**TERMS OF REFERENCE**

**Consultancy for digitalization of Essential Business Skills Training for Young Entrepreneurs**

1. **Background**

Save the Children (SC) works to ensure that every child survives, learns and is protected. We believe that every girl and boy has the right to thrive and develop to their fullest potential, where they can learn, play, be healthy active citizens and be protected from any type of violence, such as economic exploitation and harmful work – including Worst Forms of Child Labour (WFCL). Save the Children’s strategy and approach to youth livelihoods identifies and serves the most marginalized young women and men. It focuses on enhancing young people’s access to the labour market or build businesses so as to increase the income through decent work, and realize their economic potential. Through its programming, Save the Children and its partners promote integrated and sustainable solutions, which also helps to enhance children’s protection from child labour and access to education as well as support their development and wellbeing.

3.7 million Syrians are currently living in Turkey, almost a quarter of them are young, aged between 15 and 24[[1]](#footnote-1). Syrians face numerous protection and livelihood concerns that impact their access to basic services and labour market. Sustainable income is the main challenge for Syrians, which has been exacerbated by the Covid-19 crisis. The temporary closure of businesses causes unemployment and loss of income through decreasing wages, affecting Syrian refugees who worked informally or without job security prior to the outbreak of COVID-19, making them particularly vulnerable to be let go by employers during any economic slowdown.Since the economic impact of the COVID-19 measurements affects refugee and host communities alike, the loss of jobs leads to increased competition over employment opportunities while limited access to services also causes rising social tensions. In response to the developments due to COVID-19, Regional Refugee Resilience Plan(3RP) points out the importance of developing *online training and mentoring tools* for both individual beneficiaries of technical training and businesses benefitting from business development services.[[2]](#footnote-2) Researches show that mobile phones are an important tool in the livelihood strategies of refugees, enabling them to find employment, run small businesses, and developing social networks for building livelihoods[[3]](#footnote-3). Though the importance of online channels for refugees in terms of building livelihoods under the COVID-19 circumstances there is no existing youth-friendly mobile application for refugees in Turkey. SC aims to fill the identified gap and address the most common needs of young refugees and host community members in the livelihood sector, through digital solutions.

SC has currently been developing a SC Turkey Mobile Application covering the general information about SC Turkey, history, and activities; adaptation of existing the complaints channel available for public access; existing psycho-social programmes (such as Parenting without Violence and Supporting My Friend programmes). *SC aims to embed Essential Business Skills Training targeting refugee and local youth interested in entrepreneurship* into this app.Other firms designed the content and visuals of the online training and the consultancy comprises of *digitalization of the Essential Business Skills training*.

1. **Statement of Purpose**

**SC is seeking skilled consultancy firm (“Applicant”) to digitalize the Essential Business Skills (EBS) Training that targets refugee and local youth interested in entrepreneurship of the highest possible quality. The youth friendly and interactive content (including gamification methods) is ready; visualization (graphical design) of the content will be prepared by another service provider; and the applicant is expected to conduct digitalization of the training (transferring the content into a software i.e. e-learning platform).**

1. **Purpose of the consultancy**

The purpose of this consultancy is to digitalize the online Business Skills Training, which has an interactive, and youth friendly content and visuals.

**Audience for the EBS training:** The primary audience is refugee and local youth aged between 18 and 25 interested in improving entrepreneurship skills. Yet, the digital tools adapted from this training will ensure that EBS training modules will reach a wider population interested in entrepreneurship in Turkey. A secondary audience will be staff and consultants of SC and its current and potential partners; besides, the community of service providers for refugee and most vulnerable host-community members, including governmental organizations.

1. **Definition of Services**

The service is *digitalization of the content of EBS training* that aims to increase entrepreneurship skills of refugee and host community youth (18-25) in *a youth friendly and interactive way* (considering the content is being prepared for a digital training including videos, pictures, role-plays, animated videos, pop-quizzes, real life examples and as such). The interactive elements (dialogue simulations, digital storytelling, role-play, drag & drop, pop-ups and as such). *The content of modules will be in* ***Turkish and Arabic.***

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| *Details of Services* |
| *Registration and Login Screen* | The ones interested in taking the training should be able to register themselves. During registration below data should be collected:* Name
* E-mail address
* User name
* Gender
* Education level
* City of residence
* Reason for taking the course
* Phone number (optional)
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| *Course tracking* | When a user enters the training, they should be able to see the modules they have completed, where they left off last time, and they should be able to continue there.  |
| *Modules* | * There will be 16 topics under three modules in the entrepreneurship training to be completed. Each module ends with a quiz and to be able to complete the module successfully, user has to choose right answers for 70% of the questions. A user can move forward another module after completing the previous one successfully.
* Each module will include 2 short videos, drag and drop features, pop-up test etc.
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| *Gamification* | Users will collect points when they complete different modules. User should see the point they have acquired in their profile page. |
| *Training Certificate* | When a user completes all modules, there will receive completion certificate including their name, which they can download anytime. The certificate will remain in their profile page and they can reach it anytime they want.  |
| *Profile Page* | Each user will have a personalized profile page including below data:* Name
* Modules they have completed
* The module they are working on.
* Points they have collected
* A leader board
* The completion certificate (if they completed all the modules)
* Profile picture (optional)
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| *Automatic e-mails* | The users who started a module and did not enter training for 7 days will receive a kind reminder e-mail.After completion of the training an e-mail on evaluation survey will be sent, automatically.After completing the training, a mini report will be sent as an e-mail. The report will include:* The time spent for the training
* The points collected
* The completion certificate

