



Ministry of Digital Economy & Entrepreneurship
Youth Technology and Jobs Project
JO-MODEE-377936-CS-QCBS
Career Accelerator Program- Professional
Training and Certification

1. Background

About the Youth, Technology, and Jobs Project

The Ministry of Digital Economy & Entrepreneurship (MoDEE), Jordan, is the implementing agency of the Youth, Technology, and Jobs (YTJ) project, which aims to improve digitally enabled income opportunities and expand digitized government services in Jordan. The YTJ project will build an impetus for private sector-led growth of the digital economy and make interventions to address the economy's supply and demand sides. The project duration is 2020 - 2027.

YTJ aims to motivate private sector-led growth of the digital sector by (i) deepening the pool of quality digital skills and (ii) leveraging the government's ambitious agenda of digitizing government services to create a demand for digital services and jobs (iii) incentivizing the growth and expansion of the private sector. YTJ's structure involves the two main components that aim to address opportunities and constraints in both the supply and demand sides of digitally-skilled labor in Jordan.

The first component focuses on strengthening and increasing the supply of digitally skilled youth in Jordan by:

- Enhancing digital skills and competencies of public-school students
- Enhancing digital and employability skills and competencies of youth (ages 18-34)
- Establishing a digital skills training ecosystem by involving the private sector
- Providing working spaces in underserved communities through Tech Hubs

The second component of YTJ involves boosting the growth of the digital economy and digital government services in Jordan that will enable job and income opportunities by:

- Expanding access to markets for digital firms
- Supporting the digital transformation of service delivery to citizens and businesses
- Digitizing government payments

Career Accelerator Program Inception

Under the umbrella of the Ministry of Digital Economy and Entrepreneurship, on an annual basis, the Digital Skills Association (Digiskills) conducts the Digital Skills Supply and Demand Gap Analysis. Based on the findings of the analysis, Digiskills and YPJ PMU design training programs to equip youth with the most sought-after skills. Moreover, Digiskills and the PMU seek to engage qualified Training Service Providers/ Execution Partners, to carry out the execution of the training programs.

The Digital Skills Supply and Demand Gap Analysis, accessible on the Ministry's official website, reveals insights from employers. Alongside technical proficiencies, employers emphasize the significance of non-technical employability skills such as Communication Skills, English Language proficiency, and the capacity for continuous learning. The Career Accelerator Program was designed to tackle practical technical training and certification in collaboration with professional training and certification providers (large employers) such as AWS and Microsoft. This inclusive approach would enhance participants' employment/ income generation prospects.

Seeking to increase the supply of digitally enabled youth, through the YPJ project, MODEE signed MOUs with international professional certification providers through which each professional certification provider commits to supporting youth technical upskilling with:

- Capacity building to train and certify Educators
- Offering professional exams vouchers at a discounted rate
- Provide the learning and teaching material for the selected training courses with access to the online learning environment.

Activities under this Terms of Reference (ToR) will seek to contract a qualified consulting firm to manage the Career Accelerator Program for university IT, Engineering, Business, Math, and Physics students in their 3rd, 4th or last year of study. The selected Consulting firm will have the mandate of:

1. Conducting the Training of Trainers (TOT- selecting and training 72 Educators to deliver technical (IT related) training, leading to professional certification by Microsoft or AWS.
2. Contracting trained Educators to **deliver the technical training to 3000 university students, leading to professional certification by Microsoft or AWS.**
3. Collecting and verifying trainees' data in compliance with MoDEE's requirements to ensure accuracy and alignment with the program standards.
4. Verifying and continuously updating the most demanded certification pathways to offer to participants, in alignment with the updated Digital Skills Supply and Demand Gap Analysis.
5. Cultivating professional communities and awareness activities within universities.
6. Facilitating and tracking employment/ income generation opportunities to at least 60% of the program's participants.

This program aims to enhance youth employability in the IT sector/ IT enabled jobs by equipping them with the technical and practical skills required by local, regional and international employers and in addition to endorsing the acquired technical skills with globally recognized professional certificates offered by Microsoft and AWS.

MOUs signed between MODEE and the universities in Jordan outline the universities' contribution to programs funded by MODEE, including providing the physical learning space and supporting the programs' consulting firm with outreach and awareness activities. Coordination with the universities will be through YPJ PMU.

2. Scope of Services, Tasks (Components) and Expected Deliverables

Within four weeks after signing the agreement, the consulting firm will submit a detailed action plan, outlining all activities described below.

All activities should be completed within 22 months from the date of signing the agreement or by December 30, 2026.

Tasks under the scope of this TOR will include:

Task 1: Conduct Demand Assessment/ Verification

On an annual basis, in alignment with the findings of the Digital skills Supply and Demand Gap Analysis and in collaboration with the certification providers, Microsoft and AWS. The Consulting firm will conduct an assessment to verify the demand for the suggested certification pathways with local, regional and international employers. This is to ensure that the program's activities will yield into at least 60% of the participants reporting employment/ sustainable income generation.

