



Ministry of Digital Economy and Entrepreneurship  
(MoDEE)

Youth, Technology, and Jobs Project (YTJ)

Expanding the Digital Sector and Digital Government  
Services in Jordan

Matching Grants to Non-Profit and/or Civil Society  
Organizations (CSOs) and Private Sector Companies to  
Increase the Growth and adoption of the gig economy.

GrowJO (GiG)

Request for Application (RFA)

V2.1

## Contents

1.	About the Youth, Technology, and Jobs Project (YTJ)	3
2.	<b>GrowJO (GiG) Information</b>	4
2.1	Objective	4
2.2	Scope of work	5
2.3	Eligible costs	5
2.4	Eligible Applicants	6
2.5	Project Duration	7
2.6	Targeted Beneficiaries	7
2.7	Cost Share Requirement	7
2.8	Awarding Process and Payment Terms	7
3.	Application Submission and Information	8
3.1	Submission Instructions	8
3.2	Questions and Inquiries	8
3.3	Application submission	9
3.4	Administration Cycle	9
4.	Evaluation Criteria	9
5.	Monitoring & Evaluation Plan	10
6.	Disclaimers	11

## 1. About the Youth, Technology, and Jobs Project (YTJ)

The Ministry of Digital Economy & Entrepreneurship (MoDEE), Jordan, is the implementing agency of the Youth, Technology, and Jobs (YTJ) project, 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 the economy's supply and demand sides. The project closing year is 2027.

YTJ aims to motivate private sector-led growth of the digital sector by (i) deepening the pool of quality digital skills and (ii) leveraging the government's ambitious agenda of digitizing government services to create a demand for digital services and jobs.

YTJ structure involves two main components that aim to address the opportunities and constraints in both the supply and demand side of digitally-skilled labor in Jordan.

**The first component focuses on strengthening and increasing the supply of digitally-skilled youth in Jordan by:**

- Enhancing digital skills competencies of public-school students
- Establishing a digital skills training ecosystem by involving the private sector
- Providing working spaces in underserved communities through Tech Hubs

**The second component of YTJ involves boosting the growth of the digital economy and digital government services in Jordan that will enable job and income opportunities by:**

- Expanding access to markets for digital firms <sup>1</sup>
  - *Support expansion and access to business opportunities*
  - *Improve access to global markets and investment opportunities for digital entrepreneurs*
  - *Support inclusive job opportunity creation through digital platforms and the GiG economy by facilitating access to women, youth, and under-served communities*
- Supporting the digital transformation of service delivery to citizens and businesses
- Digitization of government payments

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<sup>1</sup> "Digital firms" refer to technology or *technology-enabled* companies and digital marketplace platforms incorporated or organized in Jordan that work on:

- a. The development of information technology products or services, and/or
- b. The provision of IT or IT-enabled business processes for third parties – also known as IT outsourcing, business process outsourcing, and IT-enabled services (ITO/BPO/ITeS)

## 2. GrowJO (GiG) Information

### 2.1 Objective

GrowJO (GiG) aims to provide access to income opportunities in the gig economy in various tech and non-tech economic activities. Through this RFA, YTJ will seek to increase the adoption of digital platforms by supporting Civil Society Organizations (CSOs), Non-Profit Organizations (NPOs), and Private Sector Companies (Tech and Tech-enabled) in training individuals, with focus on youth, women and Syrian refugees<sup>2</sup> in underserved communities to access and offer their services on these digital platforms. The sectors served by these platforms are encouraged to be selected with the intention of ensuring that they prioritize sectors in which women and Syrian refugees are active and may include digital platforms for, Programming, web and graphic design, customer service, data entry and administrative support, translation, tutoring, digital marketing, voice over, music and sound effects, photo shooting and video editing, animation and motion graphics, gaming, handicrafts, and blue collar jobs, etc.

