

Terms of Reference (TORs) Digital skills assessment

“Enhancing opportunities for inclusive labour market integration in the digital sector”

1) Context

UNDP partners with people at all levels of society to help build nations that can withstand crisis, drive and sustain inclusive economic growth to improve the quality of life for everyone. On the ground, in 177 countries and territories, UNDP converts global perspective and local insight towards helping to empower lives and build resilient nations.

Inclusive economic growth continues to be an important thematic area for Jordan’s Country Programme that aims at addressing vulnerabilities at individual, community, local authority and national institutional levels by supporting initiatives that foster an inclusive enabling environment for livelihoods and job creation for all, especially among vulnerable Jordanian and Syrian youth and women in crisis affected areas.

Jordan is experiencing major demographic shifts with young people between 15 and 29 years, making up 28.5 percent of the population¹. This offers both unique opportunities and huge challenges. Unemployment rate in Jordan increased to 25% in the first quarter of 2021 from 24.70% in the fourth quarter of 2020² (DOS), with youth unemployment rates reaching approximately 50%.

The socio-economic situation in the Kingdom was exacerbated by the COVID-19 pandemic. The World Bank’s research suggests that the COVID-19 crisis is estimated to have increased poverty by around 38 percentage points (p.p.) among Jordanians, and by 18 p.p. among Syrian refugees, noting that the majority of refugees were already living below the poverty line before the pandemic. Communities with low coverage of social services and high levels of vulnerability are particularly at-risk and suffer the most due to the impact of the COVID-19 crisis. It is expected that this crisis has affected mainly and severely the segment of population living below the poverty line, families relying on National Aid Fund and Zakat Fund support, girls and women, people living with disabilities, and communities in areas with poor access, especially refugees living in informal tented settlements within host communities.

The COVID-19 crisis and the containment measures taken by Government of Jordan, affected many small businesses and service-based industries. According to UNDP’s survey to measure the impact of COVID-19 on a sample of the 190,000 vulnerable households conducted in May 2020, 68% of the respondents reported that they have lost their livelihoods during the lockdown and 65% of them lost their jobs during the lockdown.

COVID-19 exposed the digital divide among different demographic groups with a pronounced negative impact on women refugees and vulnerable groups. Worldwide, there is a digital gender divide where women are still disadvantaged in their ability to access, use, and afford digital tools and skills. New evidence depicts that internet use increases female labor force participation and reduces gender gaps. This is particularly important in the Jordanian context, where female unemployment continues to be

¹ Department of Statistics (2019)

² Department of Statistics, Jordan

stubbornly high measured at approximately 30% in the last quarter of 2020. By promoting digital access to women and marginalized groups, it is envisaged that they will have more chances to participate in the labor market, which will empower them within their households and communities. Addressing the digital skills shortfall will be critical in supporting marginalized groups in generating income and will provide a pathway for income generation for the most vulnerable.

2) Background

Following the COVID-19 crisis, remote work modalities became more prevalent around the world. The crisis also accelerated the shift towards digital transformation of the labour market. Digital transformation is affecting the nature of work and the type of available opportunities. While many workers lost their jobs as a result of the pandemic, many new jobs are also being created as part of the digital transformation.

According to a report by the European Center for the Development of Vocational Training³ (cedefop), the COVID-19 pandemic accelerated digital skills demand in many occupations, and that the effective use of digital skills has proven to be a driver of resilience, helping workers and organisations adapt to the new realities shaped by the pandemic. Moreover, according to a World Bank document⁴, one in five jobs in the Arab world will require digital skills that are not widely available today (World Bank, 2020).

Accordingly, shifting to digital modalities and tools for more flexible training modalities and technology-driven learning environments that support the constant acquisition and updating of digital skills will be necessary to support inclusive social and economic participation. Digital skills building will also allow refugees to overcome structural, regulatory and market barriers which hinder their full and effective socio-economic integration. Digital skill building among women will also support female labor force participation, reduce gender gaps, and promote women's digital access.

Moreover, according to a report by UNDP⁵, the government of Jordan reported that 48.5 percent of young adults aged 15 to 24 years possess basic ICT skills, but that the same can only be said for 4.8 percent of the total working age populationⁱ. Furthermore, there remain significant gaps at the vocational and professional level that constitute a manpower bottleneck to Jordan's hopes for developing and operating a digital economy.