If a user would like to communicate with us, an automatic e-mail should be sent to the project team. |
| *Data collection* | Below data should be collected and available for the admin:* How many users registered for the training?
* How many users completed the training?
* The time users spent for each module/ all modules
* Which modules are repeated the most
* Which modules are repeated the least
 |
| *Responsive interface* | ***WEB base should be compatible with all types of devices (smart phones, PCs, tablets etc).***  |
| *User experience (UX)* | Web-based solution will be easy to use, where users will access only their own page. It will be interesting, interactive and youth friendly. |
| *Consultancy*  | The firm will provide technical support for **3 months** after submitting the product. |
| *Domain* | Domain will be purchased by Firm (till 1 Jan 2022, end of project) |
| *Hosting* | Hosting will be purchased by Firm (till 1 Jan 2022, end of project) |
| *Number of users* | Number of simultaneous users: 300Total number of users (till 1 Jan 2022, end of project): 1000  |
| *E-learning platform* | The firm is expected to use an existing e-learning platform Moodle which is Compatible with SCI minimum Requirements. |

The technological infrastructure suggestions for the assignment:

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| Programming Language and Platformo C# ve ASP.NET Core 3.1, Entity Framework Coreo TypeScrtipt ve Angular Version 11+Databaseo MariaDB o MSSQL VeritabanıInterface Libraryo Angular Materialo Bootstrap |

1. **Scope of Work**
2. **The Overall Process**

The Applicant will undertake the following tasks in consultation with SC and its partner organizations:

* The applicant will work with another two firms that have been working on the training (the firm that developed content and the firm that developed visuals for the training), closely. SC will introduce all the firms in the kick off meeting.
* There will be weekly meetings conducted.
* Go through a briefing on Save the Children’s Safeguarding Policy and Code of Conduct
* Develop the digitalization of Essential Business Skills (EBS) Training content targeting refugee and local youth interested in entrepreneurship by using youth friendly and interactive tools and methods. There will be 3 modules in the training and the applicant is expected to submit the assignment in three parts (the content and graphics of the modules will be shared with the firm after signing the contract) :
	+ - First submission: Digitalization of first module
		- Second submission: Digitalization of second module
		- Third submission: Digitalization of last module
* All deliverables will be subject to Save the Children’s approval before payments can proceed. Payments will be done in three parts, after SC’s sign off of each final submission.
* The Applicant should work closely with Save the Children’s technical team and partners while digitalizing the EBS training.
* The applicant *shall not have the copyright of the any content under this assignment.*
1. **Duration of the consultancy and sample timetable**

The consultancy should start as soon as possible. A kick-off meeting should be organized in the 1st week. Overall, it is expected that the consultancy will take maximum of 6 weeks.

Below is sample timetable, ***applicant should submit their own timetable*** in the technical proposal.

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| **SAMPLE TIMETABLE** |
|   | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 |
| Kick-off  |   |   |   |   |   |   |
| **EBS Training Modules** |   |   |   |   |   |   |
| First submission |   |   |   |   |   |   |
| Draft |   |   |   |   |   |   |
| Feedback from SC |   |   |   |   |   |   |
| Final submission |   |   |   |   |   |   |
| Second submission |   |   |   |   |   |   |
| Draft |   |   |   |   |   |   |
| Feedback from SC |   |   |   |   |   |   |
| Final submission |   |   |   |   |   |   |
| Third submission |   |   |   |   |   |   |
| Draft |   |   |   |   |   |   |
| Feedback from SC |   |   |   |   |   |   |
| Final submission |   |   |   |   |   |   |

1. **Standards and Procedures**

The following standards should be mainstreamed throughout the assignment:

* The principles of Inclusiveness and Non-Discrimination, as well as Accountability, should be central throughout the process.
* Adherence by all staff to SC’s Code of conduct, Child Safeguarding practices and confidentiality throughout the process.
* All data (hard and soft copy alike) should be safely stored and access should be limited to the data set based on the role of the staff.
* Regular briefings will take place between the consultant, SC, to reflect on any adjustments necessary.
1. **Organizational Roles and responsibilities**

**Save the Children’s responsibility:**

SC, through its focal point (backed up by a Steering Committee led by the Manager for Program Development and Quality), will be involved throughout the process and provide technical assistance (i.e. provision of the necessary documents and information, review of the submissions) as well as sign-off of critical mile stones (Kick-off meeting, Draft and Final Versions). Practical/administrative assistance will not be provided (i.e. in-country travel, accommodation).

