



Ministry of Digital Economy & Entrepreneurship
Youth Technology and Jobs Project
JO-MODEE-458979-CS-QCBS
Consultancy Service for Managing JoCodes
Program

1. Background

The Youth, Technology, and Jobs (YTJ) project, implemented by the Ministry of Digital Economy & Entrepreneurship (MoDEE) in Jordan, is funded by the World Bank, with MoDEE serving as the implementing agency, 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 specific constraints in the supply and demand sides of the economy.

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Component 1 – Increasing the Supply of Digitally Skilled Youth in Jordan

1.1 Establishing a Digital Skills Training Ecosystem with Private Sector Involvement

Establishing the National Skills Council for ICT (“NSC-ICT”) to carry out a program of activities aimed at (a) providing digital skills training; (b) assessing the demand for specific professions in the market and the supply of talent; (c) reviewing national occupational standards; (d) developing, accrediting, and providing online training courses and materials; (e) raising national awareness; and (f) monitoring and evaluation.

1.2 Enhancing Digital Skills Competencies for Public School Students

Carrying out a program of activities to develop and implement a digital skills curriculum in public schools.

1.3 Providing Working Spaces in Underserved Communities through Tech Hubs

Upgrading, equipping and managing technology hubs within the existing vocational training centers, or other appropriate premises, to provide venues for a variety of activities, including, inter alia, skilling programs, co-working spaces, ITO/BPO space and networking space.

1.4 Enhancing Digital Skills Competencies for Youth

(i) Technical assistance and Training to youth through eligible Training Service Providers and (ii) Provision of TSP Subgrants to eligible Training Service Providers.

Component 2 - Expanding the Digital Sector and Digital Government Services in Jordan

2.1 Expanding Access to Market for Digital Firms

- (a) Developing growth plans of Digital Firms in underserved communities through payment of employment subsidies for Eligible Employees of Digital Firms;
- (b) Providing Matching Grants to support implementation of business development plans of Digital Firms aiming to secure new contracts in outside markets;
- (c) (i) Procuring services of selected Professional Intermediaries in key markets to support, *inter alia*, global scaling, attracting foreign investment opportunities, developing exit pathways and establishing commercial partnerships, and (ii) providing Intermediary Grants to selected Professional Intermediaries; and
- (d) Providing Matching Grants to support growth and expansion of nonprofit companies, civil society organizations and private sector companies that adopt technology means to support vulnerable youth and poor areas;
- (e) Providing technical assistance for the establishment of the Jordan Source on (i) national brand positioning and outreach, including developing an interactive website and social media presence, conducting reports, surveys and newsletters, holding meetings on good practices and lessons learned for ITO/BPO activities; (ii) preparing, conducting, and engaging in follow up activities related to yearly international exhibitions and roadshows; (iii) establishing a focal point for business facilitation of foreign ITO/BPO investors; and (iv) financing of temporary space for ITO/BPO investors to expedite their management relocation in Jordan;
- (f) Supporting the development of an entrepreneurship pipeline through (i) technical assistance and training on extracurricular entrepreneurship development programs in selected universities; (ii) technical assistance to establish and operate a Government Services Acceleration Program; (iii) technical assistance and regional dialogue to increase access of Jordanian startups to neighboring markets; (iv) Technical assistance and Training to eligible Startup Firms via incubators on the development of their minimum viable products; and (v) provision of Startup Grants to eligible Startup Firms for the finalization of their minimum viable products

2.2 Supporting Digital Transformation of Service Delivery to Citizens and Businesses.

- (a) Provision of technical assistance to:
 - i. MoDEE for conducting public value assessments of digital services provided through the Borrower's government portal and an assessment of shared services necessary for digital payment systems;
 - ii. (a) re-engineer, simplify and digitize the services; (b) establish necessary quality assurance instruments, including data privacy; and (c) develop a unified mobile application for online service delivery; and
 - iii. train government employees on new technologies and design of a new citizen feedback mechanism or leveraging an existing citizen feedback mechanism, communication strategy and outreach campaigns.
- (b) Upgrade the functionality and capacity of the e-service infrastructure, including, *inter alia*, development of the Borrower's document archiving and communication system, expansion of the interoperability platform for data exchange, upgrades to the government cloud, database security and public key infrastructure upgrades;

- (c) Provision of technical assistance to develop government digital transformation plan, design of a change management strategy and related activities to implement Borrower's e-Government agenda, including capacity development of MoDEE; and
- (d) Strengthening of institutional capacity of MoDEE through establishment of a digital transformation task team of consultants responsible for overseeing the implementation of the e-Gov activities including liaising with relevant ministries of the Borrower.

2.3 Digitization of Government Payments

Carrying out a program of activities aimed at facilitating digitization of government payments focused on front-end solutions providing end users with diverse options/tools to make digital payments, through technical assistance for (a) developing an overarching government payment architecture and roadmap; (b) supporting and growing capacity of an intergovernmental task force established for the digitization of government payments and revenues; (c) developing relevant policies and procedures that ensure satisfactory completion of digitization projects; (d) establishing and implementing a change management program for digital payment system; (e) developing and implementing required digital government-to-government payment enablers, including necessary regulatory changes; and (f) implementing IT enhancements in the ID systems to meet needs of the financial sector.