Through the "Enhancing opportunities for inclusive labour market integration in the digital sector", UNDP will work with its partners on addressing the gaps in the supply of digital skills and to support refugees to fully integrate into the labour market through flexible work arrangements that transcend market and regulatory barriers. The project is envisaged to improve social cohesion, community security, digital literacy, and livelihoods of vulnerable communities in Jordan. UNDP will leverage and promote digitalization to strengthen social relations and cohesion among members of the community.

As part of the project, UNDP aims to improve digital literacy among 100 beneficiaries including youth, women and refugees through digital skills capacity building and training programmes. Examples of such trainings include tailored skills (self-) assessment, bootcamps and intensive training on web

³ Digital skills: challenges and opportunities during the pandemic

⁴ Jordan Youth, Technology, and Jobs Project (P170669)

⁵ Progress in Digitalization in the Hashemite Kingdom of Jordan

development, frontend web design, web and applications content development, coding and digital marketing.

3) Audience and Intended Users

The main users of the assessment will be UNDP and donors, the Ministry of Digital Economy and Entrepreneurship, the Greater Amman Municipality as well as the project's main partners.

It is expected that the findings of the assessment will deliver insights to the main elements of the project, including digital skills gaps and training requirements, upon which its future achievements and challenges can be tested, and future programming on livelihoods can be improved.

4) Objectives

The objective of this assignment is to provide a detailed identification and mapping of the required digital skills as well as future demands in line with the fastest growing ICT professions. The expert (consultant) is expected to provide recommendations on the training and skills development requirements of the digital and ICT sector in Amman following extensive consultation with the private sector, the relevant government entities, and training service providers.

Based on the results of the assessment, a short list of potential digital training service providers will be developed, including the rationale for selection, as well as specific recommendations on opportunities for formal employment, self-employment and entrepreneurship in the digital sector with a focus on addressing skill gaps of women, refugees and migrants.

The focus of the assignment will be to further inclusion and enhancing employment opportunities for refugees, migrants and women in order to overcome social and economic isolation and promote inclusive economic integration.

4.1 Description of the assignment and main deliverables:

Under the overall supervision of the UNDP's Inclusive Growth and Sustainable Livelihoods Pillar and close coordination and involvement of the relevant UNDP team and project manager, the consultant is expected to implement the below activities and deliverables over two months:

The consultant is expected to:

- Conduct a needs assessment for digital skills requirements in Amman to inform the nature and type of support and training required.
- Conduct a full analysis of key digital skills required based on extensive consultations with the private sector, Ministry of Digital Economy and Entrepreneurship and relevant stakeholders.
- Identify linkages of the digital skills needs to national development plans as well as the Ministry of Digital Economy and Entrepreneurship development's plan and other relevant plans for the advancement of digital literacy and skills in Jordan.

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- Identify accredited or internationally recognized digital skills programmes and training providers which are suitable for the target group based on the results of the needs assessment.
- Provide a list of the main training service providers and ensure alignment of the identified training programmes with labour market and digital skill requirements.
- Establish linkages between the identified skills and the adopted approach and delivery mechanism for capacity building and digital skills training.
- Identify opportunities for collaboration with the private sector and digital training service providers and advise on how UNDP could integrate its work to already existing relevant initiatives.
- Identify key opportunities for digital economic growth and entrepreneurship among the targeted groups.
- Provide concrete recommendations on opportunities for the development of digital entrepreneurship with a focus on refugees, migrants and women.
- Identify specific opportunities for formal employment, self-employment and entrepreneurship in the ICT and digital sector in Amman with a focus on women, refugees and migrants.
- Ensure the relevance of required skills and training interventions to the identified employment and self-employment opportunities in Amman.
- The consultant is expected to align the mapping and key identified demand-driven skills with the Digital Skills Council plans and strategies.
- The mapping results and findings will feed into the National Portal for Skills Employment and Entrepreneurship for Inclusive Digital Livelihoods (Digi Maharat) that is being developed by UNDP Jordan in partnership with MODEE and National Skills Council for ICT and INTAJ and implemented in partnership with (a2i), Digital Bangladesh, and UNDP "Future of Work Lab" under South-South cooperation.

