media institutions.</li> <li>• Fluency in Arabic and English; graphic design and audiovisual production skills are an asset.</li> </ul> <p><b>Regional Knowledge</b></p> <ul style="list-style-type: none"> <li>• In-depth understanding of the political, social, and environmental contexts of Palestine, Jordan, and Lebanon.</li> <li>• Familiarity with regional climate change challenges and their impact on tourism and the local economy.</li> </ul> <p><b>Consultation and Engagement</b></p> <ul style="list-style-type: none"> <li>• Experience in engaging with a wide range of stakeholders, including government agencies, NGOs, community organizations, and private sector entities.</li> </ul> <p><b>Project Management</b></p> <ul style="list-style-type: none"> <li>• Ability to manage the research project efficiently, including timelines, deliverables, and budgets.</li> </ul>
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#### D. - ASSIGNMENT INCLUDING INFOGRAPHICS, STATISTICS:

As part of the assignment, the consultant/firm is expected to ensure that the campaign is **evidence-based, visually engaging, and results-oriented**. The following components must be included in the deliverables:

- **Infographics:** Develop a set of visually compelling infographics to communicate key climate and environmental messages, tailored for different audiences across Palestine, Jordan, and Lebanon. These should be designed in both Arabic and English and adapted for print and digital platforms.
- **Use of Statistics:** Incorporate up-to-date, relevant climate and environmental data to support messaging. Where possible, disaggregate data by country and by demographic groups (e.g., gender, age, rural/urban).
- **Progress Reports:** Submit brief **monthly progress reports** outlining completed activities, encountered challenges, stakeholder engagement outcomes, and preliminary feedback from target audiences.
- **Final Report:** At the end of the assignment, a comprehensive **final report** must be submitted. It should include
  - A summary of all campaign activities per country.
  - Samples of all communication materials produced.
  - Analytical assessment of campaign reach and impact (quantitative and qualitative).

- Reflections on lessons learned and recommendations for follow-up initiatives or policy influence.
- Appendices with photos, media coverage, statistics, and stakeholder feedback.

## E. DURATION

The duration of the assignment is **five (4) months, no later December 30, 2025**, starting from the signing of the contract. All deliverables must be completed and submitted within this period, with regular progress updates and country-specific timelines coordinated in parallel.

## F. APPLICATION PROCEDURE:

PHT is inviting qualified and interested consultants to submit their proposals. Proposals should include the following:

- CVs explaining previous related experience.
- Team structure and responsibilities, if the applicant is a firm.
- Proof of experience; (previous reports and/or sample of designed training packages)
- Action Plan with timeline.
- Methodology.
- Budget breakdown.
- Compliance and legal requirements, if the applicant is firm.

## G. GENERAL NOTES

- The selected consultant must coordinate all campaign-related activities in Jordan through the Jordan Trail Association (JTA) and in Lebanon through the Lebanon Mountain Trail Association (LMTA), ensuring alignment with local priorities and stakeholder engagement in each country.
- PHT will be responsible for the selection of the consultant/ researcher or firm, and for monitoring the service implementation' respects the terms, conditions and specifications set in the TOR and in the contract to be stipulated between the selected consultant and PHT as contracting authority. The PHT project team will facilitate the consultancy' implementation in all its phases, including providing the consultants with the necessary contacts, introduction, reports, studies, and logistical coordination/support to interact and be present in the local communities and with the other local stakeholders.
- PHT will evaluate and approve the deliverables.
- PHT will comply with the administrative and financial obligations toward the selected consultant as per specifications and terms set out in the contract for the service.
- PHT is not committed to awarding the tender to the lowest price.
- Examples of previous related work to be shared via a link.
- All campaign materials, media content, publications, infographics, reports, and social media outputs must be produced exclusively in Arabic using formal Modern Standard Arabic (Fus'ha). This applies across all three target countries: Palestine, Jordan, and Lebanon. No





content shall be produced in any other language unless explicitly requested in writing by the contracting authority.

- The awareness messages formulated by the American University of Beirut (AUB) as part of their study shall be adopted identically and without modification in all three countries. This ensures a consistent regional message and strategic alignment in Palestine, Jordan, and Lebanon. No alterations, adaptations, or localization of these messages are permitted without written approval from the contracting authority.
- The campaign must achieve a minimum outreach of 100,000 individuals in each of the three countries: Palestine, Jordan, and Lebanon. This outreach is to be measured through a combination of online analytics, media coverage reports, stakeholder engagement logs, and any other verifiable metrics demonstrating reach and impact. The amount of money spent on the sponsorship of the campaign must be included in the price offered.
- All editing and production of multimedia content (including videos, reels, animations, infographics, and other campaign materials) must be carried out exclusively in Palestine. This requirement is intended to support local creative industries and ensure cultural alignment with the Palestinian context. The use of Palestinian production teams, studios, and technical service providers is mandatory.

## H. Technical Evaluation (70% of the grand score)

Technical evaluation		Maximum Points	Candidate				
			A	B	C	D	E
Criteria							
1	Proven track record (min. 5 years) in managing campaigns, preferably related to climate change or the environment in the MENA region.	15					
2	Demonstrated understanding of the political, environmental, and social contexts of Palestine, Jordan, and Lebanon.	15					
3	Quality, clarity, and appropriateness of the proposed methodology, campaign design, and content strategy including participatory approaches.	15					
4	Proven ability to produce engaging infographics, videos, reels, and social media content across multiple platforms and languages.	15					
5	Experience in engaging with diverse stakeholders (government, NGOs, communities, media), including cross-border collaboration.	10					
6	Quality approach to tracking campaign impact, adjusting strategies, and documenting achievements and lessons learned.	10					
7	Competence and qualifications of team members (or individual) and clarity of roles if a firm is applying.	10					
8	Relevance and quality of submitted samples from past campaigns or reports.	10					
Sub-total Candidate and/or Organization		100					

## I. FINANCIAL OFFER (30% of the grand score)

- A separate financial offer should be submitted apart from the technical offer (including a work plan).
- Prices must be provided in USD.
- For individuals: Prices must include income tax, so that a financial claim is submitted for the amount and the contracting authority deducts the income tax rate and converts it to income tax in Palestine.
- The price includes all expenses, whether transportation or communications, and the contracting authority does not bear any costs.