Component 3 - Project Management and Implementation Support

Provision of technical advisory services and goods to manage, coordinate, monitor and evaluate the Project, including Operating Costs, independent verification of the achievement of the DLIs and independent verification of completion of employment objectives for employment subsidies and relevant result milestones for Intermediary Grants, TSP Subgrants, Startup Grants and Matching Grants.



JOCODES Program Inception:

➤ **About JoCodes / ميرمجو الأردن**

JoCodes is a pioneering educational program dedicated to equipping the next generation with essential technology skills. This initiative is a collaboration between MODEE, the Crown Prince Foundation (CPF), and the Ministry of Cabinet Affairs of the United Arab Emirates. It offers a transformative learning experience aimed at empowering learners with the digital skills required for the future.

➤ **Program Overview**

JoCodes program, delivers self-paced foundational training in the following high-demand areas:

1. **Programming Fundamentals,**
2. **Data Science Fundamentals,**
3. **Android Kotlin Developer Fundamentals,**
4. **AI Fundamentals.**

Over the course of 6-7 weeks, participants will acquire critical skills in these fields through a series of online modules. Training is available online until March 14th, 2026.

Participants can enroll in any of the four tracks but are encouraged to focus on one track at a time for optimal success. Participants, who enroll in a track, will not be able to enroll in the same track again, regardless of the completion status.

➤ **Course Details**

- **Duration:** 10 hours per week, totaling 60-70 hours of self-paced learning over 6-7 weeks.
- **Format:** Primarily online.

➤ **Program Objectives**

- **Skill Development:** Equip participants with vital skills in emerging technologies, preparing them for success in the dynamic digital landscape and enhancing their contributions to the workforce.
- **Accessibility:** Provide online access to break geographical barriers, welcoming participants from diverse backgrounds and varying levels of experience.
- **Continuous Learning:** Offer multiple enrollment opportunities to encourage ongoing learning and knowledge expansion in various technology fields.

➤ **Who Can Enroll**

- **School Students:** Ages 14 and above (No prerequisites required)
- **University Students:** Ages 18-24 (No prerequisites required)
- **Local Community:** individuals up to 34 years old.

➤ **How to Enroll**

Register for any of the four tracks through this [link](#).

➤ **Certificate of Participation**

Upon completion of a track and its certification assessment, participants will receive a Certificate of Participation issued by Udacity. The certificate, signed by Udacity founder Sebastian Thrun, includes a unique verification code for each individual.

Scope of Work :

Through the YTJ Project, MODEE is seeking to contract a qualified consulting firm with the mandate of:

- Enhancing JoCodes Program awareness and cultivating professional communities.
- Conducting outreach activities to facilitate onboarding 10,000 participants
- Offering learning support sessions to the programs' participants in all tracks.
- Tracking and reporting on participants' progress based on agreed KPIs.

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 12 months from the date of signing the agreement or by March 14th, 2026.

Tasks under the scope of this TOR will include:

Task 1: Roll-out Awareness Activities and Cultivate Virtual Professional Communities

With the support of the Consulting firm, the Program will foster professional youth communities for Programming, Data Science, Android Kotlin Development, and AI Fundamentals.

Through the professional communities, the Consulting firm, with MODEE and CPF, will celebrate success stories and ensure proper awareness of the program at the national level.

On a quarterly basis, the consulting firm will identify JoCodes ambassadors (students and professionals), to lead on the awareness activities and inspire others to join the 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. On a bi-weekly basis, with the program's ambassadors, arrange for program awareness sessions. Virtually conducted 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 from various fields should be invited to the sessions to engage with the participants 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 every month, 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. On a monthly basis, host at least *one* webinar/online workshop or networking event, 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 platforms.
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.
9. On a monthly basis, conduct physically attended interactive workshops across all 12 governorates for an average of 30- 40 participants. The Future Stations, youth centers, or CPF offices could be utilized for the workshops.
10. Develop one prestigious award with a clear and structured criteria to recognize academic institutions adopting JoCodes tracks within their offerings as "digitally enabling institutions" . The award will be in two categories; schools (G7 – G12) and Higher Education Institutions (Colleges and Universities).

The consulting firm will NOT be responsible for providing tangible or monetary prizes to winning academic institutions.

Task 2: Onboarding and Offering Learning Support Sessions to 10,000 Participants:

Self-paced online learning program are often associated with low completion rates due to several challenges faced by the participants including:

- Facing difficulties with some learning elements.
- Loss of interest due to lack of interaction.

- Ambiguity around some of the program elements.
- Losing sense of purpose for enrolling in the program.
- Prolonged learning timeline or constant procrastination to complete learning requirements.

The objective of this task is to enhance the participants' program completion rate by offering **structured support sessions** to respond to questions and allow for recognition and interaction. This is in addition to awareness and guidance offered through the webinars organized for the professional communities.

