



EXPERTISE FOR DEVELOPING ONE - DAY TRAINING FOR ONLINE FREELANCERS / CLOUDWORKERS

**Project number/
cost centre:
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028.00**

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General Information

a. Brief information on the project

The Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ) is a German federal enterprise in international cooperation for sustainable development. We work for our clients and with our partners on more than 1,500 ongoing projects in around 120 countries. GIZ employs over 20,000 people worldwide. Of these, more than 4,000 work in Germany. The promotion and dissemination of digitalisation is a development policy goal, which the Federal Ministry for Economic Cooperation and Development (BMZ) is pursuing specially together with its partners.

About the Gig Economy Initiative

The Global Gig Economy initiative aims to foster the favourable framework conditions for fair work in the gig economy at the level of workers, platforms and critical stakeholders from politics, business and civil society. The project builds on the results of the collaboration with the Oxford Internet Institute in improving work on digital labour platforms and complements it at the level of the platform workers, and policy and decision-makers. This holistic approach is envisaged in the three overall approaches of 1) enabling workers to know and understand their rights and skills development to acquire in demand skills, 2) providing evidence-based research and insights so that platforms can take measures for fair work and 3) supporting the aspirations through the development of agile regulatory frameworks.

About GIZ & Orange Middle East and Africa partnership

In January 2020, Orange Middle East and Africa (OMEA) and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH joined forces by forming a development partnership with the private sector (DPP) under the "Strategic Alliance Orange Digital Centers" to develop the digital skills of 20,000 young people in 14 countries in the Africa and the Middle East and bring 8,000 of them into jobs. This will be achieved by setting up "Orange Digital Centers". The Orange Digital Center (ODC) is a support system for the entrepreneurship ecosystem, designed by Orange that covers a wide range of activities:

from training young people to coding, support, acceleration of start-ups and investment in these start-ups. The Orange Digital Center brings together 3 programs in the same space: A Coding School, a Maker Space ("Fablab Solidaire") and "Orange Fab", a start-up accelerator. The Orange Digital Center trains young people in the latest innovative technologies, supports their employability and encourages entrepreneurship in 14 countries in Africa and the Middle East. The objective is to increase the employability of young people either as employees in companies or as entrepreneurs.

The aim of the collaboration between the Orange Digital Center Morocco and the political initiative Gig Economy is to build capacities of youth to participate effectively in online freelancing and cloudwork, and to gain useful employability skills that can help them in their future career in the digital economy.

b. Context

In this era of digitalisation, digital labour markets led by digital platforms have become highly relevant. **A 'digital labour platform' is a company that uses digital resources to mediate value-creating interactions between consumers and individual service-providing workers**, i.e. digitally mediates transactions of labour. Amongst these digital labour platforms, one distinguishes broadly between two types. First, 'location-based' platforms - where the execution of work is bound to a particular location (e.g. delivering food from a restaurant to an apartment or driving a person from one part of town to another). Second, on 'online or cloud-based', work that can, in theory, be performed from anywhere via the internet (e.g. designing, coding, data categorisation or online freelancing) (Fairwork, 2021). **The second type of gig workers – online freelancers that offer their skills and services online via digital labour platforms are a focus of this project.**

A number of recent graduates, entrepreneurs, unemployed youth, women and refugees rely on online work as the main source of income and employment. Often they rely on 'trial and error' method to understand how to find work on the platforms, which pitfalls to avoid, how to improve ratings and rankings, which essential skills are required for inline freelancing and most critically what are their rights and how to be negotiate better working conditions for themselves?

With the objective of empowering the online freelancers, who wish to move in and out of the gig economy, a mini course titled "Ready for Cloudwork – essential skills for success in the platform economy" is envisaged to be piloted in Morocco. This training aims to empower those already working on platforms as online freelancers and those interested to gain initial understanding of digital labour platforms.

First Pilot of the training at ODC Morocco

Morocco is considered as having a rather mature digital sector in Africa. However, despite the country's digital development achievements, one of Morocco's key challenges remain high unemployment rates. According to Morocco's High Commission for Planning (Haut-Commissariat Au Plan, HCP) in its report on the domestic job market's evolution, the overall unemployment rate stood at 12.7% in the third quarter 2020 and the youth is especially affected (32.3% of those aged 15 to 24, female 17.6% / male 11.4%). The unemployment rate among university graduates in Morocco stood at approx. 18.7% and most youths work in the informal sector with little security or benefits.

Morocco's digital infrastructure development level makes it well suited to benefit from the advantages of online freelancing and 'cloud-work on digital platform'. Multi-lingual as youth

in Morocco is also an advantage. Often they have professional level proficiency in multiple languages like English, French, Spanish and Arabic. This opens up a wide range of opportunities for them to find work on online platforms and offer their skills as a service to the world. Despite these opportunities, the low level of awareness on working in the gig economy limits the youth's ability to take full advantage of work opportunities offered by major digital labour platforms.

