



## **CALL FOR TENDER FOR CLUSTER E-LEARNING PLATFORM DEVELOPMENT AND MAINTENANCE SERVICES**

### **Under the Framework of “CLUSTER – advanCing youth and women social inclUSion in The mEditerRanean” (C\_A.3.1\_0014) Project**

#### **1. About Business Development Center - BDC:**

The Business Development Center–BDC, is a Jordanian non-profit organisation dedicated to fostering sustainable socio-economic development through employability and entrepreneurship training programs, social enterprises support hand-in-hand with a strong team of experts and pool of trainers. BDC accurately monitors the labour market, analyses supply and demand needs, spots missing pieces and designs developmental evidence-based programmes that provide linkages to build business opportunities and effectively administrates training programs. Through delivering community-led solutions for development, BDC acts as a local multiplier for an inclusive regional economic development.

We work in all governorates of Jordan, including and especially in remote and hard-to-reach areas where essential services and livelihood opportunities are lacking. Since its establishment in 2004, BDC has outreached more than 4,000,000 people in Jordan and the region, with the support and trust of international donors, INGOs and UN agencies.

#### **2. CLUSTER project background:**

The CLUSTER project is funded under the European Union’s ENI CBC Mediterranean Sea Basin (ENI CBC Med) Programme, with the European Institute of the Mediterranean (IEMed) as the Lead Beneficiary, and implemented through a consortium of partners from Italy, Cyprus, France, Jordan, Palestine, and Tunisia.

The CLUSTER project aims to create a supportive environment for youth/women employment schemes, by equipping NEETs (Not in Education, Employment, or Training), in particular women, between 18-30 years of age, with employability skills in four Sustainable Economy sectors (Blue Economy, Circular Economy, Green Economy and Sustainable Agriculture). It also aims to promote long-lasting partnerships between Technical and Vocational Education and Training

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(TVET) institutions and the private sector, and raising awareness of public authorities and policy-makers.

The CLUSTER project will provide a comprehensive set of targeted training activities, including 5-day on-site training courses held in 7 project targeted countries (Cyprus, France, Italy, Jordan, Palestine, Spain, and Tunisia), each involving 25 trainees. In addition to these on-site training courses, CLUSTER will provide online training courses targeting 1750 students in total from the 7 countries. The training's aim is to equip NEETs, in particular women, with specific employability skills in four economy sectors targeted by the project. The four main training topics selected by the partners according to their market needs analysis and NEETs profiling are:

- Hydroponics
- Aquaponics
- Food processing
- Organic farming
- MaharatMed-Online

The project consortium is composed of the following partners:

- Lead Beneficiary – The European Institute of the Mediterranean (IEMed), Spain
- Partner 1 – ARCES Association, Italy
- Partner 2 – Cyprus Chamber of Commerce and Industry (CCCI), Cyprus
- Partner 3 – CDE Petra Patrimonia, France
- Partner 4 – National Agricultural Research Center (NARC), Jordan
- **Partner 5 – Business Development Center (BDC), Jordan**
- Partner 6 – Business Women Forum (BWF), Palestine
- Partner 7 – General Agency for Regional Development (CGDR), Tunisia

The project implementation period is 24 months (01/09/2021– 31/08/2023).

CLUSTER will equip young NEETs, in particular women, with soft and technical employability skills in in four sustainable economy sectors, and will reduce the mismatch between the labor market demand and youth skills, thus increasing their job opportunities, reducing the brain drain and unemployment rates in the concerned territories.



### **Who Will Benefit from the project:**

- Young NEETS and women
- TVET institutions
- Private Sector in particular local SMEs in the Sustainable Economy sectors
- Public authorities and policy-makers in targeted project countries

### **3. E-learning platform main information:**

Using an approach of blended learning techniques through the e-learning platform, 1750 students from the 7 project targeted countries will enroll in virtual learning classes (a combination of live and recorded classes): 5 rounds of online trainings will be organized, each targeting 50 trainees per project country and lasting 2 weeks.

#### **3.1. E-learning platform objectives:**

- Improve youth/women employment capacity by equipping NEETs (Not in Education, Employment, or Training), in particular women, between 18-30 years of age, with employability skills in four Sustainable Economy sectors (Blue Economy, Circular Economy, Green Economy and Sustainable Agriculture)
- Offer a complete learning experience that is fun, interactive, and ultimately engaging.
- Increase outreach by making training easier to access for different age groups in other geographical areas, with flexibility for Trainees to commit in their free time.