**Applicant’s responsibility:**

The consultant will digitalize the EBS training content in a youth friendly and interactive way.

Please note that *SC will have exclusive copyright of the EBS training.*

*The Firm is expected to comply with SCI Data Protection Assessment and meet with SCI Minimum Requirements. The Data Protection Assessment will be applied before signing the agreement with the Firm. The Firm who does not meet with criteria will be given time period to meet with requirement otherwise, agreement will not be valid.*

1. **Technical Qualifications and Requirements**

The Applicant should have the necessary expertise to carry out the consultancy of highest possible quality. The technical expertise and practical experience should consist of one that can deliver the scope of work and deliverables, in particular, with regards to:

* **Technical skills:** The Applicant should possess the proven technical expertise and excellency in Computer Science, Mathematics, Computer Engineering, Software Development, Software Engineering or a similar field. The applicant should provide CVs of individuals in the team explaining experiences in the area by attaching related certificates individuals have.
* **Language Skills:** The Applicant must possess advanced Turkish writing and speaking skills.
* **Legality in Turkey:** The Applicant must either have a legitimate business /official premises, and must be registered for trading and tax as appropriate.
* **Guiding Principles and Values:** The Applicant must commit to adherence to SC’s Code of conduct, Child Safeguarding practices, confidentiality and Best Interests of the Child at all times.
* **Skills and personal traits:** The Applicant must demonstrate respect for diversity and the principle of non-discrimination.
* **Technical Proposal:** The applicant should submit a technical proposal including technological infrastructure that will be used, work plan and the timetable. The technical proposal should include previous work sample on e-learning systems.

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| **Technical Criteria #** | **Technical Criteria** | **Technical Evaluation Points** |
| 1 | Demonstrable experience in creating/using an e-learning platform (quality of the previous work samples) | 10 |
| 2 | Work plan and timetable | 5 |
| 3 | Relevancy of University Degrees and professional experiences of the team members | 10 |
| 4 | Quality of the technical proposal | 25 |
| 5 | Sustainability Criteria (please see the Sustainability Evaluation) | 10 |
| 5-1 | The bidder demonstrates activities OR has processes in place within their organization, aimed at improving sustainability. (e.g. paperless offices, green technology in offices, policies, training programmes, community outreach programmes etc). | 2/10 |
| 5-2 | The bidder has their own Sustainability Policy (or Policies). | 2/10 |
| 5-3 | The bidder supplies printed items on recycled materials. | 2/10 |
| 5-4 | Bidder demonstrates a willingness to minimize their travel and carbon footprint. | 2/10 |
| 5-5 | Bidder has incorporated sustainability into their project methodology. | 2/10 |
|  | **Technical Evaluation Sub-Total** | **60** |

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| **Financial Criteria #** | **Financial Criteria** | **Financial Evaluation Points** |
| 1 | Financial proposal including a detailed budget breakdown of estimated costs | 40 |
|  | **Financial Evaluation Sub-Total** | **40** |

1. **Legal Documentation**
* The Applicant must provide necessary documentation for proof of your registration in country (**Trade Registry Gazette, Chamber of Commerce Registration, Tax Documentation, Circular of Signature for signatory person for the offer submitted**)
* The Applicant must be compliance with **Save the children International standard policies** (**Please sign and stamp our Policies and send together with your bids)**
* **RFQ-IST-2021-0214** document (attached) should be filled with required information and be submitted signed & stamped.
1. **Submission of Bids**

**Deadline for “Request for Clarifications”:** **23 July 2021, 1700 TK Time**

**Deadline for “Submission of RFQ”**: **27 July 2021, 1500 TK Time**

Please submit your respective bids electronically to procurement.turkey@savethechildren.org via email before the given deadline above. Any bid received after the mentioned deadline will not be considered eligible.

For clarifications purposes please contact us at tco.supplychain@savethechildren.org

**Submissions to the wrong email addresses will not be considered eligible for both purposes, bid submission and/or clarification.**

**Annex A: Consultant Summary Table**

Please include with your application materials a table with the following information at minimum. Columns for additional information or lines for additional team members may be added as needed. **Please indicate which of the named individuals will be the point of contact with Save the Children and will lead the assignment and holding final accountability for the quality of deliverables.**

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| Name of Individual | Educational/ technical qualifications  | Summary of experience  | Languages spoken/written and level (Rudimentary, Proficient, Fluent, Native)  | Role(s) on assignment (Please indicate project lead) assignment | Approximate total level of effort (number of days) | Daily rate and total cost (incl. tax) |
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1. <https://www.goc.gov.tr/>. [↑](#footnote-ref-1)
2. 3RP Partner Support to Turkey’s Response to COVID-19, UNHCR, June 2020. [↑](#footnote-ref-2)
3. <https://dspace.ankara.edu.tr/xmlui/bitstream/handle/20.500.12575/71657/548044.pdf?sequence=1&isAllowed=y>; https://www.tandfonline.com/doi/full/10.1080/21632324.2020.1746029 [↑](#footnote-ref-3)