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

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Activity: Organisation of the International TVET Conference in Yerevan

Period: 2018 October 1 – 2018 November 27

1. Brief information about the programme

“Private Sector Development and Technical Vocational Education and Training South Caucasus” programme (GIZ PSD TVET) implemented by GIZ on behalf of the German Government, has been developed jointly with the public partners and private sector in the South Caucasus countries. It aims at promoting the private sector development with a high attention to employment impacts and a 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 sufficient 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 will adopt the integrated approach of German development cooperation in employment promotion. It will address both the supply and demand side of the labour market to lay a better foundation for employment. Development assistance will focus primarily on involving the private sector in vocational training.

To do this, the programme will operate in three intervention fields:

Intervention field 1 will aim to strengthen capacities for improving competitiveness in the sectors relevant for employment.

In **intervention field 2**, private and public actors will cooperate to improve the labour-market relevance of selected training courses for these sectors.

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

Improving the promotion of economic development will contribute to raising demand for labour. At the same time, supporting vocational training and qualification will increase the supply of qualified labour, i.e. trainees that have successfully completed initial and continuing education and training will be better prepared to cope with the requirements and their tasks in enterprises. In the medium and long term, this will make a contribution to reducing structural unemployment and underemployment and to social and sustainable economic development.

The programme is scheduled for a term of 3 years (from April 2017 to March 2020).

2. Current Situation in the field of assignment

The International TVET Conference will be organised in close cooperation with RA Ministry of Education and Science.

The conference aims to be a dynamic platform for national and international delegates comprised of representatives from the public and private sectors, industry, business, policymakers, development partners, NGOs, and youth representatives and other TVET stakeholders.

The conference will support the implementation process of "TVET Reform Program 2019-2024" and continue the development of the TVET sector in Armenia. It will generate initiatives for long-term development of TVET system, particularly with the focus on ongoing dual TVET piloting in the country.

3. Structure, objective, deliverables, scope, and expected outcome

The Conference will feature plenary and parallel sessions. The plenary will bring together TVET stakeholders to identify challenges and areas for future TVET development and initiatives around key policy areas (Sustainable Development, Employment and Entrepreneurship, Mobility issues). The parallel sessions will allow participants to deepen the discussion by exploring major TVET reforms, mapping the skills landscape with an emphasis on digital, entrepreneurial, green, and creativity and innovation skills and examining questions of governance, financing, and relevance. A session will be dedicated to discovering specific aspects of the TVET system in the host country, Armenia. This exposure will be further enriched with visits to TVET institutions as part of the post-conference programme.

The objectives of the conference are:

- to promote policy debate and dialogue on the key thematic areas;
- to strengthen collaborations among TVET partners;

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- to allow stakeholders from the public and private sectors, as well as private initiatives and development partners;
 - to showcase best practices, products, and innovations;
 - to develop recommendations for TVET development.

3.1 Objective and tasks

Overall Organisation & Implementation Component

1. Provide speakers and moderators for the sessions and panel discussions

For the conference and panel discussion programme speakers and moderators have to be assessed, selected and approved by GIZ PSD TVET. Updated lists of all registrations for the event itself and the trainings have to be provided to the GIZ team on a regular basis. A final list is due seven days before the event starts.

2. Provide staff for the info desk during the event

There will be an info desk for the orientation of visitors during the event. The staff for the info desk has to be provided (min. 3 persons). Qualifications for the staff are fluency in English and Armenian language, outgoing personality and knowledge about the event concept and the venue.

3. Feedback report (evaluation list)

A feedback survey among the participants of the Conference has to be developed, conducted and analysed to provide the GIZ team with a final feedback report about the event. The evaluation list should be handed over to participants to be filled in during the conference.

4. Social event for the international guests

The concept of organisation of a social event for the international guests has to be developed by the hired company and approved by GIZ PSD TVET.

5. Setup of the area for the conference

In parallel with the conference, an exhibition about the Skills Development in Armenia will take place (based on PSD TVET sectors). The National Center for VET Development (NCVETD) will be responsible for organisation and involvement of participants. To coordinate the efforts, an introduction meeting with GIZ, NCVETD and hired company is envisaged. The hired company will be responsible for the setup of the space for this exhibition jointly with NCVETD.

I. Media Component

1. Provide a media concept

The media concept has been developed including online, social and print media.

The company should also provide a comprehensive media monitoring (including online, TV and print media). All material have to be published in English and Armenian language.

The scope of visibility materials should be decided together with GIZ PSD TVET. All the print materials including brochures, booklets, flyers, badges, banners etc should be designed according to GIZ corporate brandbook and approved by GIZ PSD TVET before printing.

2. Implement the media concept

Implementation of media concept in Armenian and English including designing, printing and distribution of material (flyers, banners).

3. Provide information material for the event

For the event itself information material should be developed. This includes banners for the conference space, site maps and event programmes.

3. Support to equipping the venue with information and advertising material

One day before the event, the venue has to be equipped with information and advertising material (e.g. banners, info desk material).

4. Follow-up media communication in line with media concept

Photos and articles for the website have to be provided to the GIZ team and its implementing partners. The media concept for the time after the event has to be implemented including the communication of results in online, TV and print media.

II. Website Component

1. Provide the layout of the website for the event

The layout of the website should include photos and texts about the event, a registration function for the event itself and for trainings, a comment and feedback function. The website has to be developed in English and Armenian language. The website should be updated on a regular basis.