Refer to AWS and Microsoft Certification Pathways.

Task 2: Deliver TOT and certification for 72 Educators:

The objective of this task is to train a total of **Seventy Two** Jordanian Educators throughout the duration of the program, in order to qualify at least **Sixty** Educators to deliver the training to the participating university students. This is to ensure a sufficient number of certified educators, to deliver the training and follow up on the certification of the program's participants.

In cohorts of 12 Educators, based on the identified and verified certification paths, the Execution Partner, in collaboration with the professional certification providers, will select and train Educators from the industry and support their certification..

Depending on the anticipated number of registering university students, multiple TOT cohorts could run in parallel.

Activities required to achieve this task will include:

1. Defining the educators' selection criteria and methodology, in collaboration with the professional certification partners, to be approved by the PMU.
2. Selecting eligible educators
3. Training the educators in collaboration with the professional certification providers in cohorts of 12 Educators, for a total of 6 Cohorts.
4. Facilitating trained educators' certification by submitting to the PMU the verified list of educators who completed the training and then allocating the test vouchers purchased by the PMU.
5. Verifying educators' certification results.
6. Reporting to the PMU the training and certification results.
7. Contract educators to deliver the training to participants registered in the program.

The TOT is for qualified Jordanian educators considering:

- At least 30% of educators are females.
- Jordanian or Syrian enthusiastic professionals with at least 2 years of practical experience in the ICT sector, interested in becoming Educators for the selected target audience.

Task 3: Roll-out Awareness Activities and Cultivate Professional Communities and Participating Universities

With the support of the Execution Partner, each university is expected to foster professional youth and educators' communities for selected professional certification partners.

Through programs such as **Microsoft and AWS student ambassador program**, led by students and certified educators, the University and the Execution Partner, with MODEE, will celebrate success stories and ensure proper awareness of the program at both, the university and the national levels. By the end of each cohort, educators will nominate enthusiastic, certified youth to participate in the Microsoft and AWS student ambassador program, to lead on the awareness activities and inspire others to join the Career Accelerator Program.

In addition, the Consulting firm will:

1. Develop and distribute informative digital brochures or flyers that highlight the benefits of this program and provide guidance on how to enroll or apply.
2. Develop and distribute a newsletter or email campaign to keep participants and stakeholders informed about program updates, success stories and relevant news.
3. With certified educators and the student ambassadors, arrange for program awareness sessions prior to each cohort. Awareness sessions will also tackle employment potential and employment requirements, **including the importance of having a proper level of English Language and communication skills.**

Therefore, industry representatives should be invited to the sessions to engage with the students and provide relevant insights.

4. Create and manage social media pages on Facebook, LinkedIn and Instagram. Also, coordinate with the university to produce at least **One** 30 seconds to 1 minute video per cohort, to celebrate success stories.
5. Support participants in creating a profile on online jobs platforms (e.g. LinkedIn amongst others).
6. Create infographics that showcase program highlights, such as the number of participants trained, the number of certifications awarded, and the employment rate of participants. These infographics can be shared on social media and other relevant channels to create awareness and promote the program.
7. Host at least *one* webinar/online workshop or networking event per cohort, where industry professionals, potential employers can interact with the participants and students to provide insights, tips and advice on career opportunities in the tech industry and how to prepare for them. Webinars/ online workshops can be advertised through social media and university newsletters.
8. Utilize **Discord** (or any other accessible free platform) to foster virtual communities for the participants to connect with each other, network, share their experiences and help each other in their career paths. It will also provide a platform for them to ask questions and seek guidance as well as receive updates and information about upcoming events or opportunities.

Task 4: Training and Certification for 3000 Participants:

The objective of this task is to enhance the participants' employability and income generation ability by equipping them with the most demanded technical skills through the Career Accelerator Program.

Youth participating in the Career Accelerator Program will have access to:

- The learning environment provided by the professional training and certification providers; AWS and Microsoft, providing access to self-paced learning material and practical projects for application.
- **Instructor-Led Virtual Training sessions (20 Hours)** provided by the execution partners' qualified educators, to further enhance interaction, practical application, case studies and response to questions or challenges.
- **Awareness and industry- experts' led sessions.**
- Exam vouchers to set for the authorized international certification exam, upon the successful completion of the program's learning requirements.
- Participants who successfully complete the fundamental level and achieve the professional certificate will have access to the associate level training.

All technical training and certification will be coordinated and tracked by the Execution Partner, considering the following:

- The Career Accelerator Program is for Jordanian and Syrian IT, Engineering, Business, Math or Physics university students, in their 3rd, 4th or last year of study.

