



Scope of Work

For

Aqaba Career Awareness Fair - Design and Implementation

SOW # / TO#	SOW-043-2009
RFP #	RFP-019-2009
Period of Performance:	March-July, 2009
Release Date:	February 15, 2009
Clarification Date:	10:00 am Thursday, February 19, 2009
Submission Deadline:	3:00 pm March 1, 2009
Submit electronically to:	grants@aced-jordan.com

I. AQABA COMMUNITY and ECONOMIC DEVELOPMENT PROGRAM BACKGROUND

The Aqaba Community and Economic Development (ACED) Program is a five-year program funded by the United States Agency for International Development, benefiting the people and businesses of the Aqaba Special Economic Zone (ASEZ).

The ACED Program is based in Aqaba city and is composed of activities under three major areas:

- Component 1 will work to strengthen the government institutions and will be working directly with Aqaba Special Economic Zone Authority (ASEZA) and Aqaba Development Corporation (ADC),
- Component 2 will strengthen private sector to become more competitive, through enhancing the capabilities of Micro, Small and Medium Enterprises (MSMEs), and
- Component 3 will be working closely with the local community to develop its capacities and empower NGOs and Community-Based Organizations (CBOs).

In addition, cross-cutting training provision and a small grants and commodities program will support various activities within the components.

II. OBJECTIVE

The ACED Program is interested in entering a partnership with a Jordanian organization to design and implement an Aqaba Career Awareness Fair promoting knowledge and understanding of training and career opportunities in the construction sector.

III. SOLICITATION

Under Component 3, the ACED Program will continue to encourage local citizens to participate in the rapid economic growth of the ASEZ and to create opportunities for interaction between citizens and private sector. This second Aqaba Career Awareness Fair activity seeks to expand on the experience of the first Aqaba Career Awareness Fair – in tourism – to build interest and understanding for youth and their families in another specific high-priority sector – construction – and to encourage dialogue between Aqaba citizens and construction sector companies.

Formal participation by some of the Aqaba community in the economic development of the ASEZ must be increased. The experience and research of the ACED Program, including information gained from the first Aqaba Career Awareness Fair, shows that in order to achieve one of our goals – to draw Aqaba’s citizens the rapidly growing sectors of the local economy – increased awareness and interaction is necessary. Connecting Aqaba citizens with private sector careers cannot happen without additional conversation between private citizens and private sector, and improved understanding of the objectives and concerns of each group. In order to encourage this, the ACED Program is supporting and developing a wide variety of awareness building and interaction activities targeted in specific high-priority sectors.

One result of the Tourism Career Fair held in November 2008 was a recommendation to repeat this type of activity with other sectors to build interest and knowledge of each sector among youth and their families, and to encourage the continued support of private companies in each sector. As with the November 2008 Fair, the second Aqaba Career Awareness Fair is envisioned again to incorporate a wide variety of activities over several weeks in order to further educate youth and their families about careers in the construction sector and trades related to construction, to start a much-needed dialogue between private companies and community members that can dispel the myths that each party has of the other, and to encourage a long-term interest and understanding in the construction sector, a sector that is currently and is expected to remain a vital component of the ASEZ economy in the coming years.

The target participants are local students, recent graduates, other potential future employees, and their families, and will also include private companies in the construction sector and related trades. It is to be designed as a forum where employers may meet and interact with students and their parents to share, discuss, and explore the opportunities available to the next generation of Aqaba and to address any concerns the local community has about the sector. To encourage more equitable participation by men, women and youth, this initiative will take into consideration times, locations, transportation, and publicity required to reach all audiences and encourage broad involvement.

The ACED Program seeks to award a grant to a Jordanian organization to implement this initiative. The grantee is expected to design, plan, organize, run and evaluate all of the activities of this Career Awareness Fair.

