

## Terms of References (GIZ/21.2273.7-006.00)

Date of Announcement: 8/5/2025

This ToR is relevant to agreement number (81312965) for project processing number (21.2273.7-006.00) – **Sectoral Strategy and Institutionalization of the National Sector Skills Council for Water & Energy (WE SKILL)** by the EDAMA association

### A. Brief About the Project:

#### **Project Key Information**

**Project Number:** GIZ/21.2273.7-006.00

**Title of lot:** Support to Jordan Educational Institutions in Offering Labor Market Oriented Vocational Training

**Title of the action:** Fundraising Advisor for the National Sector Council for Water & Energy (WE SKILL)

**Partners:** EDAMA, The National Sector Skills Councils for Water & Energy (NSSC - WE SKILL), The Ministry of Labor, and The Technical Vocational Skills Development Commission (TVSDC)

**Project Duration:** 8 Months

**Donor:** Deutsche Gesellschaft für Internationale Zusammenarbeit

This project aims to create a sustainable institutional framework for WE SKILL within EDAMA, enabling it to function effectively. EDAMA will serve as the operational arm of the National Sector Skills Council (NSSC), providing WE SKILL with the necessary office space, administrative support, and carrying on the council's secretariat function to institutionalize and enhance its capacity and viability. Edama will enable WE SKILL to deliver its work plans along with managing the day-to-day operations and delivery of projects and programs.

Once fully operational, EDAMA, the host and secretariat of WE SKILL, will engage all stakeholders in the water and energy sectors in a lively and professional interaction to exchange ideas and provide innovative solutions for TVET. This is expected to have great impact on the water and energy sectors by enhancing the skills of technical and vocational workers and will bring advanced expertise from the private sector to public sector employees.

This project aims to create a sustainable institutional framework for WE SKILL within EDAMA, enabling it to function effectively. It also focuses on strengthening the capacity of WE SKILL within the structure of EDAMA. The capacity building and institutionalization of WE SKILL Secretariat as aim of this proposal is directed towards:

- ❖ Supporting the host (EDAMA) institution to prepare for and operationalize the WE SKILL Secretariat.
- ❖ Securing consulting and advisory services on marketing, sectoral strategy, and fundraising to establish all functions of EDAMA, as the host of WE SKILL.
- ❖ Build the capacities of EDAMA' team of the Secretariat and WE SKILL's members to enable them to fulfil their duties according to best practices.
- ❖ Raise awareness about WE SKILLS through EDAMA's workshops and seminars. This will also include arranging fundraising events.
- ❖ Conduct marketing initiatives for WE SKILL through EDAMA, encompassing the development of marketing materials, social media campaigns, and the development of a dedicated website for WE SKILL to be hosted by EDAMA.

## B. Brief About “EDAMA” & “We Skill”:

EDAMA in Arabic means “sustainability”. EDAMA Association is a Jordanian NGO established in 2009. As a Business Association, we are here to cultivate an environment where innovative solutions for energy and water independence and environmental conservation emerge.

Advancing Jordan’s movement towards a green economy is an ambitious and priority goal. To achieve this, we need robust knowledge hubs, multi-stakeholder dialogue avenues, and private sector mobilization. EDAMA’s niche is in providing a platform agile and inclusive enough to involve a large number of public, private and NGO sector representatives. These key players together discuss and shape the future development of the Energy, Water, and Environment (EWE) sectors in Jordan.

WE SKILL (the National Skills Council for Water & Energy) was born out of the **GIZ-Funded** TWEED II project and was officially established in March 2018 by the Ministry of Labor. In 2019, the work of the NSSCs, including WE-SKILL, was regulated by law following the enactment of the Technical and Vocational Skills Development Law, No. (9) / 2019, which provided a framework for the work of NSSCs. WE SKILL aims at providing the labor market with skilled manpower to improve their performance for the construction, operation and maintenance of equipment and projects in the water and energy sectors in Jordan. Thus, they will be able to manage the scarce water and energy resources of Jordan for the future supply of the country with more efficiency and sustainability. Women benefit directly through improved access to employment-oriented training opportunities and indirectly through better access to water and energy-efficient systems and water connection networks in their role as household managers.