The **gig economy** is a type of labor market characterized by economic activities and the execution of on-demand services on a short-term contract or freelance work basis, as opposed to the adoption of a permanent long-term job model. The main drivers of the gig economy are the digital platforms that facilitate the creation of jobs through providing online work opportunities on a demand basis. The digital platforms can function as a **marketplace** where there is an opportunity for the freelancers to sell their services to various clients through a website at different prices and conditions (Upwork Model), or such platforms can function as an **agency** whereby work is secured for the freelancers but each platform dictates the terms and overlooks the whole process (Uber Model). The GrowJo (GiG) will support both models with a focus on the agency model due to the ability of such a model to secure work on behalf of beneficiaries.

Through the **GrowJo (gig)** incentive, YTJ will provide **matching grants (up to USD 200,000)** to cover up to **80%** of the total costs of the proposed project for the NGOs/NPOs/ CSOs, and, for the private sector companies (Tech and tech-enabled), including outreach, upskilling/quality training, onboarding on the digital platform, marketing and business development for the trained individuals, and follow up. If a private sector company can legally and officially confirm operating as a social enterprise (e.g. inclusion in the by-laws of the company, history of social impact), the project will cover 80% of total cost, similar to a NGO/NPOs/CSOs.

The matching-grants will be given following a result/performance-based model that validates the number of beneficiaries that have been recruited, trained and have subsequently increased their income. Although the project will focus mostly on identifying opportunities and improving linkages of the beneficiaries to freelancing, gig-work and microwork opportunities, connection to full- or part-time employment will also be accounted for.

**The signing of the agreement will depend on the finalization and the approval of the YTJ restructuring between the World Bank and the government of Jordan and the availability of funds.**

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<sup>2</sup> "Syrian Refugees" To check what types of jobs Syrian refugees are legally eligible to work on

## 2.2 Scope of work

Through this RFA, YTJ is seeking qualified organizations/private sector companies to support the achievement of the gig economy grant objective of creating more economic opportunities for youth and women in underserved communities including Syrian refugees through digital and 'remote work' platforms and agencies. Grantees can use the awarded amount to achieve the following:

1. Develop new or expand the business of existing / new digital platform through business development to secure partnerships with potential employers / contracts with potential clients (sources of jobs)
2. Reach out to and recruit at least 200 new individuals, at least 50% females and 15% Syrian refugees
3. Provide the necessary training and employment support for the 200 beneficiaries until at least 50% of them start generating income (e.g. upskilling/quality market relevant training, employment support, onboard on digital platforms, mentoring, coaching, etc.) based on the below two targeted groups:
  - Individuals Trained on Technical Subjects (Tech/Tech enabled and digital skills only) through YTJ Support: These individuals have received training on technical subjects through nonprofit companies, NGOs, CSOs or private sector companies with support from the YTJ, and also they are trained on how to use the Freelancing/GIG Platforms. The aim is to enable them to collaborate with targeted youth and promote their services via online platforms.
  - Individuals Skilled [prior to YTJ's support, Trained by CSOs/Private sector companies/Platforms on how to use the Freelancing/GIG Platforms: This group comprises individuals who possess existing skills and expertise prior to engaging with YTJ.
4. Quality trainings and upskilling programs:
  - It should not be less than three months including the training for using the gig platform.
  - Training related to the onboarding and gig platforms should include basic modules on budgeting / accounting, marketing, and customer service.
  - Instructors should have industry experience.
  - Conduct pre and post assessment for the beneficiaries including quizzes and assignments.
  - Should be able to collect trainee's feedback on the training in general and on the trainer.
  - Beneficiaries should attend at least 80% of the training sessions.
  - 70% of the training should be hands-on / practical.
5. Provide follow up support to ensure beneficiaries secure more than one project (for freelancers, gig workers and microworkers)

**At least 50% of the beneficiaries should report generating income from the platform as a result of the project, and must ensure that they are generating revenue that adds up to a minimum of JOD 300 before the end and the closure of the agreement.**

