



International
Labour
Organization

ILO-RDPP Improved Livelihoods of Jordanian and Syrian Youth Research Project *Skills for Successful Transitions Towards a Green, Digitally Enabled Economy in Jordan*

Dissemination of Research Outcomes

I. Background

Jordan has long struggled to maintain the economic stability it needs to support its young and growing population, entering into its 15th consecutive year of economic stagnation. This is partially due to its geographic position at the centre of incessant regional volatility, paired with difficulties in managing the impacts of the 2008 global economic crisis, which exposed underlying structural and cultural shortcomings that hinder the country's resilience. Today, Jordan faces multifaceted social and economic impediments like no other time in its modern history, with unemployment posing a major threat to social cohesion and overall stability.

Following the outbreak of the COVID-19 crisis, Jordan's long standing unemployment dilemma was aggravated further, with unemployment reaching 20 percent of the total labour force and 24.1 percent of Jordanians. Already vulnerable to weak labour market performance, youth were disproportionately impacted by the crisis, with youth unemployment hitting 43.9 percent for the total labour force ages 15-24, and 49.3 percent among locals in 2021. That same year, female youth unemployment reached 55.3 percent total, and 67.6 percent among young Jordanian women. These figures point to a severe threat of inflated youth inactivity over the years to come, as youth in Jordan typically experience prolonged periods of joblessness prior to securing work, with the transition between education and employment lasting 3 years on average. Resultantly, a large proportion of Jordan's youth are rendered completely idle, with an estimated 37.4 percent of youth classified as not in employment, education, or training (NEET) in 2020. Unsurprisingly, youth NEET is even higher amongst young females, reaching 42.9 percent that same year.

Jordan's challenge with youth inactivity, unemployment and underemployment can be attributed to a combination of factors, on the ends of both labour supply and labour demand. Historically, Jordan's economy has struggled to generate sufficient jobs, with levels of job creation lagging far behind labour force expansion rates, even during periods of impressive economic growth (2004-2008). The outbreak of the pandemic only worsened this issue, causing a net job loss of 68,900 in 2020¹. Met with a shortage of decent options, youth are often forced to accept substandard opportunities, heavily impacting many young people's motivation to engage productively in the economy.

¹ Department of Statistics. *Distribution of Persons Aged 15+ Years Who Joined of New Job or Left it and Net Jobs*. Annual 2020

At the same time, educational outputs continue to fall short in responding to labour market needs, contributing to severe discrepancies between the skills available in the workforce, and those needed to perform job roles. One of the main causes of this issue are the severe imbalances in educational attainment amongst young learners, who show an inclination to pursue careers in traditionally valued, “higher-professions”, regardless of their low demand within the labour market. As per the data provided by UNESCO, in 2020, the number of students pursuing a bachelor’s degree stood at 279.09 thousand, accounting for 86.2 percent of the total students enrolled in post-secondary education. These trends continue despite considerably higher unemployment rates amongst university graduates, with unemployment reaching 28.5 percent amongst bachelor’s degree holders in 2021, compared to 19.4 percent intermediate diploma holders.²³

The situation grows ever more brutal, as youth are now faced with the challenge of emerging into a labour market that lies in the wake of economic downturn and job loss. At the same time, the integration of digital technologies, the expansion of global value chains, rapid urbanization, and the automation of job roles are leading to major transformations in the world of work, influencing skills demands. Among major changes is the growing need for natural resource efficiency, carbon neutrality and overall environmental sustainability, ushering in a new era of transition toward a green economy. While such developments present opportunities for promoting economic growth and job creation in emerging fields, the benefits are likely to be disproportionately distributed across societies and nations, while also posing a threat of causing severe labour market disruption.

Unfortunately, on the short term, new jobs emerging alongside the integration of technological innovations and greener methods may be overshadowed by the looming approach of widespread job displacement. These transitions will likely lead to rapid shifts in skills demands, as some job roles decline and others emerge, eventually rendering affected occupations almost entirely obsolete. According to a 2021 survey conducted by the World Economic Forum (WEF), exploring shifts in human capital requirements amongst employers across 15 industries and 26 economies, 43 percent of businesses indicate plans to reduce their workforce due to technology integration. The COVID-19 crisis has only accelerated this reshuffling in the global division of labour, between human, machine and algorithm, and produced implications for the nature of work, as lockdowns forced enterprises to seek more reliable means for maintaining operations. As revealed by the study, 84 percent of employers are set to rapidly digitalize working processes, sparking a trend toward remote work.

These changes quickly increase the need for adaptability and resilience, as workers may be confronted with the task of pivoting into professions with significantly different skills profiles. This is especially true for young learners and job seekers, who are certain to bear the majority of the burden of responding to stark shifts in job market demands. This has sparked a renewed recognition, particularly amongst employers and business leaders, of the potential utility of reskilling and upskilling the existing workforce, in order to enable workers and job seekers transitions into different roles, responsibilities, or entirely new occupations. Furthermore, through integrating innovative tools and operation methods into major economic sectors, these shifts could introduce several opportunities for

² Gov. of Jordan. *National Employment Strategy*.