- The program's participants are unemployed OR currently employed in a non-IT related job.
- At least 30% of the program's participants are females.
- The program will be delivered in 10 cohorts. Depending on the numbers of reregistered participants, several cohorts could be delivered in parallel.
- The PMU will provide vouchers for the authorized exam to be allocated by the consulting firm to participants who completed the training and qualified for the exam.

All program's activities are aimed towards the main objective of onboarding 3000 participants in order to successfully complete the training and certification for at least 2,500 participants, in collaboration with the professional certification providers. To do so, the consulting firm will:

- Define the selection criteria and selection mechanism for registering participants, in collaboration with the professional certification partners.
- Ensure that awareness activities effectively attract targeted participants to enroll in the program.
- Structure a solid application process to register participants, ensuring that registering participants are making an educated and well-informed decision of the selected training and certification pathway.
- Verify the list of registered participants to be approved by the PMU.
- Roll-out the technical training in collaboration with the professional certification providers.
- Facilitate participants' certification, by submitting the list of eligible participants who successfully completed the training to the PMU to allocate exams' vouchers.
- Report to the PMU the training and certification results.

Task 5: Full-Time Employment/ Income Generation Support:

The consulting firm will facilitate and/ or track the full-time employment/ Income generation for the Career Accelerator Program graduates to ensure that at least 60% of the program's participants report sustainable income within 6 months of the program's completion. Considering the following:

- Throughout the duration of the program, the consulting firm will continue to facilitate the participants' job placement from the date of training completion until job placement/ income generation is achieved.
- The consulting firm will track the beneficiary's full-time/ income generation for 4 months after job placement/ commencing income generation.
- Income Generation Reporting:
 - Type of Income Opportunity (e.g., full-time job, part-time job, freelance job, single-time task, other to be specified)
 - Income Frequency (e.g., monthly, weekly, per task, etc.)
 - Income Amount.

- Date of the first-time income received.
- For full-time employees benefiting from subsidies, please provide social security records and copy of employment contract
- Employment Proof: For part-time workers, freelancers, task-based employees, etc., please provide any employment proof such as contracts, employment letters, employment emails, etc.

3. Program Key Performance Indicators (KPIs):

- At least 60 Educators are certified and qualified to deliver the training.
- At Least 2,500 of the program’s participants successfully complete the **fundamental level** of the selected certification pathways.
- At least 500 of the program’s participants who achieved certification in a fundamental level, progress to complete the associate level of the selected certification pathway.
- At least 1,800 participants who completed the training achieve full-time employment/ income generation.

Over achieving the aforementioned KPIs will positively impact the program’s evaluation, allowing possible consideration for expanding the scope of work.

4. Team Composition & Qualification Requirements for the Key Experts

The consulting firm must demonstrate it has proven experience in:

1. Delivering training for employment programs at a similar scale.
2. Facilitating graduates full-time employment

The consulting firm must confirm its capacity to provide the following:

1. Learning Management System (LMS) to provide one consolidated platform for all learning tracks under the Career Accelerator Program.

The consulting firm or one of its proposed partners / subcontractors should be an AWS Authorized Partner or an authorized member institution of AWS Academy.

The Execution Partner’s proposed team must at least include:

1. **A PROJECT MANAGER** with a bachelor degree in Education, Business Administration, Computer Science, or Engineering and a minimum of 5 years of experience in managing projects in the area of training for employment.
2. **TWO TECHNICAL TRAINING COORDINATORS** with a bachelor in Computer Science, or Engineering and experience working with the identified certification providers within a similar scope.
3. **TWO OUTREACH AND SELECTION OFFICERS** with a bachelor in Education, Computer Science, or Engineering or a relevant field and at least 2 year experience working in outreach and selection for related training programs for youth.

4. **Two Student Affairs Officers** with a bachelor degree in Education, Computer Science or Engineering and minimum 2 years of experience working with youth.
5. **Two Employment Officers** with a bachelor degree in Education, Computer Science or Engineering or a related field, and minimum 2 years of experience facilitating youth employment and income generation.
6. **Two Certified Master Trainers:** with a bachelor in Computer Science, or Engineering, certified by one of the identified certification providers, with experience delivering Training of Trainers within a similar scope.

5. Reporting Requirements and Time Schedule for Deliverables

Reporting and supervision

This project's management and supervision is conducted by the YTJ Project PMU under the umbrella of the Ministry of Digital Economy & Entrepreneurship (MoDEE)

The consulting firm will prepare monthly progress reports, in English language, and communicate on an ongoing basis with the PMU.

The consulting firm will provide **regular updates of implementation progress** by email to the PMU. These should include:

- Reporting on activities scheduled for the period, per task component, and describing any change to the schedule or activities.
- Reporting on results, for the period, per component.
- Flagging findings, lessons, or emerging issues of interest or concern.
- Identifying issues or problems that have affected or may affect task implementation.

