Terms of Reference
Individual Consultant

Work title: Digital Skills and E-learning Portal Web Development and Admin Expert: The National Portal for Skills Employment and Entrepreneurship for Inclusive Digital Livelihoods
Duration: Sep – Mar 2021

I.	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.

The Hashemite Kingdom of Jordan is an upper middle-income country with a population of 10.5 million, approximately 70% of which are under 30 years of age. Jordan is experiencing major demographic shifts with young people between 15 and 29 years, making up 28.5 percent of the population . 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 2020 (DOS), with youth unemployment rates reaching approximately 50%.

Jordan is the 11th most populous country in the Middle East with the second-highest share of refugees compared to its population in the world1. Despite unprecedented stresses caused by regional volatility, Jordan has demonstrated effective resilience capacities in maintaining stability and responding to crises, including the Syria crisis. Nevertheless, the Kingdom is vulnerable to socio-economic challenges and factors including high population growth, rising cost of living, high unemployment of 25%2 , and stagnated economy, in addition to the economic impact of the COVID-19 pandemic.

'COVID-19: a magnifying glass for inequalities': The Covid-19 Pandemic and its mobility restrictions have had severe negative impacts on people's livelihoods and businesses. An initial series of rapid impact assessments3 found that the COVID-19 pandemic, has had a significant impact on livelihoods of households of displaced and host communities in Jordan. The COVID-19 pandemic poses immediate significant

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[1] UNHCR (2018); 89 refugees per 1,000 inhabitants
[2] Department of Statistics (Q1, 2021)
[3] UNDP assessments series on measuring the impact of COVID-19 on enterprises, households, and vulnerable households

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downside risks to Jordan's economic recovery. Given that Jordan's economic growth is projected to contract significantly to 3.5% of GDP in 2021 and is anticipated to grow around 2% in 20214 . The economic contraction will have a heavy impact on small businesses. Likewise, response measures affected 58.6% population who indicated to have lost their entire income5. In addition, the COVID-19 pandemic has significantly impacted vital sectors such as Tourism.

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.

The crisis exacerbates existing vulnerabilities and is likely to reproduce and intensify pre-existing inequalities. The crisis overlaps with other crises Jordan has been facing regional instability, significant refugee inflows and population increases, years of low economic growth and a fiscal crisis and the impact of climate change. Unemployment being particularly high amongst women and youth.
The crisis is affecting fundamental areas of human development – i.e. Impact on jobs and lost livelihood opportunities, availability and access to the internet/ digital technology and difficulty of taking advantage of digital platforms being especially pronounced for displaced populations.

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 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.

Creating an e-platform as a marketplace for job and income-generating opportunities seekers is a great opportunity to overcome the limitations on accessing jobs especially for daily-wage labour, and refugees and migrants to advertise the skills and services they have to other individuals or to larger employers. This would help the hardly hit by the pandemic to revive their source of income and sustain their livelihoods. In addition, it will help women, freelancers and gig economy contractors, and people living with disabilities to find income-generating opportunities that match their work preferences and needs.

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[4] World Bank Estimates (2020)
[5] UNDP Jordan (June 2020) Impact of COVID-19 on Households in Jordan

II.   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 Training6 (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 document7, 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.

The Ministry of Digitial Economy and Entrepreneruship has produced "Jordan Digital Transformation Strategy" in 2020) that represents a strategic framework for Jordan's digital transformation that outlines the changes and strategic requirements needed to keep pace with the progress of digital transformation globally, create jobs and increase job seekers employabiilty in alignment with the evolving labour market trends, improve the delivery of government services, and enhance the efficiency of government performance. The Strategy builds on REACH 2025: Jordan Digital Economy Action Plan vistion to have a digital economy that empowers people, sectors and businesses to raise productivity and ensure growth and prosperity, creating a highly attractive business destination for investments and international partnerships.

Encompassing the findings from a series of assessments, UNDP Jordan aims to facilitate broader, inclusive, and equitable access to job opportunities, upskilling courses, and employability skills, especially to Syrian refugees, migrants, vulnerable Jordanians' young men and women, and gig economy contractors towards bridging the gap between job seekers skills and labour market demands.