***The grantee shall ensure to recruit individuals with demonstrated commitment who are selected based on a rigorous selection methodology presented in the application, and work to offset any drop-outs due to special circumstances by over-recruiting to account for the drop-out rate.***

### **2.3 Eligible costs**

Generally, the grant intends to cover the following costs/activities:

- Consultants/trainers fees
- Quality training and upskilling programs for the beneficiaries
- Marketing and business development costs to secure employment opportunities for the beneficiaries
- Platform development or enhancement costs
- Salaries and indirect costs (should not exceed 30% of the total amount requested from YTJ)
- Venue rentals
- Transportation costs for both the beneficiaries and the project staff and consultants
- Teleconferencing platforms subscription
- Internet subscription
- Equipment and machinery for the beneficiaries if needed such as laptops or Cameras, etc. (Any equipment and machinery purchased through the grant to be used by the beneficiaries; should be either given to the beneficiaries or put available for their use at anytime) this will be covered 100% by the CSO/NPO/Private Sector Company and YTJ will cover 100% of any other item with the equivalent value of the assets purchased.
- The organization shall provide all the supporting documents and as per the proper Naming Protocol as mentioned in the “Grants Supporting Documents List” attached.

Ineligible costs

- Purchasing of assets such as lands, buildings and vehicles
- Construction and civil work
- Equipment and machinery for the use of the CSO/NPO/Private Sector Company or the platform

## 2.4 Eligible Applicants

To be eligible for the grant, the applying organization must meet the criteria below:

- ✓ A registered Civil Society Organization (CSO), a Nonprofit Organization (NPO), or a Private Sector Company in Jordan and has been operating for at least one year with similar domain or projects;
- ✓ Has experience working with youth, women and Syrian refugees in underserved communities;
- ✓ Has proven record of successfully operating a gig platform or outsourcing operations for at least one year (can be through a consortium member);
- ✓ Declared social mission expressed in the non-profit company/CSO/private company's mission or recent plans.
- ✓ Has a pipeline of contracted work for at least the upcoming three months;
- ✓ Has experience in designing and implementing training and capacity-development programs;
- ✓ Focusing in their application to provide gig economy and platform related trainings
- ✓ Commercial soundness of the proposal
- ✓ The eligible applicant should have proper accounting system, procurement policy and HR policy and procedures, and, the eligible applicant should allow for inspection (When needed) by the project, the ministry or the World Bank.

***YTJ encourages the CSOs/NPOs and Private Sector Companies to partner with local, regional or international digital platform(s) to enhance the impact of the proposed intervention. Unless they have an existing, digital platform or they plan to develop a new one with an innovative business model that they can grow within the project lifespan***

## 2.5 Project Duration

The proposed project duration should not exceed 18 months from the date of signing the agreement nor should it be less than 12 months.

## 2.6 Targeted Beneficiaries

The GiG grant aims to support vulnerable youth, women and Syrian refugees in underserved communities. The following are the targeted beneficiaries of the GiG grants:

- Youth and women from underserved communities
- National Aid Fund (NAF) beneficiaries
- Syrians (camps and/or host communities)

## 2.7 Cost Share Requirement

Applicants are required to include a cost-share contribution of at least twenty percent (20%) for CSOs/NPOs, or the private sector companies, of the total budget from the applicant or other sources. The cost share should be calculated based on the total budget of the project and should be applied on each cost item in the budget (Except for the equipment budget line item, as it is 100% covered by the CSOs/NPOs or the private sector company), **for example if the total project budget is USD 250,000, a cost share of USD 50,000 is required.** Cost share can be obtained from funds or resources granted by other donors or the private sector to pay for the project's related activities, or payments from the Applicant's own funds, etc. In any case, the total fund of the project nor the own fund of the CSOs/NPOs/Private sector companies should be used to purchase in any way (directly or indirectly) the services provided by the project's beneficiaries for the project timeline and any extensions that take place.

