

1. Diagnosis of productive sector needs in belém

Selection process #

TERMS OF REFERENCE - Firm

Brazil
BR-T1602 - Qualification of Young People in Belém
[Web link to approved document]

1. Background and Justification

- 1.1.** This Project aims to qualify young people in Belém, northern Brazil, a fundamental step towards sustainable and inclusive development. This area, rich in biodiversity and culture, faces significant challenges that need to be addressed through education and skills training. Also, the city will host the United Nations Climate Change Conference (COP 30) in 2025. This initiative is strategic for (i) generate opportunities for young people to access quality professional education and enter the formal job market, prioritizing those who are outside the formal job market and have difficulty accessing qualification courses; (ii) promote integration and the exchange of information between employers and qualified young people; (iii) initiating working relations with the Belém City Council to implement labor market policies that lead to an increase in quality formal employment, especially for socially vulnerable population groups and, contribute to improving technical skills in structuring, managing and monitoring projects to promote public policies aimed at developing the labor market, in the context of social inclusion, increased productivity and environmental sustainability. In this context, TC will finance: (i) qualification courses to train young people (18-29 years) – primarily those who do not study or work (nem-nem) in strategic sectors, whose program contents is aligned with the demands of the productive sector and cross-cutting themes of gender equality, diversity. The TC will also finance scholarships to cover transportation and food costs, in order to make the courses accessible to students and reduce the risk of dropouts; (ii) a workshop to present the results and main learnings of the program and connecting young people with the productive sector; (iii) consultancies of external specialists in qualification and labor market, project management, monitoring and evaluation.
- 1.2.** The project includes a comprehensive survey with Belém's productive sector, aiming to identify specific demands for professional qualification. This initiative is crucial to ensure that the selection of offered courses aligns with the real market needs, maximizing employment opportunities for the youth and ensuring that the training provided is relevant and current. The research will allow for a detailed mapping of skills and competencies most valued by employers. The decision to commission a survey for mapping the demands for professional qualification is justified by the need for precise, data-driven intervention, which can significantly contribute to local economic development and the social inclusion of young people in Belém. Thus, this study will become the cornerstone in the strategic definition of courses, ensuring that the project not only meets the productive sector's expectations but also promotes an effective and sustainable insertion of young people into the labor market.
- 1.3.** The proposed project holistically addresses Belém's challenges, focusing on professional qualification, knowledge dissemination, and institutional strengthening. By mapping labor market demands through detailed research and aligning professional qualification courses with the identified needs, the project aims to prepare the youth for emerging opportunities.

Moreover, by collaborating with Belém's city hall and other institutions, the project seeks to strengthen labor market policies, creating a more robust ecosystem for formal employment and social inclusion. Thus, by addressing these strategic pillars, the project not only creates a legacy of skills and knowledge, but also lays the foundations for tackling Belém's long-term socioeconomic challenges, contributing to economic development and social inclusion.

2. Objectives

- 2.1.** Identify specific demands from the productive sector for professional qualification, considering also its expectations regarding COP30.
- 2.2.** Mapping of skills and competencies most valued by employers.
- 2.3.** Support the strategic definition of courses, ensuring that the project not only meets the productive sector's expectations but also promotes an effective and sustainable insertion of young people into the labor market.

3. Scope of Services

This consultancy requires a team specialized in the elaboration of research, data analysis and measurement, and strategic planning to support the definition of courses and the connection between young people trained and employment opportunities. The team of experts will be responsible for developing a technical content proposal:

- Data analysis: collection and analysis of statistical data on employment of the Metropolitan Region of Belém.
- Interviews: conduction of focus groups with young people from the region, local entrepreneurs, and public managers to offer insights into the potential demand for youth professionalization.
- Reports: analysis and cross-referencing of data and insights from the interviews.

4. Key Activities

In order to fulfill these objectives, the following activities must be developed:

- 4.1.** Developing and structuring a project work plan with a timetable.
- 4.2.** Selecting and systematizing information sources.
- 4.3.** Analyzing secondary data.
- 4.4.** Interacting with the productive sector, local government and young people.
- 4.5.** Producing Reports.

5. Expected results and Deliverables

1. Work plan containing the research methodology, timetable and description of the products to be delivered.
2. Diagnosis of the evolution of employment relationships in the formal labor market of the Metropolitan Region of Belém-PA.
3. Diagnosis of the interests and demands of the productive sector.
4. Report presenting integrated analysis between the quantitative and qualitative diagnoses, aiming to highlight points of intersection and divergence between the statistical information and the

demands identified with local stakeholders, supporting decision-making regarding the offer of training courses.

