




## Gender Diversity Management (GDM) Service Delivery for ICT SMEs in Jordan

### Preamble

The Information and Communications Technology Association of Jordan – **int@j**, under the umbrella of **SHETECHS** and supported by the **Innovative Private Sector Development Approaches for Employment Promotion (I-PSD) project** implemented by **Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)** on behalf of the **German Federal Ministry for Economic Cooperation and Development (BMZ)**, is seeking a qualified Jordanian Business Service Provider (BSP) to deliver **Gender Diversity Management (GDM)** service to small and medium enterprises (SMEs) in the ICT sector.

Please submit your proposal in accordance with the instructions to bidders, terms and conditions of this RFP. All correspondence and/or inquiries must be addressed in writing to the attention of DGM Service Delivery via  Email: [Zain.asfour@intaj.net](mailto:Zain.asfour@intaj.net) |  Tel: +962 (6) 5522130 |  Fax: +962 (6) 5522140

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### Time Table

<b>Issuance of RFP document</b>	Monday, September 1 <sup>st</sup> 2025
<b>Deadline to submit questions &amp; inquiries</b>	05:00 PM, Monday September 8 <sup>th</sup> 2025
<b>Public responses to inquiries received</b>	Thursday, September 11 <sup>th</sup> 2025
<b>Deadline to submit proposals</b>	05:00 PM Sunday, September 21 <sup>st</sup> 2025
<b>Evaluation period &amp; award</b>	Tuesday, September 30 <sup>th</sup> 2025

## Gender Diversity Management (GDM) Service Delivery for ICT SMEs in Jordan

### Background

The ICT sector in Jordan continues to expand, creating new economic and employment opportunities. However, women remain significantly underrepresented, particularly in technical and leadership positions. Currently, women account for **33% of the ICT workforce** in Jordan, with only **16% in technical roles** and **4% in management**.

To address this imbalance, **SHETECHS**, with the support of the **GIZ MSME Project**, introduced the **Gender Diversity Management (GDM) service package**, built on the internationally recognized **Gender Equality Mainstreaming (GEM) framework**. This service enabled SMEs to assess existing policies, adopt inclusive practices, and implement meaningful changes that advance diversity, equity, and inclusion in the workplace.

In **2023**, the **Gender Diversity Management (GDM) service package** was piloted with **20 SMEs** from Jordan's ICT sector. While this first phase marked an important step toward embedding diversity and inclusion practices, more remains to be done to achieve lasting impact across the sector., a **second cohort**—supported by the **I-PSD project, implemented by GIZ on behalf of the German Government** will now be launched. This new phase will focus on two tracks:

- **Follow-up support** for 10 of the original SMEs to ensure the full execution of their GDM action plans.
- **Full GDM service delivery** for 10 new SMEs, enabling them to adopt inclusive practices from the ground up.

This expansion is designed to deepen the impact of GDM and accelerate progress toward sustainable diversity and inclusion within Jordan's ICT sector.

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### Objective

The objective of this engagement is to contract a qualified BSP to:

- Deliver the GDM service package to a **new cohort of 10 ICT SMEs**.
- Support and monitor the **implementation of action plans** for the 10 pilot SMEs.
- Institutionalize **inclusive practices and policies** within participating companies. Scope of Work

### Scope of Work

The selected BSP will be responsible for the following tasks:

1. **Mobilization of ICT SMEs:** Work closely with int@j to engage and onboard SMEs from the association's membership.
2. **Delivery of GDM Services:** Implement the pre-developed GDM service package for 10 SMEs, which includes:
  - Initial meeting and agreement with company management.
  - ESG-based assessment of each company.
  - In-depth analysis including focus group discussions (FGDs) with staff, document review, and policy analysis.
  - Recommendation of corrective measures.
  - Support in implementation of proposed measures.
  - Support in monitoring and evaluating impact.
3. **Follow-Up with Cohort 1 SMEs:** Provide tailored support for 10 companies, ensuring progress in the implementation of handbooks, grievance procedures, and other key measures.
4. **Facilitation of FGDs for Learning:** Organize FGDs with participating SMEs to capture challenges, success stories, and learning points.
5. **Documentation and Reporting:** Develop a comprehensive report and/or presentation summarizing the implementation process, outcomes, and lessons learned.
6. **Collaboration and Visibility:** Coordinate with int@j and SHETECHS on communication, branding, and sector alignment.

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### Eligibility Criteria

Applicants must:

- Be a registered Jordanian **business service provider**.
- Have at least **8 years' experience** in business advisory or HR consulting.
- Have **4+ years' experience** in gender diversity and inclusion services.
- Demonstrate familiarity with Jordan's ICT sector.

### Timeline

The service delivery is expected to launch in **Q4 2025** and span approximately **3–4 months**, during which the BSP will carry out SME engagement, GDM implementation, follow-up services, and documentation, including final reporting.

### Application Requirements

Bidders must submit **separate technical and financial proposals** (PDF, max. 10 pages excluding CVs).

**Technical Proposal should include:**

- Organizational profile & relevant experience.
- Team composition and CVs.
- Work plan with milestones and deliverables.
- Sustainability model for continuation.

**Financial Proposal should include:**

- Detailed cost breakdown (professional fees, admin costs, taxes).

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### Evaluation Criteria

Proposals will be evaluated as follows:

- **Technical Proposal – 70%**
  - Approach & Methodology: 15%
  - Experience in GDM & Qualifications: 35%
  - ICT Sector Knowledge & Network: 20%
- **Financial Proposal – 30%**




Only technically qualified bids will proceed to financial evaluation.

Notes:

- Technical proposals will be reviewed first; only those that achieve the minimum technical score will proceed to financial evaluation.
- A pitch presentation may be requested from technically qualified bidders to further elaborate on their approach.
- Financial proposals will remain confidential.
- int@j aims to ensure a fair and transparent process, balancing both quality and cost.
- All participating bidders will be informed in writing of the evaluation results within three weeks after the submission deadline.
- int@j reserves the right to negotiate with shortlisted bidders if needed, as well as the right to cancel the RFP process at any stage without liability.

## Gender Diversity Management (GDM) Service Delivery for ICT SMEs in Jordan

### Submission Details

-  Deadline for inquiries: **September 8<sup>th</sup>, 2025 (5 PM Amman time)**
-  Proposal submission deadline: **September 21<sup>st</sup> (5 PM Amman time)**
-  Submission: proposals must be sent to [zain.asfour@intaj.net](mailto:zain.asfour@intaj.net).

### Terms & Conditions

- This RFP does not obligate int@j to award a contract.
- Proposals must remain valid for **60 days**.
- All documents must be in **English** and all prices in **Jordanian Dinars (JOD)**.
- int@j reserves the right to accept, reject, or cancel this RFP at any stage.
- Late submissions will not be considered.
- Bidders are responsible for all costs incurred in proposal preparation.