

Terms of Reference

Project	EDGE (Promoting Enrollment in Digital Global Economy)
ToR Number (Please refer to it when applying your offer)	EDGE/1/2022
Period of Performance	2 months
Location	Palestine
Date of announcement	August 25, 2022
Title	Digitization Expert

1. Background

Leaders International (LI) plans and delivers innovation and economic development interventions with a particular focus on private-sector development, entrepreneurship, job creation, digital transformation, and access to markets. The organization manages a multi-million active portfolio of grants and service contracts to ensure the economy's access to the necessary means and resources for development and economic prosperity. Through its projects, LI leverages its expertise in research, strategy, and management to provide its beneficiaries with sustainable technical and financial assistance, and build their capacity and resilience to adapt to different economic challenges.

2. Project Background

Promoting Enrollment in the Digital Global Economy (EDGE): funded by The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), EDGE aims to create new income opportunities for unemployed Palestinians through a two-pronged approach: developing Palestinian entrepreneurial capacities and advancing freelancing agencies to unlock the sector's full economic potential and increase employment among qualified women and youth. Through this project, we work towards creating equitable jobs and opportunities for youth and women to develop a sustainable and resilient model for the future of work.

3. Objective

In order to achieve EDGE's goal of boosting the Palestinian economy through enhancing the capacities of Palestinian youth and women, the consultant will develop and digitize training material related to digital work and the Freelance Agency Model, which will be used accordingly to train Palestinian freelancers. It will include topics discussing project management, customer relations, quality assurance, and project delivery.

4. Scope of Work

- **Target audience:** Socially-oriented Palestinian freelancers between the ages of 18 and 25, out of which 50% are women
- **Training language:** Arabic
- **Activities:**
 - i. **Digitization of training material**
 - **Objective:** develop and digitize training material covering know-how related to the freelance agency model, online freelancing and digital work, team-building, project

management, and entrepreneurship. The exact outline will be developed by the consultant. Once approved by the Project Coordinator, all training material will be published through the EDGE online platform. Hence, the format of the training material should be usable for thinkfic.com.

- **Achievement:** a 4-month course of digitized training material that includes the following:
 - ✓ 3-4 hours of video recordings (screencast + audio).
 - ✓ Training material in PowerPoint/PDF format.
 - ✓ Short quizzes comprised of 2-3 questions per lesson.
 - ✓ Final exam (10 multiple choice questions)
 - ✓ External resources that could be relevant to the trainees, such as websites, previous training programmes, reading material, research, etc...

• **Expected Timeline & deliverables**

The consultant is expected to adhere to the timeline specified below, submitting all deliverables and supporting documents as indicated. However, the timeline and list of deliverables are subject to change if requested by the Project Coordinator.

Timeline

	2022				
Month	Aug	Sep	Oct	Nov	Dec
Action					
Digitization of training material					

Deliverables

Activity	Expected Deliverables
Project Start	Work plan with a timeline for the overall assignment. (In English)
Digitization of training material	1. General outline of the structure
	2. 3-4 hours of recorded videos
	3. Presentations, quizzes, and final exams

5. Non-functional Requirements

- The training material must be in **Arabic**.
- The modules should follow a **clear and comprehensible structure**.
- All content (images, videos, etc.) used in the training material must be **copyrighted**.

6. Qualifications Required

The applicant shall have extensive experience in Digital Work and Online Freelancing, and shall have the following qualifications

- At least a Bachelor's degree in Entrepreneurship, Business Administration, Digital Innovation or any relevant field;
- Proven minimum of 3 years of experience in digital work and online freelancing.
- Previous work experience with donor funded programs focusing on building trainings for freelancers and digital work.

7. Documents to be submitted

The application must contain the following documents:

1. Financial Offer (attached to this ToR)
2. Company profile or CV (individual consultants)

8. Taxes and other Terms:

- The offer should be including VAT;
- For individual consultants, Applicable tax laws apply.

Please submit all required documents to procurement@leadersinternational.org no later than September 1st 2022 **in EUR Currency**.

FINANCIAL OFFER FORM FOR

EDGE (Promoting Enrollment in Digital Global Economy) Project

Please fill in the table below and submit it along with your CV or company profile

To: procurement@leadersinternational.org

Name of subject: **EDGE/1/2022 - Digitization Expert**

First Name, Last Name	
Address	
Mobile	
E-mail address	
Nationality (for tax purposes)	
Expected daily rate in EUR	