### 3.2. E-learning platform main services:

In General, the e-platform will provide the following services:

1. Online Training
2. Online coaching and mentoring
3. Online submission of application
4. Selection based on pre-defined evaluation criteria
5. Link with ERMS (employers, actors, and other projects' beneficiaries)
6. Exchange and interaction between students, employers, Enterprises, TVET, and other Social Economy Actors
7. Innovative learning tools and methodologies supported by new technologies (social media, mobiles)
8. Manage Training: Create a new training profile, including briefing, structure, and allocated staff.
9. Manage Training Database: Create and modify the project database of beneficiaries (numbers, scanned docs, and text), and manage assistance types, where each beneficiary will have a sub-profile.
10. Manage Reports: Create reports and share them with selected organizations.
11. Material and content management and tracking: create and modify training logs for each project created.
12. Search for beneficiaries Trained by any project or partner.
13. M&E and Powerful survey tools: Create an unlimited number of surveys

### 3.3. E-learning platform format:

Blended

- Self-Paced (material+ media content)
- Live sessions (including coaching and mentoring session)

The e-learning will include:

- coaching and mentoring session scheduling
- pre and post assessments
- Pop-up assessments
- Assignments



### 3.4. Types of E-learning platform users:

Different users will navigate through the e-learning platform, some are service providers, and others are learners. On the other hand, an administrator team should manage all other users' accounts to run the platform effectively. In brief, the e-learning platform users are the following:

1. Trainees
2. Trainers:
3. Coaches
  
4. Administrator: responsible for system functionality and administers access rights, keys, passwords, courses that are created, uploading the materials, and changing the content, etc.
5. Guests: have minimal privileges and usually can view only general information and Training outlines. The guests can enter and fill out the Training application forms and access a course only if it is an open course.
6. Project's team members
7. Monitoring and evaluation team
8. Training Department of the BDC

### 3.5. E-learning platform languages:

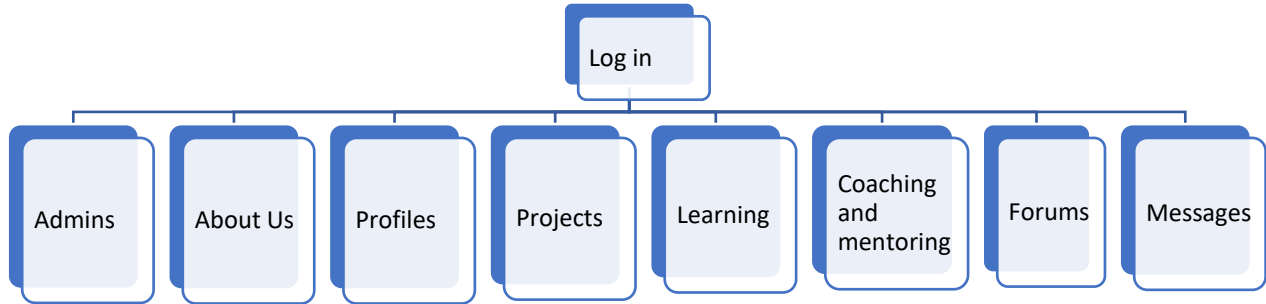
We aim through this platform to set up a course structure in several languages: Arabic, English, Spanish, French, Greek, and Italian.

### 3.6. Target Audience:

Youth between 18-30 years of age that are looking for an employment or self-employment opportunity and are not enrolled in a training or education programme, including women irrespective of age.



### 3.7. E-learning platform main structure and homepage:



### 3.8. Back end: E-learning needed administration and management:

- Website content management
- Training and material management: update and create new courses, add new features to existing courses, upload and store media content
- User management: Greater ability to solve learner's technical issues, Simple Trainer management (e.g., can view their activity/last login, can resend confirmation email, can remove users account, can edit password for them)
- Coaching and mentoring management
- Assignments management
- Assessments management
- Surveys assessment

### 3.9. User Interface:

- Simple login process
- Personal homepage with their progress, courses completed, courses saved, certificates.
- Visually appealing platform that is simple to navigate.
- Multimedia and interactive content on course.
- Start and stop courses, ability to save and see progress.
- Course can be done in mobile format, Mac, Windows and iPads/tablets.

### 3.10. Learning:

- Training List
- Training Profile, including:



- Sector
- Training age group
- Training objective
- Training brief and journey/phase
- Training schedule or duration
- Submission of training application
- Training automated selection criteria
- Training Material:
  - Content, self-learning (self-Paced) content
  - Media: photos and videos
- Training assignment and submission tool
- Training live sessions
- Trainee assessment including pre and post assessments
- Training and trainer evaluation

### 3.11. Coaching and mentoring:

- Session scheduling
- Live session conduction
- Session structure
- Session and coach evaluation

## 4. E-platform Timeline

We would like to launch the new platform by the end of December 2022.

## 5. E-platform Budget

The budget will be discussed and provided based on the offer received by your company.

## 6. Tender Submission requirements:

The candidate should provide:



- Technical Proposal
- Financial proposal
- Company profile duly signed.
- referral list (Names of organization, address, email, contact number)
- Photocopy of company registration and licenses
- Photocopy of a valid identity document

## 7. The Procurement Process

The submission deadline is on the 24<sup>th</sup> of September 2022 and should be sent by email to the email address [procurement@bdc.org.jo](mailto:procurement@bdc.org.jo).

Candidates might be invited to have a short phone call or a meeting.

If you have any concerns, questions, or/and inquiries please send an email to [procurement@bdc.org.jo](mailto:procurement@bdc.org.jo) before the 20<sup>th</sup> of September 2022.