**Programme:** Private Sector Development and TVET in South Caucasus (PSD TVET SC)

**PN:** 16.2179.6-002.00

**Activity**: Support to EVN Wine Academy for Development of an Integrated Online Learning Platform

**Period:** November 2020 – March 2021

1. **Brief information about the programme**

The Private Sector Development and Technical Vocational Education and Training programme developed jointly with the public partners and private sector in the South Caucasus Countries, aims at promoting the private sector development with high attention to employment impacts and close integration of vocational education and training.

Due to the small domestic markets with limited purchasing power, the South Caucasus Countries have focused so far on expanding foreign trade to promote economic development.The export-dedicated strategy achieved only limited success in improving the employment situation and living conditions. Employment growth in sectors that afford the greatest potential for *pro-poor growth* and employment promotion in comparable economies and also in South Caucasus, such as tourism and agricultural, cannot be sustained, because businesses lack well-trained skilled labour.

The core challenge consists thus in the difficult framework conditions for sustainable economic development in the sectors relevant for employment. The capacities available are not yet enough to generate the envisaged employment and growth momentum.

Therefore, the programme **module objective** is: The conditions for sustainable economic development have improved in selected sectors relevant for employment.

The programme adopts the integrated approach of German development cooperation in employment promotion. It addresses both the supply and demand side of the labour market to lay a better foundation for employment.

The programme operates in three intervention fields:

**Intervention** **field 1** aims to strengthen capacities for improving competitiveness in the sectors relevant for employment.

In **intervention field 2**, it supports the cooperation of the private and public actors to improve the labour-market relevance of selected training courses.

**Intervention field 3** seeks to strengthen the regional and international exchange of experience in sustainable private sector development and dual-oriented vocational training.

The programme is scheduled for a term of 6 years (from April 2017 to April 2023).

1. **Context and current situation in the field of assignment**

Over the past 7 years, the wine industry in Armenia has seen impressive growth. Since 2007 large investments have been made in the winemaking sector, especially for purchasing progressive technologies, modernisation of production processes and capacity building.

Together with industry-driven initiatives, the GIZ through PSD TVET Programme provided a key impulse to the sector development, including empowerment of ICARE Foundation’s EVN Wine Academy’s establishment, a practical training center for winemaking currently located in Voskehat village, as well as establishment of a student wine laboratory at ICARE premises.

The mission of EVN Wine Academy is to develop a sustainable professional knowledge capacity for the wine sector in Armenia through educating professionals via Enology and Wine Business academic programme developed in partnership with Geisenheim University and with GIZ support. The wine academy also conducts consultancy and research to enhance the development of wine industry in Armenia. Thus, EVN functions as a wine education excellence center under the auspices of ICARE.

ICARE has an extensive experience in conducting classes online, particularly the graduate level classes conducted in collaboration with the U.S. and European universities. However, during the coronavirus pandemic and subsequent lockdown in 2020, the need for online education has dramatically increased. The Enology and Wine Business programme moved to online education using Zoom and Moodle portals. As a result of surveys among students, it turned out most of them prefer having classes online over offline. On the other hand, as Armenian wines are getting popular there is a raising interest towards EVN’s academic program from Armenian Diaspora abroad. According to feedback from prospective candidates of the Armenian Diaspora in Germany, there is an interest to join classes of Enology and Wine Business Academic programme online, also given the uncertainty related to the situation around COVID-19 pandemic.

Thus, EVN Wine Academy is willing to expand opportunities for wine education provided jointly with Geisenheim University for international students, particularly to Diaspora Armenians who look for a quality education in wine business.

**3. Conditions of the Assignment**

**3.1. Objective of the assignment**

The objective of the assignment is to develop an online learning platform integrated in [ICARE’s](https://icare.am/) website through which EVN Wine Academy will conduct particular learning modules and/or the whole course online for prospective students in Armenia and abroad.

The platform will allow students to register online for a preferred course in a specific timeframe. Each student will have his/her own profile on this platform and will be able to subscribe, complete the payment and enroll in any of the offered courses.

The platform will have two types of users - student and lecturer - with different permissions for each. A membership system will be attached to the platform, through which students will be able to access the courses by paying via different payment systems.

The platform will give the opportunity to make video and audio calls, screen sharing, use a whiteboard for uploading files and making notes, drawings, as well as have a file-sharing system and chat.

All the courses will be stored in a cloud storage and will be accessed by students if necessary. All data will be protected by end-to-end security mechanisms.

All the processes should be coordinated and approved by GIZ and ICARE’s EVN Wine Academy.

**3.2. Tasks and deliverables**

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| **Tasks** | **Deliverables** | **Expert Days** | **Timeline** |
| 1.   Kick-off meeting-discussion with GIZ and ICARE/EVN, identification and approval of the main design concept and development tools | Approved approaches and concept based on discussion and GIZ comments. | ***1*** | November -December 2020 |
| 2. Frontend development | Provision of a fully responsive, valid (W3C Compliant) and optimised HTML coding of approved UI /UX design. | ***20*** | December 2021 |
| 3. Backend development | Development of the programming systems focusing on databases, scripting, and the architecture of the product | ***30*** | December - January 2021 |
| 4. Integration of payment systems | Integration of the key payment systems | ***15*** | February 2021 |
| 5. Testing, Review, and Launch | Complete **testing** (the final debugging) of a **web**-based system before going live. The website should be compliant with OWASP rules as well as GIZ and ICARE guidelines for external websites | ***10*** | February - 2021 |
| 6.  Training of the relevant staff for using CMS  Developed training material and conduct  trainings and workshops on the deployed system. | Two employees of the company one from IT and  one from marketing trained on how to use the CMS.  Brief user manual provided to GIZ and ICARE | ***3*** | **March 2021** |
| **7. Final report** | **Final report drafted and submitted to GIZ** | **3** | **March 2021** |
|  |  |  |  |
| **Total expert days** | | **82** | |

-One-year maintenance and technical support of the platform is envisaged after the development of the website in the scope of this ToR. Please include this in the price offer.

-Please note that GIZ and ICARE approval is needed for moving on to the next task of this ToR.

**3.3. Coordination and communication**

* The hired company will report to PSD TVET Programme Team Leader and PR and develoPPP Projects Coordinator.
* All the tasks will also be coordinated with and approved by ICARE Foundation.
* The hired company shall comply with GIZ regulations for procurement and/or service provision.
* All reports should be provided to GIZ in English via email and/or in an external hardware, if required;
* The final product should be in line with GIZ regulations for developing partners websites: (to be provided after the contracting process).

**3.4. Submission Requirements**

The hired company should meet the following requirements:

* Over 5 years of experience in the relevant field;
* Experience in development of online learning platforms for both local and international institutions will be regarded as a strong asset
* Prior experience working with international organisations
* Primary and secondary data collection experience
* Excellent understanding of and ability to meet the demands and standards of an institution of international development cooperation.
* Fluency in English and Armenian;
* Flexibility and ability to meet tight deadlines

The company should submit the following documentation in the technical offer:

* Portfolio and CVs of key experts for the assignment, brief portfolio (s) of the company or companies (in case you apply as part of a consortium)
* Samples of similar developed websites
* Brief summary/ concept design and development tools and solutions
* At least 2 recommendations from international organisations
* Other documents that might be relevant to the assignment

**3.5. Other provisions**

* Please note that the selection of all the subcontractors if any should be agreed with GIZ.
* All the personal data (names, surnames, contact details, emails, phone numbers etc.) processed before, during and after the assignment and related to it should be treated as confidential, transferred to GIZ and by no means disclosed to other parties.