2. Follow up work of website support

After the event the website is used to publish the results and feedbacks of the event. It is supposed to include photos, articles and a short movie about the event.

The hired company is the main contact partner for the GIZ team. It has to process all inquiries by the GIZ team and update the GIZ team on a regular basis. The hired company is allowed to sub-contract specific tasks such as media and website support to external companies. However, this has to be approved by the GIZ team beforehand. The hired company is responsible for coordinating all activities executed by its subcontractors and the results of its sub-contractors.

Within 10 days after the event, the hired company shall provide GIZ with the package of the final PDF and print versions of all the visibility materials, evaluation forms, participants' lists, conference programme, contacts of speakers and moderators as well as media monitoring reports (articles, print (scanned clippings), TV media (video clippings)). The package should be annexed to the final report.

3.2 Tasks & Deliverables and Time Schedule

<i>Tasks – Deliverables</i>		<i>Expert days (max)</i>
1	<i>Final list of speakers and moderators</i>	15 days
1.1	<i>Provide staff for the info desk during the event (min.3 persons)</i>	
1.2	<i>Presentation of updated list to GIZ team</i>	
2	<i>Final conference programme</i>	10 days
2.1	<i>Elaboration of the evaluation list</i>	
2.2	<i>Elaboration of the social/cultural event concept</i>	
2.3	<i>Setup of the area for the conference</i>	
3	<i>Media component</i>	10 days
3.1	<i>Provide the media concept</i>	
3.2	<i>Implement and follow-up the media concept</i>	
3.3	<i>Conduct media monitoring of the event including online (articles), print (scanned clippings), TV media (video clippings)</i>	

4	<i>Elaboration of visibility materials</i>	30 days
4.1	<i>Elaboration of banners, flyers, booklets, brochures, badges, conference programme design, sitemap, nameplates</i>	
5	<i>Website Component</i>	20 days
5.1	<i>Provide the layout for the website</i>	
5.2	<i>Update the website on a regular basis</i>	
5.3	<i>Follow -up work of website support</i>	
6.	<i>Follow-up and development of the final report</i>	10 days

3.3 Coordination and Communication

The hired company reports to the GIZ PSD TVET Teamleader Wilhelm Hugo (Wilhelm.hugo@giz.de), Programme Expert Yulia Stakyan (yulia.stakyan@giz.de) and PR and Communications Expert Sirvard Amatuni (sirvard.amatunl@giz.de).

The hired company will be provided with following documents by the GIZ team or its implementing partners:

- Concept note of the event
- List of speakers and invitees
- Information about GIZ PSD TVET programme
- GIZ corporate communication guidelines (<https://www.giz.de/cdc/>)

3.5 Submission Requirements

The hired company should meet the following requirements:

- Proven expertise in the area of organising events for TVET sector similar to the assignment (proven by references attached to the offer);

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- In case the media and website component is not sub-contracted: proven expertise in the development and implementation of media resp. website concepts (proven by references attached to the offer);
 - In case the media and website component is sub-contracted: successful work relations to professional media resp. website companies (suggestions for sub-contractors have to be attached to the offer);
 - Proficiency in the English and Armenian languages (written and spoken), all deliverables in British English;
 - Naming one main responsible person to communicate with the GIZ team.

Annex

Draft Programme of the Conference

Day 1. 14th November, 2018

Registration of Delegates and Participants.

Arrival of Special Guests and Speakers.

45 min

Opening Notes and Welcome Speeches

45 min

PLENARY SESSION
Global Trends in dual TVET
Opening session with 4 presenters on the following topics:
<ol style="list-style-type: none">1. TVET4E: Economy, Education, Employment, Engagement2. Professionals4TVET: Teacher 20203. Digitalisation and TVET4. Systems for transition from education to work5. Skills for Future: Global Currency6. Greening of TVET7. Generic Skills for Life Long Learning
The session will be moderated by International Experts. Presenters are International Experts.
60 min
Coffee Break in Registration Area

30 min
PARALLEL SESSIONS
80 min
<ol style="list-style-type: none">1. Capabilities for Providers in the Future Training Market. Moderator 1. International Expert2. Financing a TVET: Private Sector Involvement, Loans, Grants, Vouchers, and Scholarships. Moderator 2. International Expert3. Entrepreneurial Skills Development. Moderator 3. International Expert4. Research and development in TVET. Moderator 4. International Expert
LUNCH BREAK
60 min
PARALLEL SESSIONS
80 min
<ol style="list-style-type: none">1. TVET4 Rapid Technological Changes. Moderator 5. International Expert2. Strengthen governance and expand partnerships. Moderator 6. International Expert3. Regional Economic Development. Moderator 7. International Expert4. Skills Forecast. Moderator 8. International Expert
Coffee Break in Registration Area
30 min
PLENARY SESSION.
Presentations by Moderators. Wrap up of Parallel Sessions.
80 min
Official Dinner for International Experts

Day 2. 15th November, 2018

Site Visits to TVET Institutions

4 hours

Short Description of TVET School. Why I have to go to this TVET School?
Selection of Sectors: Tourism, Wine, IT/PE, etc.

LUNCH BREAK IN CONFERENCE AREA 60 min	
PRESENTATION OF DECLARATION RATIFICATION OF DECLARATION REFLECTION FROM MoES 60 min	
Cultural Event for International Experts	