Through this service contract, GIZ wishes to procure the services of a contractor **(a) to create content for a micro-learning course that will inform, orient and build capacities of gig online freelancers and (b) to conduct one-day onsite workshop.**

Objectives & Scope (of this Service Contract):

The Contractor is expected (a) to design, develop and submit relevant, valid, up-to-date content in form of a manuscript that conforms with the goals, target audience, content and strategy of the course; (b) complete the requested corrections in the content; and (c) develop original learning materials in formats including text, powerpoint, infographics, pictures, short audio / videos and others) suitable for use directly and packing for GIZ's model-based learning management system atingi (atingi.org).

Course Structure (envisioned):

- The Course will comprise of 5 modules, content will be packaged as a self-paced e-learning course (60 - 90 min duration). Each of the 5 modules will cover 4-5 key topics. The modules are as follows:
 - o **Module 1:** What is Cloudwork? Which are the main platforms in Morocco and worldwide?
 - o **Module 2:** Getting started with the Cloudwork platforms – Essential How-To?
 - o **Module 3:** Key skillsets for online freelancers
 - o **Module 4:** From account creation to managing a competitive online profile
- **Module 5** on decent work and fair working conditions (20 mins) – *existing GIZ module* – will also be offered in addition to the course.
- On-site one-day tutoring workshops will also be organised at the Orange Digital Center in Rabat, Morocco for doubt-clearing, expert talks, etc. No more than 30 participants will attend each workshop.
- Refer **Annex A** for further info on the initial concept and idea.

Target Group:

- This training aims to inform the youth (18-35 years) linking them to digital careers. Focus will be young graduates undertaking skills training at ODC, Rabat
- Gig workers (online freelancers) on tasks requiring low – medium skill levels
- Special target: women, youth who are not in education, employment or training, new entrants to gig economy, those wishing to move out of gig work

Pilot Country: Morocco

Training Language: English: face to face component delivered in Moroccan Arabic

Mode of dissemination of course: Self-paced learning, online via GIZ LMS

Outreach: within the scope of this contract, it is envisioned that a minimum of 150 learners shall participate in the on-site workshops till August 2023.

Outcomes expected from this training:

- 90% of the course participants have created an account on one of the digital labour platforms for employment purposes during the training,
- 50% of the participants are actively using a digital labour platform 1 month after the training
- 20% of these participants are women and disadvantaged youth including refugees, and youth not in education or employment.

c. **GIZ shall hire the contractor for the anticipated contract term, December 2022 to August 2023.**

d. **The contractor shall provide the following work/service:**

To achieve the goals and objectives set out above, **the contractor is responsible for providing the following services:**

- Course outline and modules plan including topic-wise structure (**Input 01**), conceptual framework, topics and learning outcomes, case studies of successful gig online freelancing (4-5 gig workers), list of key resources to be included, self – assessment quiz etc.
- Draft text (**Input 02a**) for each module (approx. 3-4 pages/topic) covering all main and sub-topics; the information is to be presented in an easy and simple language keeping the learner persona in mind; to include quizzes, self-reflection questions, project-ideas,
- Provide a 'digital learning folder' (**Input 02b**) with links to other Open Educational Resources (OER) including but not limited to articles, videos, podcasts, expert talks, info-material
- Develop learning materials (**Input 03**) in form of 10-15 learning pieces per module including 1 PowerPoint (covering all topics and sub-topics as agreed in the concept stage), 1 page info flyer, activity sheets, content for infographics covering the key messages on all the topics that can be used for both asynchronous learning and onsite workshops. Make changes based on at least 2 rounds of feedback and corrections to the materials.

Develop a pre-and-post training assessment (**Input 04**) to assess learning outcomes are achieved.

- Conduct on-site one-day tutoring workshops (**Input 05**) at ODC Rabat. Identify and invite the relevant subject matter experts from the major digital platforms active in Morocco for the onsite workshops.
- Support the ODC in shortlisting the candidates based on the target group and other eligibility criterion as defined in the concept of the training.
- Organize a half day, hybrid validation workshop (**Input 06**) with experts and potential learners (no more than 10 participants) to ensure that content developed is concurrent and relevant for the needs of the target group. The workshop will be

organized as by the ODC Morocco in collaboration with GIZ, e.g. location, materials, etc.

- Organise 2 onsite training of trainers (**Input 07**) for the ODC staff. Prepare agenda, learning materials and facilitators guide for the workshop.
- From the first two onsite workshops with 2 batches of 30 learners, gather feedback on content effectiveness. Reflect the necessary corrections and amendments made to the text and learning materials for final approval (**Input 08**).
- Work with gig economy team and its experts (developing other courses) to align, share examples, best practices between the content. Offer advice/ guidance to the project team on digitization of the learning materials for its LMS platform atingi.
- Submit a 10 -15 slides presentation deck (Input 09) on Lessons learnt and best practices (Document 05) shared during a 45 min review meeting towards with recommendations on upscaling the project

