



DigiMarkt



Co-funded by  
the European Union

## TERMS OF REFERENCE (TOR)

**ERASMUS+ VET PROGRAMME**  
**DigiMarkt Project Number: 101182663**

### **Towards Digital Marketing in Technical and Vocational Education and Training in Ghana**

To be able to complete the evaluation assurance, the **DigiMarkt** project will appoint an external evaluator to analyze and monitor the implementation of project activities and its outcomes, in accordance with the objectives of the project. This paper outlines the guidelines for discussing and deciding on the process of choosing an external

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### 1 Background

DigiMarkt project is an international project co-financed by the European Commission under the Erasmus Plus VET Programme- Capacity Building in the field of Vocational Education and Training. The duration of the project is 2 years from January 1<sup>st</sup>, 2025.

### 2 Project partners

BE No.	Beneficiary name	Country
BE 001	Steinbeis Beratungszentrum SRZ	Germany
BE 002	Int@E UG	Germany
BE 003	Akenten Appiah-Menka University of Skills Training and Entrepreneurial Development AAMUSTED,	Ghana
BE 004	Bolgatanga Technical University BTU,	Ghana
BE 005	Cape-Coast Technical University CTU	Ghana
BE 006	Slovak University of Agriculture in Nitra SUA	Slovakia

### 3 Objectives of the Project

The aim of Digital Technical and Vocational Education and Training (DigiMarkt) in Ghana is to empower training providers and learners to enhance their digital readiness for Technical and Vocational Education and Training (TVET).

#### Specific Objectives

1. To support teachers and trainers with new digital skills and competences
2. To improve the level of competences, skills and employability potential of TVET learners by developing new and innovative TVET education programmes, especially those delivering key competences in ICT skills.
3. To set up digital marketing laboratory to enable students interact and enhance students competency in Digital TVET marketing.
4. To empower TVET providers to enhance the resilience and digital readiness of TVET graduates in Ghana.

### 4 Scope of the external evaluator

The external evaluator in the DigiMarkt will be responsible for providing support to the project activities and provide further opportunities for project management to improve on both project processes and the intellectual output generated.

The external evaluator of the project will take special interest and focus on the networking and processes of collaboration within the consortium as well as how effective the communication between the project partners are. This will help deliver on the project short-term and long-term targets i.e. (assessment and benchmarking of the channels used) and quality outcomes.

Additionally, the external evaluator will also consider the European added value of the project achievements and outcomes and monitor closely the work of the partnership to help the project collect data about partnership collaboration and project implementation.

The prime purpose of the external evaluator is to support the consortium both in the achievement of the specific project objectives and how the project is complying with the funding requirement.

The aim of the external evaluation is to evaluate from objective point of view the project design and implementation of the project by analysis the following.

How efficiently does the program use its resources, including faculty, staff, facilities, and budget?

- Relevance – How the project objectives addresses the specific stakeholders and in-country needs
- Efficiency -How does the program provide inputs promptly and at least cost within the budget estimated.
- Effectiveness – How the planned intellectual outputs and project purpose are achieved within the planned time.
- Impact – How the overall project objectives and purpose contributes to discipline and engage with its community.
- Sustainability – How the project will be used by GH and EU universities as well as the project being able to sustain its activities over time, after the external support stops.
- Transparency – How the project actively involves other partners to ensure they see what kind of actions are performed and how these actions are being performed.

The external evaluator has the onus to monitor, assess and evaluate the project implementation in order to

- Undertake effective and quality actions by DigiMarkt partners during project implementation;
- Examine how efficient is the project managed with respect to its stated objectives;
- measure the quality of DigiMarkt project activities undertaken within WPs(service learning, pathways, short-term mobility, staff training, innovative pedagogies),

- Collaborate with the Quality Board and experts to produce external quality reports based on the data collected and analyzed.
- Independently compare the results of the external evaluator with the internal quality assurance results.
- Prepare reports based on the results from the external evaluation by proposing methods and recommendations and clearly communicate the report both internally and externally.

### 5 Deliverables and Expected Outputs

Deliverable	Date of submission
<b>External evaluation midterm report</b> This is a report presented by external evaluation as a results of analysing project implementation in accordance with the proposed work plan and makes relevant recommendation for improvement.	<b>M12</b>
<b>External evaluation final report</b> This present the final evaluation reports produced by the external evaluator after evaluating project implementation using the planned project activities, outcomes and project proposal as a reference.	<b>M24</b>

### 6 Participation in project meetings

The external evaluator can establish direct contact with project team to help ensure quality of his evaluation when necessary. This direct contact could be established by participating in the project team meeting where necessary. The project will provide travel and subsistence cost in the project budget as part of the contract.

