

This ToR is relevant to agreement number (81312965) for project processing number (21.2273.7-006.00) – **Capacity Building 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:** Supporting Jordanian Educational Institutions in Offering Labor Market Oriented Vocational Training

**Title of the action:** Website Development & Management 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:** 12 Months (1.12.2024 - 30.11.2025) (expected extension to 31/1/2026)

**Donor:** Deutsche Gesellschaft für Internationale Zusammenarbeit

This project aims to establish a sustainable operational framework for WE SKILL Secretariat within EDAMA, ensuring effective operations and long-term success. Its focus is on empowering WE SKILL to fulfil its mandate by institutionalizing its functions, building internal capacities, and promoting its role in Jordan's TVET sector.

### **Key activities include:**

- Setting up the WE SKILL Secretariat under EDAMA
- Hiring domain-specific advisors
- Developing marketing, sectoral, and fundraising strategies
- Conducting awareness-raising activities for both EDAMA's team and WESKILL members
- Purchasing the required procurements

preparing EDAMA to host the WE SKILL Secretariat, securing advisory support for marketing, sectoral strategies, and fundraising, and strengthening the skills of both EDAMA's team and WE SKILL members through capacity-building initiatives.

The project aligns with Jordan's National TVET Strategy (2023-2027) and aims to bolster TVET governance, sectoral coordination, and private sector engagement.

## **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 many 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:

WE SKILL's digital presence is a core pillar of its visibility, credibility, and long-term relevance. This strategy prioritizes the development of a dynamic and bilingual website supported by targeted digital outreach that positions WE SKILL as Jordan's leading platform for workforce development in the water and energy sectors.

The website will serve as the initiative’s primary communications and engagement hub, designed with usability and scale in mind. Key features will include:

<b>Task / Requirement</b>	<b>Description</b>	<b>Deliverables</b>
Bilingual Website	Architect and build a scalable website in Arabic and English, optimized for usability and future growth	<ul style="list-style-type: none"> <li>• Site architecture diagram.</li> <li>• Wireframes and mock-ups design.</li> <li>• CMS with Bilingual Support.</li> </ul>
Main Pages	Create the project’s main pages such as Home, About, Values, Mission, Vision, Governance Structure, and Stakeholder Roles to establish credibility.	<ul style="list-style-type: none"> <li>• Finalized copy for mission, vision, governance, stakeholder roles, project values, and project feasibility.</li> <li>• Pages’ structures, theme, and designs with creative media such as images, icons, or videos.</li> <li>• Published Home and About pages</li> </ul>
Resources Hub	Build a searchable repository for standards, training frameworks, policy papers, and reports.	<ul style="list-style-type: none"> <li>• Taxonomy and Metadata schema.</li> <li>• CMS Upload/ User download.</li> <li>• Live search and filter.</li> </ul>
Events & News Section	Establish a dynamic content and news feed for activities, updates, and key announcements.	<ul style="list-style-type: none"> <li>• Interactive events content module.</li> <li>• News posting workflow.</li> <li>• Archive of past events and announcements.</li> </ul>
Stakeholder Directory	Implement a searchable, filterable directory of partner organizations, key actors.	<ul style="list-style-type: none"> <li>• Directory database schema.</li> <li>• Profile templates for organizations and vacancies.</li> <li>• Live searchable directory interface.</li> </ul>
Jobseeker Directory	Create a database of individual profiles, filterable by sector, skills, and experience to facilitate talent matching.	<ul style="list-style-type: none"> <li>• User profile form and database structure.</li> <li>• Filter jobs (sector, skills, experience).</li> <li>• Live jobseeker listing page.</li> </ul>
Mobile Responsiveness	Optimize all website components for seamless navigation and display on smartphones and tablets	<ul style="list-style-type: none"> <li>• Responsive layouts.</li> <li>• Cross-device testing report.</li> <li>• Implementation checklist for mobile performance.</li> </ul>
SEO Optimization	Configure on-page and technical SEO in Arabic and English to enhance discoverability and organic traffic.	<ul style="list-style-type: none"> <li>• Keyword mapping and meta-tags for both languages.</li> <li>• Generated XML sitemap and robots.txt.</li> <li>• SEO audit report and implementation log.</li> </ul>

Analytics & Performance Tracking	Integrate analytics tools to monitor user behavior, site traffic, and campaign effectiveness, supporting data-driven decisions	<ul style="list-style-type: none"> <li>Analytics (e.g., Google Analytics) setup with dual-language tracking such as live dashboards and performance analysis on monthly basis.</li> </ul>
Contact Form		
Jobseeker Application Form		
Stakeholders Application Form		

**E. Requirements and qualifications of the Website Development provider:**

**Qualifications and skills:**

1. Minimum of 7 years of experience in website development and management. preferably in the non-profit or development sector.
2. Degree in computer science, or a related field.
3. Proven ability to manage and sustain an organizational website.
4. Proficiency in modern frameworks (e.g., React, Angular, Vue.js) and CMS platforms (e.g., WordPress, Drupal) Experience in digital marketing, including SEO, content optimization, and analytics reporting.
5. Ability to implement responsive, multilingual, and accessible design
6. Experience with secure hosting, data protection, and GDPR-compliant development
7. Strong portfolio showcasing UI/UX design for diverse audiences
8. Ability to integrate interactive features (e.g., chatbots, smart search, dynamic dashboards)
9. Familiarity with accessibility standards (WCAG 2.1 or higher)
10. Demonstrated ability to deliver projects on time and within budget
11. Clear communication protocols and collaborative tools (e.g., Trello, Slack, GitHub)
12. Capacity to work with bilingual content and coordinate with internal teams
13. Training for internal staff on CMS usage and basic troubleshooting
14. SLA (Service Level Agreement) outlining response times and escalation procedures
15. At least 3 completed projects of similar scope and complexity
16. Legal & Ethical Compliance
17. Registered legal entity with the ability to enter contracts
18. Commitment to ethical standards, including data privacy and intellectual property rights

**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 Experience.
- Curriculum vitae / company profile
- Financial Offer

**F. Evaluation Accepted Criteria:**

Offers will be evaluated based on the following:

<b>Technical Offer</b>	<b>80%</b>
Methodology (KPIs, engagement metrics, reach, tools and platforms)	35%
Action plan (Gantt chart or visual timeline, milestones and dependencies)	25%
Experience, similar Projects	20%
<b>Financial offer (Total mandates/ Daily rate)</b>	<b>20%</b>

<b>Total</b>	<b>100%</b>
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**G. ToR Timeline:**

<b>Milestone</b>	<b>Date</b>	<b>Time (Jordan's time)</b>
<b>Release of ToR</b>	15.Jul.2025	14:00
<b>Deadline for questions</b>	22.Jul.2025	14:00
<b>Release of answers to questions</b>	24.Jul.2025	14:00
<b>Deadline for offers</b>	29.Jul.2025	14:00

**H. Administrative Issues:**

1. The service provider will be expected to arrange and pay for their own travel to the project locations.
2. Service providers expect 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 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.

**I. 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 for 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 an 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 reserves 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.
- i. Fees will be released in accordance with the delivery of each milestone.