Milestone	Deadline (by)	Expert Days
Input 01 - Submission of a work plan including concept outline and implementation plan developed in coordination with GIZ team	Within 15 days of signing the contract	2
Input 01 - Finalise the training concept and its modular structure and provide list of identified of local partners and local subject matter experts for the onsite workshops	Within 4 weeks of the signing of the contract	2
Input 02a Draft text of each module and outline of the one day onsite tutoring workshops.	First draft within 6 weeks; finalisation within 16 weeks of the signing of the contract	5
Input 02b - A 'digital folder' containing links to important learning materials and other relevant trainings	Before the kick-off of first batch of onsite workshop	2
Input 04 – Draft pre-and-post training assessment to assess the achievement of learning outcomes	Within 06 weeks of of the signing of the contract	2
Input 03 - Develop first draft of learning materials in form of 10-15 learning pieces per module covering topics/sub topics	Within 12 weeks of signing the contract	10
Input 06 - Organize a half day, hybrid validation workshop	Within 14 weeks of signing the contract	3
Input 02 and 03 – Finalise the text of modules and learning materials based on minimum 2 rounds of feedback	Within 16 weeks of signing the contract	2
Input 05 – Organise onsite tutoring workshops to cover 150 participants by August 2023 (total 5)	Within 14 – 24 weeks of signing the contract	10
Input 07 – Organise 2 training of trainers for ODC staff	Within 24 – 30 Weeks of signing the contract	5
Input 08 & 09 - Final project completion report and presentation and results of the learning outcomes assessment	Within 30 – 32 weeks of signing the contract	3
	TOTAL	46

Tender requirements

This tender is open for local companies that have previous experience in the delivering similar trainings and/or hybrid trainings for the same target groups.

1. Qualifications of proposed staff

1.1 Expert 1: Content Expert and Trainer

1.1.1 General qualifications

Education: Bachelor degree in technology fields, education, training or other social sciences;

Professional experience: 7 years or more years' experience in project management (conceptualization, planning, coordination, steering, monitoring) of trainings, proven track record training online workers, freelancers, experience of facilitating trainings, and a strong network of local platforms and experts in Morocco.

1.1.2 Experience in the region/knowledge of the country

5 years of experience in projects in Middle East and North Africa, of which 3 years in projects concerning training for digital economy in Morocco

1.1.3 Language skills:

business fluency C1 or similar business language skills in English; preferably also B1 or similar French / Moroccan Arabic skills

2. Specification of inputs

Fee days	Number of experts	Number of days per expert	Comments
• Preparation/debriefing	1	8	
• Implementation	1	38	
Travel expenses	Number of experts	Number of days/nights per experts	Comments
• Per-diem allowance in country of assignment	0	0	Not Applicable
• Overnight allowance in country of assignment	0	0	Not Applicable
• Travel costs (train, private vehicle)	0	0	Not Applicable
Flights	Number of experts	Number of flights per experts	Comments
• International flights	0	0	Not Applicable
• Domestic flights	0	0	Not Applicable

Note:

If restrictions are introduced to combat coronavirus/COVID-19 (restrictions on air travel and travel in general, entry restrictions, quarantine measures, etc.), GIZ and the contractor are obliged to make adjustments to their contractual services to reflect the changed circumstances on the basis of good faith; this may involve changes to the service delivery period, the services to be delivered and, if necessary, to the remuneration.

To be provided by the bidder:

- CV
- Price offer

3. Copyright

Unless otherwise agreed in the contract documents, the contractor shall assign to GIZ all assignable ownership and property rights to its work results. If the work results are protected by copyright or other non-assignable property rights, the contractor shall grant GIZ an exclusive and irrevocable right that is unlimited with respect to time, location and content to use all work results, including commercial use outside the measure. The originator expressly and additionally waives the right to be named as such.

GIZ's rights of use shall include the right to use the work results and existing work products without limitations with respect to time, content and location. GIZ is further entitled to assign to third parties the rights of use granted or to grant third parties simple rights of use.

Thereby all copyrights are being transferred to GIZ, prohibiting disclosure, or passing on of any conte

Annex A: Inputs of GIZ or other actors

Considering that this training is a joint initiative of a GIZ global project and Orange Digital Centres, the following support will also be available for the consultants during this process.

Inputs available from the project team

- ODC Morocco**
 - provide a venue for the live training, expert talks and other onsite components
 - provide IT support (computers, projector, printing of worksheets) for the on-site training
 - promote the course amongst its students and external networks
 - manage participants (pre-selection of participants based on their availability to start a professional activity, their interest for entrepreneurial activities, self-employment and online work & registration)
 - integration into existing curriculum or complementary training
 - support the facilitation on online and onsite trainings
 - support the evaluation of the training and the tracking of training impact at least after 3 months from the training day
 - communication plan
 - management of the training days

- Gig Economy Flagship**
 - organise the kick-off meeting for the team of experts
 - oversee the development of course concept and structure including the incorporation of decent work and fairwork principles where needed
 - offer support in digitisation of the training module via its e-learning vendor and transferring the onsite component of the training to atingi platform

- DTC Morocco**
 - ensure local coordination between the ODC Morocco and the training provider and
 - provide catering for participants for the on-site events for panels and events aimed at broadcasting the content of the training, not for the training at the ODC itself
 - organise panel events (as needed) to engage key stakeholders and participants
 - propose speakers for expert talks and panel
 - support in identification of local partners, selection of facilitators