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[6] Digital skills: challenges and opportunities during the pandemic
[7] Jordan Youth, Technology, and Jobs Project (P170669)

Through several programs, including the 'Heart of Amman programme', UNDP supports the Government of Jordan's efforts to foster inclusive and decent livelihood pathways for vulnerable Jordanians, Refugees and migrants alike.

As part of UNDP's "Future of Work Lab" initiative and in partnership with key stakeholders, the first National Digital-Skills Portal is being developed: an online skills platform to digitally enable livelihoods for disadvantaged and marginalized communities in Jordan.

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.

Objective: The National SkillsPortal #DigiMaharat aims to contribute to Jordan's COVID-19 socio-economic recovery wherebyaddressing the gaps in the supply and demand of digital skills in the Digital Economy market.

The platform aims to promote digitally enabled livelihoods for displaced and host communities in Jordan. UNDP proposes to work with National key stakeholders to develop and manage a national digital skills portal. This Platform allows displaced populations and host communities to build their skills and access livelihood opportunities through employment and entrepreneurship. The platform is expected to be advanced gradually in order to serve as a borderless marketplace and matchmaking platform amongst displaced population and host communities in the future.

The Portal Goal: The Portal will enable digital skills development and upskilling for all for and offering inclusive access to digital economy opportunities whereby facilitating demand driven skills development and job matchmaking.

Partnerships: As part of UNDP's "Future of Work Lab" initiative and in partnership with key stakeholders, the Portal is being developed in partnership with MODEE and National Skills Council for ICT and INTAJ.

Leveraging UNDP programmes, the Pilot phase encompassesskills trainining amd matchmaking support benefitting 2000 **participants** (50% women, youth and 50% Iraqi and Syrian refugees).

Scope: Tehnical oversight and administration of the portal development for self-employment, customization and localization into Arabic, testing, integirty, cyber security, successful migration, localization and upgrade of the portal content and accreditation in accordance to Jordan and regional markets requirements by ICT and Gig Economy industry requirements (local and regional) while ensure inclusivity of the portal for self employmet of women, youth, refugees and displacement affected communities.

National priorities: The creation of this national e-platform comes in alignment with the priorities of the Ministry of Digitial Economy and Entreprenreuship 2020 strategy "Jordan Digital Transformation Strategy"

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and government response to recover and rebuild the economy post COVID-19 labour market trends and needs.

Expected outcomes:

- Increase employability and livelihoods opportunities through online training and e-marketing of matching skills, vocations, and jobs
- Enable policy makers and vocational training curriculum developers to have insight on post-COVID 19 skills landscape and provide matchmaking of available skills and skills needed
- Market the skills and vocations for waged and informal labour re-entry (b2b and b2c)
- Enable specialization and quality vocations specialization strengthening through competitive consumer and client's feedback online
- Re-connect women economically through online and remote services skills including home-based businesses networks and micro est.

III.   Objectives, and Expected Deliverables

UNDP intends to hire a **national individual consultant specalised** in digitial skills and e-learning platforms to become a technical adminstrator of managing the platform devekionebt under the supervision of the relevant UNDP Project Manager in close collaboration with the UNDP technical team, Digital Skills Council, Digital Skills Assocaition (DigiSkills), MoDEE, delivering the following:

Deliverables/ outputs	Timeline
Inception report and work plan	Within two weeks from signing date
Assessment report of the skeleton portal for inclusive digital skills needed by employers and clients (self employment, freelancing, businss process outsourcing, and gig economy)	Within one month from singing date
Stakeholder mapping (employers, training service providers; free online courses and ICT/Digital Economic training free, subsidized and for fee programs and modules for upskilling, reskilling, digital literacy etc)	Within 2 months from signing date
Evaluation reports of the web developer portal (review, testing, integrity and commissioning)	Monthly
Superivse the Portal Content Development Plan, Testing and Commissioning as per national context, digital economy strategy and prioirites	Monthly
Identify digital economy occupations, skills and specialisations that are inclusive of volunerable communities, inclusive of reffugees and job seekers	Within 2 months from the singing date
Track the development; ensure sustainability plan for portal and system migration	Ongoing

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Coordinate and arrange stakeholders and key informant meetings for the mapping	Ongoing
Conduct training and capaicty building of Digital Skill Council (DigiSills) staff to maintain, admin, update and sustain the portal	
Establish revenue generating and sustainability model and business plan for the portal in partnership with the Digital Skills Council	6 months
Organize successful launch event for the Portal with stakeholders, Digital Skills Council and MODEE	6 months

All deliverables should be completed in a timely manner with proper assurance of quality.