6. Project Schedule and Milestones

Products	Date tentative
Product 1: Work Plan	August/2024
Product 2: Diagnosis of the evolution of employment relationships in the Metropolitan Region of Belém-PA.	September/2024
Product 3: Diagnosis of the interests and demands of the productive sector.	October/2024
Product 4: Final Report	October/2024

7. Reporting Requirements

7.1. Reports and presentations must be produced and delivered in Portuguese and English.

8. Acceptance Criteria

8.1. Approval of the product will be subject to analysis and compliance by the IDB.

9. Other Requirements

9.1. The content produced will be delivered in Excel, Word and PPT diagrams.

10. Supervision and Reporting

10.1. Supervision will be carried out by Livia Gouvea Gomes, specialist in the Labor Markets Division (LMK/CBR), liviag@iadb.org, and possibly by other members of the IDB. Around two meetings a month will be held to monitor the progress of the consultancy, and additional meetings may be organized if there are aspects that require immediate attention.

11. Schedule of Payments

Payment Schedule	
<i>Deliverable</i>	%
1. <i>Product 1 on signing the contract</i>	10%
2. <i>Product 2 within 1 month of signing the contract</i>	30%
3. <i>Product 3 and 4 within 2 months of signing the contract</i>	60%
TOTAL	100%

2. Consultancy to conduct an evaluation of projects outcomes

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- 1.2.** The project includes a comprehensive survey with Belém's productive sector, aiming to identify specific demands for professional qualification. This initiative is crucial to ensure that the selection of offered courses aligns with the real market needs, maximizing employment opportunities for the youth and ensuring that the training provided is relevant and current. The research will allow for a detailed mapping of skills and competencies most valued by employers. The decision to commission a survey for mapping the demands for professional qualification is justified by the need for precise, data-driven intervention, which can significantly contribute to local economic development and the social inclusion of young people in Belém. Thus, this study will become the cornerstone in the strategic definition of courses, ensuring that the project not only meets the productive sector's expectations but also promotes an effective and sustainable insertion of young people into the labor market.
- 1.3.** The proposed project holistically addresses Belém's challenges, focusing on professional qualification, knowledge dissemination, and institutional strengthening. By mapping labor market demands through detailed research and aligning professional qualification courses with the identified needs, the project aims to prepare the youth for emerging opportunities.

Moreover, by collaborating with Belém's city hall and other institutions, the project seeks to strengthen labor market policies, creating a more robust ecosystem for formal employment and social inclusion. Thus, by addressing these strategic pillars, the project not only creates a legacy of skills and knowledge, but also lays the foundations for tackling Belém's long-term socioeconomic challenges, contributing to economic development and social inclusion.

2. Objectives

- 2.1. The objective of the consultancy is to develop an evaluation of the project's outcomes, including technical, management, and execution aspects, and to determine lessons learned and adjustments for the following project phases.

3. Scope of Services

This consultancy requires a team specialized in impact evaluation to measure the results achieved by the project. The team of experts will be responsible for developing a technical content proposal: identification of key aspects to evaluate the results of the project, development of a method for collecting relevant data for the evaluation of key aspects.

4. Key Activities

In order to fulfill these objectives, the following activities must be developed:

- 4.1. Develop the project work plan and coordinate its approval with BID representatives.
- 4.2. Draft an evaluation report of the project, identifying key aspects to evaluate and developing a method for collecting relevant data for the evaluation of key aspects.
- 4.3. Analyze project information, including technical, management, and execution aspects, and determine lessons learned and adjustments for the following project phases.
- 4.4. Prepare an evaluation report.
- 4.5. Collaborate with other stakeholders in planning the described processes and activities.

5. Expected results and Deliverables

1. Work plan, which should include actions, deadlines, and responsible parties.
2. Draft evaluation report and data collection method.
3. Analysis of project information.
4. Final report.

6. Project Schedule and Milestones

Products	Date tentative
Product 1: Work Plan	February/2026
Product 2: Draft evaluation report and data collection method.	April/2026
Product 3: Analysis of project information.	May/2026
Product 4: Final Report	July/2026

7. Reporting Requirements

7.1. Reports and presentations must be produced and delivered in Portuguese and English.

8. Acceptance Criteria

8.1. Approval of the product will be subject to analysis and compliance by the IDB.

9. Other Requirements

9.1. The content produced will be delivered in Excel, Word and PPT diagrams.

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4. <i>Product 1 on signing the contract</i>	10%
5. <i>Product 2 within 2 months of signing the contract</i>	25%
6. <i>Product 3 within 3 months of signing the contract</i>	25%
7. <i>Product 4 within 5 months of signing the contract</i>	40%
TOTAL	100%