Terms of Reference

Consultancy (Individual or Organization) to support Siemens Stiftung with trainings on Human Centred Design (HCD) for professionals from the e-mobility and energy entrepreneurship scene in Uganda

About Siemens Stiftung
As a non-profit foundation, Siemens Stiftung is committed to sustainable social development. We focus on three thematic areas: Secured Essential Services, Climate & Sustainability, and Connect-ed Societies. We proactively shape the necessary transformations required to address these challenges. By working with partners from the fields of Education, Social Entrepreneurship, and Arts & Culture, we strengthen collective learning and locally based, sustainable structures. Our projects and networks focus on Africa, Europe, and Latin America.

Siemens Stiftung supports entrepreneurs and professionals from the social entrepreneurship scene that are changing society for the better through innovative ideas and technical solutions. This includes assistance in conducting research projects on s*ustainable energy*, e*-mobility* and *water & hygiene* as well as capacity-building for entrepreneurs and professionals with trainings, coaching, and mentoring programs. You can find more information on Siemens Stiftung´s social entrepreneurship program here.

Context
Siemens Stiftung´s e-mobility program is supporting organizations or companies operative in the e-mobility sector in Uganda and Ghana to conduct a Research & Development (R&D) project addressing one of the following topics: 1) market gaps 2) ecological & social impact 3) ecosystem services. To complement the R&D program, the e-mobility team plans to support professionals from Uganda´s e-mobility entrepreneurship scene with a training on *Human Centered Design (HCD)*. *HCD* is a problem-solving technique that puts real people at the center of the development process, enabling people to create products and services that resonate and are tailored to customer´s needs.

Scope of Assignment(s)
The *Human Centered Design (HCD) training* is designed to provide participants with essential knowledge and skills in HCD principles and methodologies, enabling them to initiate HCD research and implement user-centric strategies in their projects. The training should cover – but is not limited to - the following key topics and activities:

Introduction to Human-Centered Design (HCD): Definition and principles of HCD; Understanding the importance of user-centric approaches in product development.
Identifying User Needs: Techniques for conducting user research and gathering insights; Analyzing and synthesizing user data to identify pain points and needs.
Ideation and Prototyping: Creative ideation techniques for generating innovative ideas; Rapid prototyping methods to visualize concepts and gather feedback.
Testing and Iteration: Strategies for conducting user testing and obtaining meaningful feedback; Incorporating feedback into iterative design improvements.
Implementing HCD in Research & Development: Integrating HCD methodologies into the product development lifecycle; Collaborating effectively with cross-functional teams to ensure user-centric solutions.
Case Studies and Practical Exercises: Showcase real-world examples of successful HCD-driven product development; Hands-on exercises to apply HCD techniques in hypothetical scenarios.

Ethical Considerations: Highlight the importance of ethical practices in HCD research and product development; Address potential challenges and ways to mitigate ethical concerns.

Profile
Siemens Stiftung is looking for:
- Individuals or organizations with proven expertise in Human Centered Design.
- Exceptional communication, training and/or coaching skills.
- Experience in working in the social entrepreneurship scene and/or with private sector actors.

Application Process
Interested organizations or individuals can apply for the *HCD trainings* carried out in cohorts with a maximum of 10 professionals (group size can be recommended by consultant) and up to 3 days per cohort. The first cohort is expected to start in Q4 2023. After the finalization of the first cohort, the program will be evaluated.

Please send your application in PDF (cover letter, CVs, proposed approach for training modalities, relevant certifications or trainings received (if available), proposed budget with man days, list of relevant work experiences with references) to e-mobility@siemens-stiftung.org.

Deadline for submission: 15.09.2023
Interviews with selected candidates will take place on a rolling basis. Expected start date of the first cohort is Q4 2023.