## C. Adhering to Sustainable Development Goals (SDGs):

Once fully operational, WE SKILL will contribute to the realization of the following Sustainable Development Goals (SDGs):

- ❖ **Quality Education (SDG4):** Driving quality TVET in the fields of water and energy is the primary goal of WE SKILL.
- ❖ **Gender Equality (SDG5):** WE SKILL will aim at and ensure that all E-TVET programs and projects involve women on equal footing with men.
- ❖ **Clean Water & Sanitation (SDG6):** WE SKILL will be heavily involved in training the Water Authority of Jordan and Water Companies to help them maintain the highest standards for clear water and safe management and disposal of wastewater.
- ❖ **Affordable & Clean Energy (SDG7):** As solar energy becomes an affordable and clean energy source, WE SKILL will focus its training activities on this field.
- ❖ **Decent Work & Economic Growth (SDG8):** WE SKILL will promote the importance of decent work for all, contributing to sustainable economic growth.
- ❖ **Climate Action (SDG13):** WE SKILL is very conscious about the contribution of its activities towards Climate Action, especially in its planned projects in solar and renewable energy.

**D. Requested Tasks and services.**

- The **technical expert** is expected to start as soon as possible, and complete the following tasks within the 6-month project timeline:

No.	Tasks	Description	Proposed Completion date	Deliverables
1	Fundraising Plan and Financial Sustainability for WE-SKILL	<ul style="list-style-type: none"> <li>Develop and execute a comprehensive revenue strategy while contributing to the strategic planning of fundraising campaigns, including goals, budget recommendations, vendor selection, volunteer engagement, and timelines.</li> <li>Seek and identify and pursue innovative solutions to generate additional income, leveraging new opportunities to enhance fundraising revenue through acquisition, retention, and performance among individuals, teams, and corporate partners. Strengthen fundraising efforts through strategic accelerators, including volunteer engagement, innovation, digital and technology, strategic partnerships, and awareness. Fundraising should support both the operational capacity-building of the WE-SKILL secretariat, and the resources needed for WE-SKILL's task execution.</li> <li>Assist the Chairman and Board of WE-SKILL in cultivating and sustaining long-term relationships with current and prospective donors and funding institutions in Jordan.</li> <li>Cultivate and sustain relationships with targeted local and national corporate sponsors and partners across the public and private sectors. Engage them through cold-calling, on-site meetings, phone calls, email</li> </ul>	<p>June 25<sup>th</sup></p> <p>June 25<sup>th</sup></p>	<ul style="list-style-type: none"> <li>A comprehensive revenue strategy and strategic plan for fundraising activities, alongside an integrated operational plan and budget for WE-SKILL. Fundraising efforts should support both the secretariat's capacity-building and the resources needed to fulfill WE-SKILL's objectives and overall performance.</li> <li>Database with new potentially suitable donors and corporate partners and high-level contact persons within these organizations is created for WE-SKILL.</li> <li>Four proposals for donors and corporate partners are developed and delivered for WE-SKILL.</li> <li>One direct mailing campaign aimed at raising donations from private sector companies is conducted for WE-SKILL.</li> <li>One fund raising campaign (event) is organized for WE-SKILL</li> </ul>

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	<p>Fundraising Plan and Financial Sustainability for WE-SKILL (Continued)</p>	<p>outreach, and follow-ups, while coordinating pitch materials and presentations.</p> <ul style="list-style-type: none"> <li>• Identify and lead the development of high-quality concept notes, proposals and tenders and prepare and organize appropriate pitches and applications and secure initial meetings with prospective partners.</li> <li>• Develop a database that includes the range of donors (Public and Private - local and international) that are potentially interested in funding NSSC-ICT and NSSC-WE activities, and conduct a mapping of potential high value partners</li> <li>• Assist in the planning and execution of integrated fundraising campaigns and Events</li> <li>• Assist in the development of print and digital marketing resources that support the philanthropic efforts, marketing goals, and public relations needs of the organization including digital newsletters, brochures, pitch decks, press releases, etc.</li> <li>• Ensure development of an integrated operational plan and budget for fund raising activities; measure and report on progress to the plan and implement adjustments to address risk and opportunities.</li> <li>• Will need to work closely and align timeline with Marketing and Communication expert.</li> </ul> <p>Perform other tasks in support of WE-SKILL fundraising activities upon request.</p>	<p>July 15th</p> <p>On going</p>	<ul style="list-style-type: none"> <li>• Outlined plan to maintain relationship with target local and national corporate sponsors from the public and private business community</li> <li>• High-quality concept notes, proposals, and tenders prepared along with appropriate pitches and applications organized with outlined plan for long-term relationship building with prospect donors</li> <li>• Marketing resources, including “We Skill” website, developed and maintained</li> </ul>
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## E. Requirements and qualifications of the Consultant