## 2.8 Awarding Process and Payment Terms

The awarded organization will enter into a Sub-Grant Agreement with the Ministry of Digital Economy and Entrepreneurship (MoDEE) which will stipulate the grant amount the organization will receive, the milestones to be achieved, and the payments associated with each milestone (payment terms). The amount awarded **must not exceed USD 200,000 and it can only cover up to 80% for the CSOs/NPOs, and the Private Sector Companies, of the total eligible costs** associated with the implementation of the submitted proposal.

***The matching grant will be paid in installments linked to the pre-determined milestones listed in the below table and each installment will only be paid upon the verification of achievement of each agreed-upon milestone, and the financial verification report to be done on the expenses reported by the NGO/NPO and private sector companies based on 80%/20%. The NGO/NPO and private sector companies are required to provide the ministry and/or the Independent Verification Agent (IVA) hired by the ministry, with all the supporting documents needed such as; Invoices, contracts, proof of payments, etc... that support all the expenses paid by the NGO/NPO and private sector companies in order to achieve the specific milestone, and will be reimbursed to the limit of the ministry's contribution for each cost item.***



Phase No.	Milestone	Payment
1	Market assessment document, and securing a number of partnerships/clients with a proof they can secure jobs (gig, freelance, short term and full-time contracts) for at least 100 beneficiaries	15%
2	Selection, training and onboarding of the 1 <sup>st</sup> group of beneficiaries (100 people)	20%
3	Selection, training and onboarding of the 2 <sup>nd</sup> group of beneficiaries (100 people)	20%
4	Proof that at least 50 beneficiaries or more generating income through the platform(s)	20%
5	Proof that another 50 or more beneficiaries generating income through the platform(s)	20%
6	Submission of the Final Project Report	5%

### 3. Application Submission and Information

#### 3.1 Submission Instructions

Interested CSOs/NPOs and Private Sector Companies are requested to submit their applications (after the proposed project's presentation to the YTJ team), including all the required documents, on [www.grow.io](http://www.grow.io). The applicants can submit their applications in Arabic or English.

The applying CSO/NPO and Private Sector Companies should submit all the required documents and information; otherwise, the application will be rejected due to incompleteness. The following are the required documents and information:

1. The GrowJO (GIG) application form
2. Project budget (In JOD)/Exchange rate = 1.41
3. A recent certificate of registration
4. An audited financial statement for the past year

The application form and project budget templates are available for download at [www.grow.jo](http://www.grow.jo)  
Applicants can also request a copy by sending an email to [growjo-gig@modee.gov.jo](mailto:growjo-gig@modee.gov.jo).  
Applications submitted in any other format is not eligible for evaluation

### 3.2 Questions and Inquiries

Questions regarding the RFA are to be sent to the following email: [growjo-gig@modee.gov.jo](mailto:growjo-gig@modee.gov.jo).

### 3.3 Administration Cycle

The application administration cycle will go through the following phases;

- Application submission
- Eligibility check; this will result in either eligible or not eligible, and companies/organizations will be informed accordingly with the reasons in case of not eligible.
- Shortlisting; this is done internally by the technical team and will result to either the application is shortlisted or not shortlisted, and companies/organizations will be informed accordingly with the reasons in case of not shortlisting
- In case the company/organization is shortlisted; a private sector committee will be assigned for external evaluation, and applications with a passing mark of 80% and above will only be considered for the due diligence phase, applications which did not achieve the required passing mark will not be considered for moving forward and will be informed accordingly along with the reasons.
- After the due diligence phase (And once all submitted documents and information are verified), next will be the awarding phase where the agreements will be signed by both parties.

The duration of processing the applications is contingent upon the volume of received applications.

**The signing of the agreement will depend on the finalization and the approval of the YTI restructuring between the World Bank and the government of Jordan and the availability of funds.**

## 4. Evaluation Criteria

YTJ intends to award grants, resulting from this solicitation to applicants whose proposals best conform to the solicitation requirements after evaluation in accordance with the criteria listed below. Upon receipt, the YTJ team will screen all proposals for eligibility and completeness. A proposal can be categorized as non-responsive if it is incomplete or does not comply with the application format requirements. Only eligible applications will be recommended for evaluation by an evaluation committee composed of public and private sector representation, who have been selected for their impartiality and experience related to the incentives program.