Progress & Follow-up Meetings:

Regular meetings between the consultant, web developers, and MoDEE will be held throughout the consultancy period to discuss the progress achieved and other emerging issues. All correspondences/reports between UNDP and the responsible partner must be in English unless otherwise agreed.

IV.   Scope of Assignment

With the direct supervision of the relevant UNDP project Manager, the Contractor is expected to support the implementation and future sustainability of the platform.

- Map the demand-driven inclusive future skills of the private sector regionally and locally
- Identify labour market entry points for displaced popoualtion and women
- Identify private sector stakeholders to be on board as key vendors
- Identify an exit strategy to sustain the platform in the long run
- Identify a revenue model to run the platform as a social enterprise
- Map and identify accredited bilingual training modules for different levels (i.e. beginner, inter-mediate, advanced, etc.)
- Coordinate with web developers, Digi Maharat and MoDEE on the operation and admin of the platform, upgrade and skills-employer matching

V.   Duration of Assignment

The duration of the assignment will be 6 months from commencement with a level of effort of 6 months

VI.   Experience and skills

- Holder of bachelor's degree in computer engineering, software engineering, front end and back end web development, MIS, BIS, and relevant studies

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- 7-8 years of relevant professional experience in the following: website development, portals, online e-learing, b2b and b2c portals and applications
- User interface and experiences engineering and testing
- website development management, website customization and migration
- content development, testing, commissioning, user interface testing, and user journey experience testing
- Website integrity testing and carrying capacity
- launch of e-government services portals, e-learning, self-learning, self-employment portals and applications in Arabic and English.
- Website compiance to e-government and national cyber secruity requirements
- Capacity to engaged with multiple stakeholders, promote, market, and sustain digital portals and digital partnerships between government and private sector with strong knowledge of Jordan ICT and Digital Economy sector and skills in demand for self-employment, digital economy, and ICT sector.
- Demonstrated track record of e-learning, e-government, and digital skills portals, websites, and applications

VII. Payment schedule and Terms

The payments will be effective to the successful bidder upon the achievement of the corresponding milestones and for the following amounts:

10%	Upon submission of inception report and work plan
20%	Upon submission of stakeholders and demanded skills mapping report
10%	Evaluation report of sekelton portal and gaps identified to customize and localize to local context and needs
20%	Content development, customization and localization
30%	Succesful migration, testing, training, social media markting plan and launch of the Portal
10%	Launch event with stakeholders and MODEE

VIII. Evaluation

Only candidates obtaining a minimum of 50 out of 70 in the technical evaluation would be considered for the responsible party agreement or grant.

Criteria	Weight	Max. Point
Technical	70%	70
• Experience in similar tasks		30
• Technical approach and methodology demonstrating understanding of the job to be done		20
• Experience in the area of e-learning platforms and demand-		20

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driven e-learning and training programs and modules.		
Financial	30%	30

IX.   Shortlisting Criteria

Only candidates that achieve 70% of the below criteria will be shortlisted for evaluation:

• User interface and experiences engineering	• 10%
• website development and social medial portals management, customization, migration and admin	• 20%
• content development, testing, commissioning, user interface testing, and user journey experience testing	• 20%
• Website integrity testing and carrying capacity	• 20%
• Experience in Web Admin training, capacity building and migration	• 20%
• launch of e-government services portals, e-learning, self-learning, employment and self-employment portals and applications in Arabic and English.	• 10%

Resident Representative   Individual Contractor

Sara Ferrer Olivella

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