Regular meetings must be held between the consulting firm and the PMU. Frequency of meetings to be outlined in the implementation plan.

A detailed timeline (Gantt chart) of all activities and submission dates to include a minimum of 10 business days for the PMU to review deliverables and request amendments and to include the time needed for the Consulting firm to reflect changes.

Deliverables and Payment Schedule

The consulting firm will be paid upon the fulfillment of deliverables.

#	Deliverable	To be delivered by Week #	Type of Deliverable	Payment %
D1	Submit a detailed action plan and timeline, in addition to an inception report with the Monitoring and Evaluation Plan (Log frame), outreach plan and selection criteria, selection mechanism, anticipated risks and mitigation plan, etc... to be approved by the PMU.	Week 4	PDF Document and Project Activities Plan	2%
Year 1				
D2	Report the verified Demand Assessment results as described in Task 1	Week 10	PDF Document outlining the adopted verification method, list of consulted employers, verification results outlining the most demanded certificates, estimated number of demanded jobs...	1%
D3	Complete Cohorts 1-6 of the TOT for Educators as described in Task 2	Week 16	a list of all certified educators: four digit name in Arabic and English, national number, academic qualification and major, employment status, current living location, email, mobile number, gender, trainers' name(s), program start and end date and copy of the obtained certificate	6% (1% for every batch of 10 qualified Educators, up to 6 batches)
D4	Roll-out awareness activities and launch professional communities at participating universities as described in Task 3	Week 16	Digital brochures, program newsletter, Awareness sessions prior to each cohort, social media pages, 30-60 second videos for each cohort, infographics, learning communities at Discord.	3%
D5.1	Complete Cohorts 1 - 10 of the training and certification participants as described in Task 4 (Fundamental Level)	Week 22 on-going	a list of all certified participants: four digit name in Arabic and English, national number, academic qualification and major, employment status, current living location, email, mobile number, gender, trainers' name(s), program start and end date and copy of the obtained professional certificate.	50% (5% for every batch of 250 participants completing the training program, up to 10 batches)
D5.2	Complete Cohorts 1 - 10 of the training and certification participants as described in Task 4 (Associate Level)	Week 30 on-going	a list of all certified participants: four digit name in Arabic and English, national number, academic qualification and major, obtained fundamental certificate , employment status, current living location, email, mobile number, gender, trainers' name(s), program start and	10% (1% for every batch of 50 participants completing

#	Deliverable	To be delivered by Week #	Type of Deliverable	Payment %
			end date and copy of the obtained professional certificate.	the training program, up to 10 batches)
D6	Support and track full-time employment/ income generation	Week 42- Ongoing	List of participants who achieved full time employment/ continued to generate income for 4 months : four digit name in Arabic and English, national number, academic qualification and major, current living location, email, mobile number, gender, name of obtained professional certificate, English language CEFR Level, name of employer, position, salary, SSC number (In case of full time employment), type of employment, type of contract signed, Link to LinkedIn profile. Copy of employment contract/ evidence of generated income as described above, under "Income Generation Reporting"	20% (1% paid for every batch of 90 employed participants, Up to 20 batches until the end of the program)
D7	Report the verified Demand Assessment results as described in Task 1	Week 44	PDF Document outlining the adopted verification method, list of consulted employers, verification results outlining the most demanded certificates, estimated number of demanded jobs...	1%
D8	Roll-out awareness activities and continue to support the professional communities at participating universities as described in Task 3	Week 52	Digital brochures, program newsletter, Awareness sessions prior to each cohort, social media pages, 30-60 second videos for each cohort, infographics, learning communities at Discord.	3%
D9	Submit impact assessment report/ program evaluation report	Week 88	Comprehensive PDF Document outlining, data on achievements, number of participants and tracked employment outcomes, lessons learnt and recommendations, and the skills, employment outcomes, and job satisfaction of participants. The report will also include a detailed analysis of the post-assessment of the program on the participants' skill set development and The pre-assessment data collected on the participants' skill levels.	4%

- **All deliverables must be approved by the PMU.**
- The verification team assigned by the PMU will conduct field visits and focus groups with the selected participants, to be facilitated by the execution partner.
- Payments against each deliverable will be made after written acceptance of YTJ PMU.
- Participants data requested for the deliverables above will be requested with supporting evidence.

6. Assignment timeframe

Deliverables provided by the CONSULTING FIRM and approved by the PMU, should be achieved within 22 months from the date of signing the agreement or by December 30, 2026.

7. Contract form

The Consultancy Firm will be selected following the World Bank's Procurement Regulations for IPF Borrowers of July 2016 and revised on November 2017 and August 2018. The contract would be Lump Sum.

Consultants may associate with other firms to enhance their qualifications but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