The evaluation criteria are presented under each major category, as per the below.

Evaluation Criteria Topic	Evaluation Criteria	Scoring Assigned
<b>Organization's Capacity and Past Performance</b>	<p>The application reflects that the organization has:</p> <ul style="list-style-type: none"> <li>● Capacity and past experience relative to the scope of work, including knowledge and experience to engage with the targeted beneficiaries and to train on the aforementioned technical and business topics and to use the digital platforms for income generation</li> <li>● Organizational systems and procedures that would facilitate the effective management of the grant to achieve the intended project's results</li> </ul>	25
<b>Technical Approach</b>	<p>The application reflects:</p> <ul style="list-style-type: none"> <li>● The ability and previous experience of the applicant in building partnerships with potential employers / clients</li> <li>● That the proposed project's activities effectively contribute to achieving the grant's objectives of providing access to income opportunities in various tech and non-tech economic activities for individuals, including youth, women and Syrian refugees, in underserved communities by increasing the adoption of the GIG platforms</li> <li>● The effectiveness of the outreach activities to identify and recruit the targeted beneficiaries especially women and Syrian refugees</li> <li>● The quality and relevance of the proposed upskilling to the income generation activities identified in the market assessment (content, duration &amp; training approach)</li> <li>● The mechanism and effectiveness of the follow-on support provided to the beneficiaries</li> <li>● The readiness of the digital platform and its ability to generate work for the targeted beneficiaries</li> <li>● The expansion plan of the digital platform and ability to secure more work for the beneficiaries</li> </ul>	35

<b>Qualifications of the proposed team and consultants</b>	The application reflects: <ul style="list-style-type: none"> <li>That the proposed project’s team and consultants have expertise and experience relative to the scope of work</li> </ul>	30
<b>Cost Proposal</b>	The application reflects: <ul style="list-style-type: none"> <li>That the proposed costs are realistic and reasonable to the current market rates</li> </ul>	10
<b>Total</b>		<b>100</b>

Applicants are reminded that YTJ is not obliged to make an award on the basis of lowest proposed cost or highest technical evaluation score. Although for this RFA technical merits are considered more important than cost when determining which applicant might best perform the work. Therefore, after the final evaluation of applications, YTJ will make the award to the applicants whose proposals offer the best value to YTJ, considering both technical and cost factors.

Any application not awarded under one RFA round may be resubmitted for consideration in available following rounds, if relevant.

## 5. Due Diligence

As part of due diligence and monitoring efforts that will be carried out by YTJ, the following will be undertaken:

1. An assessment will be conducted, and documentation will be requested to support the firm's application and its' ability to carry out its respective activities with due diligence and efficiency. This shall be in accordance with sound technical, financial, and managerial standards and practices and should abide by provisions of the Anti-Corruption Guidelines and labor law, certifying that the firm is not engaged in any illegal or excluded activity.
2. If the due diligence and assessment of applicant capability result in any findings, additional documentation may be requested, i.e., audit reports, revenue, and expense statements, etc.
3. The firm will be required to provide evidence, during the application process, the negotiation period, and the implementation phase, to show its ability to:
  - o Keep records of salary subsidy payments made, disaggregated by sex, age, and geographical location
  - o Carry out its respective activities with due diligence and efficiency following sound technical, financial, and managerial standards and practices, in accordance with the provisions of the Anti-Corruption Guidelines
  - o Provide, promptly or as needed, the resources required for these purposes