IV. EXPECTED ACTIVITIES

- Design a theme and the basic procedures for implementation of the Career Awareness Fair.
- Hold informative discussions with companies and other key stakeholders in the construction sector to discuss the goals of the Career Awareness Fair, collect their input on the activities, and ensure their buy-in. Collect additional input from students, families and educators on necessary activities and topics for awareness building.
- Design the series of activities that will be offered over the course of several weeks to Career Awareness Fair participants including students, recent-graduates, families, and companies. Some *illustrative* examples include:
 - Inspirational speakers and success story speakers;
 - Study tours and site visits;

- Debates and discussion forums on specific topics;
 - Presentations by Aqaba-based companies;
 - School or university-based initiatives (in schools or outside locations);
 - Training and Career Coaching;
 - Potential “testimonials” from participants in the November 2008 Tourism Career Fair.
- Market the Career Awareness Fair and all activities that are part of the Career Awareness Fair.
 - Arrange all logistics for Career Awareness Fair activities, including the venues, invitations, on-site preparation, transportation as appropriate, speakers, trainers, etc.
 - Measure the impact of the Career Awareness Fair, i.e., collect results data (awareness and mindset statistics) and feedback from all categories of participants (students/youth, parents/families, and companies) after the Career Awareness Fair to improve this initiative in the future.
 - Report on successes and lessons learned.
 - Coordinate with other organizations with complementary initiatives.
 - Coordinate with ACED Program, ASEZA’s Business Development and Marketing division, the Aqaba Employment Promotion Center, and ADC’s Marketing Department on planning, company contacts, marketing, and implementation.
 - Coordinate with ACED Program and ASEZA’s Media Office to work with the press and other media before, during and after the Career Awareness Fair.

V. EXPECTED DELIVERABLES and INDICATIVE TIMING

- A detailed workplan delivered within 2 weeks of signing the grant.
- Written monthly reports including any workplan modifications, updates on progress against the workplan, and identification of challenges faced.
- Series of Career Awareness Fair activities taking place over several weeks with approximately 20 Aqaba-based companies represented and at least 250 Aqaba youth attendees, in addition to their families – Career Awareness Fair activities should be completed by mid-June 2009.
- Written final report describing each Career Awareness Fair activity, providing data on attendees, attitudes, activity evaluations, and including successes, lessons learned, indicators and recommendations for future Career Awareness Fairs – report delivered within one month of the end of the Career Awareness Fair activities.

VI. APPLICATION GUIDELINES

- Complete the attached application form per the instructions in the attached excerpt from the ACED Program Grant Beneficiary Handbook. All text of the document must be in English. Be sure to attach required documents as listed in the application form.

- Based on the grant types available, this application is for a small grant (check "small grant" for question 5.a.).
- Limit your narrative description of the project (attachment to the application form) to a maximum of 3 pages (not including attachments for detailed timeline, budget, and CVs).
- In the budget, include all costs related to design, logistics, recruiting, implementation and follow-up. Be sure to include an estimate of the contribution (in cash or in-kind) that will be provided by other funding sources (such as participant companies, sponsors, other donors, your organization, etc). The cost proposed should be presented in Jordanian Dinars.
- In the narrative description of the project, be sure to include the following within the three page limit:
 - A brief description of relevant past experience of your organization/firm;
 - Your vision of the objectives of the proposed activity; and
 - Details of the activities your organization will perform to make this program a success included but not limited to the expected activities listed below.
- As attachments to the three page narrative description, please include:
 - CVs of the key personnel who will be involved in the program;
 - A detailed timeline and list of activities to be performed that includes the deliverables and timing listed below; and
 - Indicators that your organization will use to measure success and methods of follow-up to track those indicators.
- Submission must be sent electronically to grants@aced-jordan.com

VII. EVALUATION CRITERIA

The Aqaba Community and Economic Development Program intends to award a grant resulting from this solicitation. The evaluation criteria will be used as a guide in determining which proposals will present the best value to the Aqaba Community and Economic Development Program and USAID. All applicants will be notified in writing of the results of the evaluation within fifteen working days after the close of the bid.

The Aqaba Community and Economic Development Program will evaluate each proposal quantitatively based upon the evaluation factors set forth below:

1) Past experience of the organization/firm	25% (25 total points)
2) Methodology/proposed activity details and detailed timeline	35% (35 total points)
3) Experience of proposed key staff	15% (15 total points)
4) Budget	25% (25 total points)
Total	100%