### Qualifications and skills:

1. University degree in marketing, communication, Fundraising, Public Relations, business administration, social sciences, humanities or related field.
2. Superior written and verbal communication skills, with excellent reporting skills.
3. Fluency in English and Arabic, both written and spoken is a must.
4. Flexible, proactive, ability to work under pressure with great ability to manage time effectively, and adapt priorities to respond to changing demands and tight deadlines
5. Excellent organizational and coordination skills.
6. Sound knowledge of the project cycle.
7. Proven team leadership and results driven approach is highly valued.
8. Highly developed interpersonal, communication and influencing skills: networking, representational, and negotiation skills
9. Analytical and computer skills will be highly valued.

### Professional experience:

1. At least 10 years of professional experience in new business development, marketing, communications, PR.
2. Previous specific experience and success working in fundraising. Working experience in fundraising in a not-for-profit organization or in corporate social responsibility will be an asset.
3. Strong written skills with proven experience of developing quality proposals and reports and generating income, and experience of working with and coaching technical teams to develop complex proposals and reports.
4. Very good knowledge and understanding of the donor and funding context, environment and key players in Jordan.
5. Demonstrated experience in design, implement and follow up deployment and action plans.
6. Proven experience in participatory and consultative processes, including facilitating workshops, stakeholder consultations, field surveys and project evaluation.
7. Experience with key institutional donors' guidelines and procedures (GIZ, EU, UN, FCDO, USAID, etc.).
8. Knowledge Water and Energy sector and/or education and TVET Sector in Jordan is an asset.

## F. Adhering to Sustainable Development Goals (SDGs)

Once fully operational, WE SKILL will contribute to the realization of the following Sustainable Development Goals (SDGs): -

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**G. Bidding:**

The bid shall be comprised of three parts which should take into consideration the parameters outlined above:

- Technical Offer: The bidder shall provide an action plan and timeline with Methodology past Experience.
- Curriculum vitae / company profile
- Financial Offer

**H. Evaluation Accepted Criteria:**

Offers will be evaluated based on the following:

<b>Technical Offer</b>	<b>80%</b>
Methodology (quantitative & qualitative)	35%
Action plan (Breakdown activities & Timeline)	25%
Past Experience, similar Projects	20%
<b>Financial offer (Total mandates/ Daily rate)</b>	<b>20%</b>
<b>Total</b>	<b>100%</b>

**I. ToR Timeline:**

<b>Milestone</b>	<b>Date</b>	<b>Time (Jordan's time)</b>
<b>Release of ToR</b>	8.May.2025	14:00
<b>Deadline for questions</b>	4.June.2025	14:00
<b>Release of answers to questions</b>	4.June.2025	14:00
<b>Deadline for offers</b>	24.May.2025	14:00
<b>Extended Deadline for offers</b>	11.June.2025	14:00

**J. Administrative Issues:**

1. Consultant will be expected to arrange and pay for their own travel to the project locations.
2. Consultant expected to use their own computer and communication equipment.
3. No contract may commence unless the contract is signed by both EDAMA and the consultant.
4. No meeting, publications should take place without an authorized consent from the contracting authority.
5. Consultant will commit to all policies govern EDAMA, GIZ, and We Skill.
6. Additional details of rules, regulations and conditions will be attached to the contract.

**K. Disclaimers:**

- a. Prior to the submission deadline, EDAMA reserves the right to:
  - Modify, delete, or add any term in this ToR.
  - Extend the ToR deadline.
- b. EDAMA may reject any or all offers received after the submission deadline.
- c. At any time prior to the execution of the Contract with the successful Tenderer, EDAMA reserves the right to the following:
  - Request clarifications from Tenderers to their Offers
  - Negotiate with multiple Tenderers on the terms of their Offers.
  - Terminate this ToR upon its perspective without declaring and without any legal consequences, and the Tenderers have no right to object.
- d. The Tenderer has no right to object to the technical and financial evaluation criteria.
- e. EDAMA reserves the right to issue award based on initial evaluation of offers without further discussion.
- f. EDAMA may choose to award only part of the activities in the solicitation, or issue multiple awards based on solicitation activities.
- g. EDAMA reverse the right to waive minor offer deficiencies that can be corrected prior to award determination to promote competition.
- h. Final price shall be clear and in JOD