### 7 Contract duration

- Start date of the assignment: as soon as possible
- End date of the assignment: January 14<sup>th</sup>, 2026 or at the end of the project (in the case of an extension of the project).

### 8 Application process

Advert will be placed on the project website for the applicant to submit an expression of interest that should include mandatory:

- CV in table format;
- Documents supporting the candidate's (experience/ professional competence/ expertise, etc)
- Declaration of availability for the entire period of the project;
- Reference projects (EU projects, others,...);

- A concept note with a draft methodology proposed for the evaluation (2 pages maximum);
- A financial proposal for the execution of the tasks

Applicant should be able to communicate effectively in English as it is a requirement. All proposals must be submitted in English, and any incomplete submissions will not be reviewed. To ensure impartiality, candidates should not be affiliated with any of the member universities involved in the project.

Applications with the above details should be sent to

Int@E UG

Email: [info@intate.de](mailto:info@intate.de)

Email: [jum.ebdah@gmail.com](mailto:jum.ebdah@gmail.com)

The subject of the email: Application External evaluation of the DigiMarkt project\_Name

The deadline for submission of applications is 13<sup>th</sup> March 2024

## 9 Selection Criteria

Applicants must meet the following conditions:

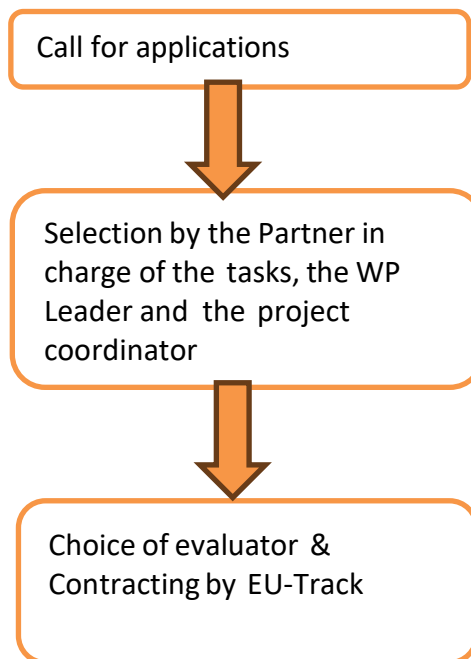
- Expert in implementaion of E+ projects.
- Have in-depth knowledge of the functioning of the higher education system, implementation of training activities and international cooperation in Vocational Education and Training;
- Have already participated in external evaluations and contributed to studies on quality assurance;
- Have experience in evaluating capacity building/training projects;
- Fluency in oral and written English, and fluency in at least one of the other official languages of the project partner countries (Twi and Fanti)

The criteria for the selection of candidates are:

- In-depth knowledge of the functioning of the higher education system, training activities and international cooperation (25%)
- Prior contribution to one or more studies on external evaluation and quality assurance: 25%
- Professional experience in capacity building/training projects and in Vocational Education and Training (25%)
- Financial proposal: (25%)

## 10 Evaluation process

Candidates will be selected based on the below evaluation process



### 11 Payment process

Payments will be made based on invoices sent by the expert and on the presentation of the activity report, as follows:

- 10% upon signature of the contract;
- 40% upon submission of the first report;
- 50% at the end of the project and submission of the final evaluation report.

### 11 Contract

The Work package 4 (Quality Assurance and Monitoring) is coordinated by the Int@E UG in Germany. The terms and conditions are those of the aforementioned organisation.

### 12 Contacts

Int@E UG

Email : [info@intate.de](mailto:info@intate.de)

WP Leader Coordinator Int@E| [jum.ebdah@gmail.com](mailto:jum.ebdah@gmail.com)

### 13 Data protection and data security

The evaluator is required to adhere to the confidentiality guidelines outlined below:

- Confidentiality must be maintained for all data associated with this project.
- Access to the information is restricted to individuals with authorized access.
- The external expert is permitted by the coordinator to document the data in either paper or electronic formats for the purpose of performing the assigned activities.
- The evaluator is not granted any rights by the coordinator to utilize, disclose, or publish the data or results obtained during this activity