To achieve this objective, the consulting firm will:

- For each learning track, on a weekly basis, conduct three Instructor-Led Virtual Learning support sessions (1.5 Hour each).
- Conduct phone call and email follow up with participants to encourage completion, and identify and resolve challenges.
- Circulate surveys among participants to assess their satisfaction rate with the program.

Through the consulting firm, youth participating in JoCodes Program will have access to:

- Three weekly Instructor-Led Virtual support sessions (per learning track).
- Virtual professional communities.
- Monthly webinars/ workshops.
- Contact lines (e.g., a hotline, registration support channels, etc.).

In addition to 24/7 access to the online learning environment provided by Udacity.

Note: Total number of learning of virtual support sessions delivered by the consulting firm throughout the program

3 sessions * 4 tracks * 40 weeks

All JoCodes program activities will be coordinated by the consulting firm, considering the following:

- The Program is for Jordanian and Syrian Young Learners (Ages 14- 17) and Youth (Ages 18- 34) from all educational backgrounds.
- At least 30% of the program's participants are females.
- Outreach activities are conducted on an on-going basis as registration is always open to interested participants.
- The consulting firm should report to the PMU, on a monthly basis, participants' registration and program completion status.

All program's activities are aimed towards the main objective of onboarding 10,000 participants in order to successfully complete the training for at least 3000 participants, in collaboration with the training provider, Udacity and in coordination with MODEE and CPF.

3. Program Key Performance Indicators (KPIs): over the duration of 12 months

- At least 10,000 participants register in the program.
- At least 3,000 participants complete the learning requirements and achieve a certificate in one of the learning tracks.
- At least 50% of surveyed participants report satisfaction with the program.

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

Client's Input and Counterpart Personnel

Services, facilities and property to be made available to the Consultant

- Communications with public schools and universities could be facilitated through existing partnerships.
- The Future Stations (Knowledge Stations under MODEE), CPF Offices, and Youth Centers across all governorates could be made available for physically conducted workshops and awareness sessions.

Professional and support counterpart personnel to be assigned by the Client to the Consultant's team

Activities under this program will be coordinated with the Training Specialist at the YTJ Project- MODEE.

4. Firm area of expertise and Team Composition and Qualification Requirements of the Key Experts

The Consulting firm must demonstrate it has proven experience in:

1. Managing online learning programs at a large scale.
2. Conducting nationwide awareness activities and cultivating professional/ learning communities. At least one successfully completed project within the past 5 years.

The Consulting firm'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 minimum 3 years of experience working in learning programs coordination within a similar scope.
3. **TWO OUTREACH AND STAKEHOLDER ENGAGEMENT OFFICERS** with a bachelor in Education, Computer Science, or Engineering or a relevant field and at least 2 year experience working in outreach and stakeholder engagement 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. **ONE MONITORING AND EVALUATION OFFICER** with a bachelor degree in Education, Computer Science or Engineering and minimum 2 years of experience working in Monitoring and Evaluation for Training.
6. **THREE MASTER TRAINERS** with a bachelor in Computer Science, or Engineering, qualified to provide support sessions within the domains of Programming, Data Science, Android Development, and AI Fundamentals, with a minimum of 2 years' experience in training delivery for advanced technology topics .

5. Reporting Requirements and Time Schedule for Deliverables

Reporting and supervision

This project's management and supervision is conducted by the YPJ Project PMU under the umbrella of the Ministry of Digital Economy & Entrepreneurship (MoDEE) and in collaboration with Crown Prince Foundation.

The Consulting firm will prepare monthly progress reports and communicate on an ongoing basis with the assigned project team from 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 anticipated risks and mitigation plan, etc... to be approved by the PMU.	Week 4	PDF Document and Project Activities	4%
D2	Submit suggested award name, award description, and evaluation criteria as described in Task 1	Week 6	A list of 10 suggested award names, evaluation criteria with drafted announcement messages and communication methods to potential participating academic institutions	3%
D3	Submit links to virtual professional communities with outreach plans, and ambassadors selection criteria	Week 8	Hyperlinks and pdf document	
PMU hands-over JoCodes social media pages to the consulting firm				
D4	Submit monthly progress report with all activities described in Task 1 and Task 2	Week 16 – Ongoing	<ol style="list-style-type: none"> 1. conducted webinar/ workshop 2. conducted awareness activities 3. success stories shared on social media 4. conducted learning support sessions 5. a list of all registered 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 completion status. 6. Activities completed by the professional communities. 7. results from the feedback surveys (when applicable) 8. summary of follow up calls and follow up emails. 	90% (30% for every 3 monthly reports up to 9 reports)
D5	Submit impact assessment report/ program evaluation report	Week 52	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.	3%

➤ **All deliverables must be approved by the PMU.**

- The verification team assigned by the PMU will attend virtual sessions and conduct focus groups with the selected participants, to be facilitated by the consulting firm.
- Payments against each deliverable will be made after written acceptance of YJT 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 12 months from the date of signing the agreement or by March 14th, 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.