³ Gov. of Jordan. *A National Strategy for Human Resource Development 2016 – 2025*. 2016.

positively transforming entire economies. New technologies can allow enterprises across multiple sectors to digitize and automate work processes, upgrade business models, and implement energy-efficient methods, potentially promoting economic growth and net-job creation on the medium and long term. That being said, as the rate of technology integration varies across economies and sectors, validly estimating the trajectory of labour market disruption and recovery requires a more country-specific approach.

Green and digital industries are of particular relevance to the Jordanian context, as the country struggles with strenuous natural resource shortages and has become increasingly reliant on high-cost imports to acquire its basic needs of energy, water, and equipment. Jordan imports the majority of the oil and gas needed to meet its energy needs, standing at 94 percent in 2018. This leaves the country vulnerable to variations in fuel prices, and poses serious problems of energy insecurity and high public debt. This can also be problematic for businesses in high-energy-reliant sectors, particularly those in manufacturing, one of Jordan's largest employers. Moreover, with the increasing volatility in global oil and gas prices, Jordan's firms are at risk of seeing a rise operational costs, which are already considered to be arduous and inflated. Thus, through enabling the growth of the green and digital industries, the country could provide adjacent sectors with much needed tools and methods for increasing energy-efficiency and in turn, profitability. Furthermore, as governments around the globe begin implementing regulations on environmentally harmful products and materials, resource-efficiency and sustainable product development could become essential for remaining economically competitive.

Optimizing Jordan's transition into a green and digitally enabled economy, requires the country to introduce targeted initiatives that support the growth of emerging and innovative sectors, while simultaneously facilitating youth's movement into decent and sustainable employment. In order to do so, the country's employment and unemployment challenges must be examined and addressed holistically, considering all factors on both the labour supply and demand-ends. This requires the production of timely and reliable data on the economic growth and job creation potential of Jordan's green and digital industries, along with the major challenges impeding their progression, including but not limited to human capacity barriers. Study outputs can then be utilized to informed policies and initiatives centred around supporting job creation in high-value-added green and digital sectors. At the same time, there is a significant need to dramatically transform the country's skills development systems, in order to ensure the supply of comprehensive programs in high-potential green and digital fields, while promoting behavioural change amongst young learners and their families.

II. Objectives

Under the ILO-RDPP Research Partnership, the project conducted a quantitative and qualitative examination of a number of target sectors which hold the potential for the creation of green and digitally enabled livelihoods for Jordanians and Syrians in Jordan, as well as seeking to better understand the wider skills climate related to these sectors, specific skills gaps, and priority areas for future focus. The objective of this consultancy is to develop and execute an awareness campaign to disseminate the outcomes of the research product through simplified and relatable messages to young individuals in Jordan using through animated videos and innovative communication solutions.

III. Scope of Work

To achieve the aforementioned objectives, the service provider is expected to:

- Produce a short, animated video (up to one minute) in Arabic and English that summarizes research results using video script provided by the ILO.
- Propose and utilize platforms for campaign dissemination leveraging a simple user experience with mechanisms by which users can interact with the video, such as quiz questions, trivia, or other techniques.
- Brand the campaign as per ILO and project requirements.
- Disseminate the campaign to at least 3,000 participants in Jordan and coordinate with the ILO team targeting specific target individuals and geographic segments.

IV. Outputs and Deliverables

The research project is expected to require 23 working days for completion and is planned to start on October 10th 2022 and is expected to be completed no later than November 10th 2022. The deadlines in the table below are a suggestion. However, it is preferable to abide by the starting date and finish date of the assignment.

Table 1: Deliverables & Tentative Timeframe

#	Phase	Deliverable	# Work Days	Due Date
1	Produce a short, animated video (up to one minute) in Arabic and English that summarizes research results using video script provided by the ILO.	One short video (up to 1 minute) produced in two versions, one in Arabic and one in English.	8	24/10/2022
2	Propose and utilize platforms for campaign dissemination leveraging a simple user experience with mechanisms by which users can interact with the video, such as quiz questions, trivia, or other techniques.	One page brief on the tool/platform to be used for campaign dissemination, specifying the user experience.	5	31/10/2022
3	Disseminate the campaign to at least 3,000 participants in Jordan and coordinate with the ILO team targeting specific target individuals and geographic segments.	Detail report summarizing the results of users' interaction with the ILO branded campaign.	10	10/11/2022

V. Service Provider Profile

Service providers wishing to apply for this assignment, shall meet the following requirements:

1. Proven expertise in economic, social, environmental or socio-economic research in Jordan.
2. Proven expertise in preparing reports in both the Arabic & English languages.
3. Experience working with UN Agencies or other international agencies is considered an asset.

VI. Payment Schedule

The table below summarizes the planned schedule for payments to be made upon the completion and submission of deliverables delineated in section 4 and 5 of this ToR. A deliverable is considered completed upon review and satisfaction of the ILO.

Table 2: Payments Schedule

1st Payment & Final Payment	Upon submissions of all deliverables specified in Table 01 of this ToR
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VII. Application Process

Implementing partners wishing to apply to this assignment must send an email to nashawati@ilo.org. The email shall include:

1. Company profile.
2. Detailed technical proposal
3. Detailed financial offer
4. Work sample
5. Resumes of the technical team.
6. Company registration

Emails must use subject title: RDPP_Commgreen_02.15

The deadline for receiving applications is 25/09/2022 COB. Only applications that fulfil the requirements indicated above will be considered.