- o Maintain adequate records to enable the firm to monitor and evaluate, in accordance with indicators acceptable to YTJ, the progress of its activities and the achievement of its objectives
- o Promptly inform YTJ of any condition which interferes or threatens to interfere with the payments to Eligible Employees and the achievement of the objective of the program
- o Promptly Permit YTJ staff to inspect its operations, including the payments made, attendance sheets, training certificates, transportation allowances proof and the,full identifiable date of Eligible beneficiaries, and any relevant records and documents
- o Promptly prepare and furnish to YTJ, all such information relating to the implementation of the activities, and the performance of its obligations under the agreement

## 6. Monitoring & Evaluation Plan

The awarded CSO/NPO/Private sector company will be subject to continuous monitoring and evaluation. To facilitate this process, the organization is required to submit programmatic reports on a monthly basis or as deemed appropriate within the scope of the agreement. These reports should include data collection on specific indicators.

The M&E template provided to the CSO/NPO/Private sector company will require the following data for each beneficiary: beneficiary name, nationality, date of birth, gender, current living location, last level of education, major of last level of education (e.g., Tawjihi IT, scientific, bachelor's in business, etc.), mobile number, email address, start date of training received, end date of training received, number of training days, training completion percentage (80%), training service provider name, expected opportunity to be developed, income generated, digital platform used (if applicable), services offered (if applicable), and start date of offering services (if applicable). The template may require additional details as necessary.

It is important to note that proof of the generated income will be required and must be verified for accuracy and reliability.

Additionally, as part of the monitoring and evaluation process, there will be a need to conduct discussion sessions or survey participation with the beneficiaries. The CSO/NPO/Private sector company will be responsible for arranging these meetings to gather qualitative and quantitative data.

Also, the CSO/NPO/Private sector company will be required to provide the ministry with their audited financial statements during the agreement term and up to two years after the end of the agreement.

Furthermore, the CSO/NPO/Private sector company will be expected to submit quarterly progress reports that reflect both qualitative and quantitative data. These reports should provide a comprehensive overview of the progress made during each quarter.

By adhering to these monitoring and evaluation requirements, including the provision of detailed beneficiary data, verification of income generated, and regular reporting, the CSO/NPO/Private sector company will contribute to a thorough assessment of the project's impact and progress.

## 7. Disclaimers

- The Ministry of Digital Economy and Entrepreneurship ("MoDEE") acknowledges that information shared by grant applicants ("Applicants") during the grant application process and thereafter may be of confidential nature. In such case, MoDee shall treat said information as confidential, including making every reasonable effort to impose the same obligations on private sector evaluators who will have access to such information as required by MoDee. Additionally, all MoDEE personnel and third parties involved in the application evaluation process shall treat the shared information as confidential, except for information publicly available or required to be disclosed under applicable laws or regulations. Applicants also acknowledge and accept MoDEE's collection, use, and sharing of their information for grant application evaluation and any related purposes.
- Applicants are responsible to frequently check the grow.jo website for any updates regarding this grant.
- Applicants will not be reimbursed for any costs incurred in the preparation and submission of an application. All preparation and submission costs are at the applicant's expense.
- Issuance of this matching grant opportunity does not constitute an award commitment on the part of MoDEE.
- MoDEE reserves the right to independently negotiate with any applicant, or to make an award without conducting discussions based solely on the written applications if it decides it is in its best interest to do so.
- MoDEE reserves the right to fund any or none of the applications received.
- MoDEE may cancel the RFA and not award.
- MoDEE may reject any or all applications received.
- MoDEE reserves the right to disqualify any application based on applicant failure to follow RFA instructions.
- MoDEE may choose to award only part of the activities in the opportunity, or issue multiple awards based on the opportunity activities.
- MoDEE reserves the right to waive minor proposal deficiencies that can be corrected

prior to award determination to promote competition.

- These Instructions to applicants will not form part of the application or of the award agreement. They are intended solely to aid applicants in the preparation of their applications.
- An applicant may not submit more than one application under this matching grant opportunity at the same time.
- Applicable Social Safeguards provisions will be implemented.
- The signing of the agreement will depend on the finalization and the approval of the YPJ restructuring document between the World Bank and the government of Jordan and the availability of funds