Deliverables	Timeframe
Award of Contact and kick-off meeting	Week 0
Inception Report	<u>End of week 1</u>
Report on the analysis of key digital skills required based on extensive consultations with the private sector, Ministry of Digital Economy and Entrepreneurship and relevant stakeholders, including the recognized digital skills and training providers. List of main training service providers linked to the results of the assessment and suitable to the target groups.	<u>End of week 6</u>

List of potential opportunities for formal employment, self-employment and entrepreneurship based on market demand and suitable for the target groups	<u>Mid of week 7</u>
Final Report	<u>End of week 10</u>

Duration:

This assignment is to be implemented over a period of 10 weeks starting from August 1st until October 31st.

5) Qualifications

The technical proposal must annex the CV, project relevant references, and sample publication of the Individual Consultant, meeting the following requirements:

- Education: A Master's degree in ICT or relevant qualifications and work experience; Business Administration; Management; Economics; Livelihoods and Employment; Gender Studies; Social Development, or any related field. A background and experience focusing on Gender is a plus.
- 10 years of experience in market studies, feasibility studies, local economic development plans, entrepreneurship, employability, circular economy, resource management and related disciplines.
- Demonstrated expertise in managing sector studies, market assessments, value chain analysis specifically in digital sector, women economic empowerment, and demand-driven entrepreneurship as well as employability schemes and leading studies and strategies for inclusive economic growth.

A clear description of the Individual Consultant ability and proven successful track history in supporting the design and to deliver a clear, structure, and comprehensive evidence-based market study and demand analysis. 'Success examples', reporting and evaluation plan should be provided in the technical offer.

6) Intellectual Property

All information pertaining to this project belonging to UNDP that the Contractor may come into contact within the performance of their duties under this consultancy shall remain the property of those who shall have exclusive rights over their use.

Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever without written permission of UNDP Jordan in line with the national and International Copyright Laws applicable.

7) Contractual arrangements and supervision

The Contractor will be hired under UNDP terms of contract and supervised by the Project Team solely for the purpose of delivering the above outputs, within the agreed time frame.

UNDP as the Client shall provide necessary support and approval to the Contractor.

8) EVALUATION

Individual consultants will be evaluated based on the following methodologies:

Cumulative analysis

When using this weighted scoring method, the award of the contract should be made to the individual consultant whose offer has been evaluated and determined as:

a) responsive/compliant/acceptable, and

b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

* Technical Criteria weight; 70%

* Financial Criteria weight; 30%

Only candidates obtaining a minimum of 50 point would be considered for the Financial Evaluation

Shortlisting Criteria:

Criteria	Weight
• Related education Field	15%
• 7-10 years of experience and expertise in conducting market and economic research in the ICT and digital sector and similar related tasks	30%
• All required documents are provided including, but not limited to, a CV, references, and sample publication.	25%

Technical Evaluation Criteria:

Criteria	Weight	Max. Point
<u>Technical</u>	70%	70
• Demonstrated experience in conducting market research, managing sector studies, labour market assessments, value chain analysis, digital sector, women economic empowerment, and demand-driven entrepreneurship as well as employability schemes and leading studies and strategies for inclusive economic growth		20
• Demonstrated expertise in working in the digital and ICT sector and coordinating with key stakeholders		10
• Innovative approaches and activities proposed to enrich the quality of the analyses, including reflecting global best practices and benchmarks.		10

<ul style="list-style-type: none"> Technical approach and methodology demonstrating understanding of the requirements and coherence of approach. 		30
<u>Financial</u>	30%	30

DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSAL:

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

1. Proposal:

- (i) Explaining why they are the most suitable for the work through providing evidence on expertise
- (ii) Provide a brief methodology on how they will approach and conduct the work (if applicable)
- (iii) Provide evidence of experience and work on similar and related tasks in the ICT sector

2. Financial proposal

3. Personal CV including past experience in similar projects and at least 3 reference

ⁱ Department of Statistics, Hashemite Kingdom of Jordan (2019). *Jordan in Figures – 2019*.
http://dosweb.dos.gov.jo/DataBank/JordanInFigures/Jorinfo_2019.pdf

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UNDP	Incumbent (If Applicable)
Majida Al- Assaf Resident Representative a.i	<i>Majida Al Assaf</i>