

TERMS OF REFERENCE

“KA2 – Design Measure in Digital Entrepreneurship” DMDE

Contract title: Developing a website for the project

1. BACKGROUND INFORMATION

1.1 Beneficiary Country: Albania

1.2 Contractor: UET, Tirana

1.3 Short description of the project:

The project **Design Measure Digital Entrepreneurship – DMDE** is funded by the ERASMUS + “KA2–Erasmus Mundus”. It is going to be implemented in Albania, Austria and Cyprus from October 1, 2023 up to December 31, 2024.

DMDE tries to establish the ground for a Joint master’s degree that will address the priority of a Europe fit for the Digital age, by empowering people through digital education, skills and competences. The overall aim of DMDE is to design an Erasmus Mundus Joint master’s degree which fills the gap in teaching/training skills, knowledge and competencies related to (digital) entrepreneurship. The joint diploma will enable graduates to better understand economy trends and challenges to respond to nowadays societal needs.

The design measure will lead the Master Program on ‘Digital Entrepreneurship’ into two main objectives:

- To enable students to become entrepreneurs using digital business models.
- To educate students to become intrapreneurs who contribute to the digital transformation in established companies.

The specific objectives of DMDE are:

- To analyse the needs of students to be improved through education and training.
- To analyse the current state of knowledge and skills of each HEI in digital entrepreneurship.
- To design modules and corresponding ECTS for DMDE.
- To define all teaching/training courses to be developed during the DMDE.
- To identify all non-academic activities related to the MMDE.
- To coordinate DMDE from the management and administrative point of view.
- To define admission criteria and the application procedures for students to be enrolled in MMDE.
- To actively and continuously promote DMDE.
- To define the following evaluation process of MMDE.
- To conclude with a Final DMDE Design and to apply for EMJM.

2. DESCRIPTION OF THE ASSIGNMENT

2.1 Objectives

Overall objective

Developing a website dedicated to the project activities.

Specific objective

The Contractor will design and develop the project website dedicated to the project activities.

Website: with e-service will provide Project information and constitute a sharing tool, which will be used as alternative mean to engage with stakeholders and the public.

2.2 Requested services

- The contractor will design and develop the project website dedicated to the project activities;
- The contractor will do continuous update of the website, widespread dissemination of the Project with detailed information in cooperation with Coordinator and Project Partners;
- The website shall be launched at least in the Programme's official language and shall provide information on the Project, its progress, deliverables and results, as well as details for Project Beneficiaries;
- The contractor must also comply with the latest Communication and Visibility Manual for EU External Actions concerning acknowledgement of EU financing of the project. (See https://ec.europa.eu/europeaid/communication-and-visibility-manual-eu-external-actions_en. >
- The contractor will be engaged in a period of 10 months.

3. SELECTION AND AWARD CRITERIA

3.1. Selection criteria

The following selection criteria will be applied to the tenderers.

1) Professional capacity of the tenderer,

The reference period which will be considered will be the last three years from submission deadline.

Criteria for legal and natural persons:

- has a professional certificate appropriate to this contract, such as Graphic Design, Communication or equivalent.
- is currently working/has worked during the past 3 years in fields related to this contract.
- Excellent Knowledge of English and Albanian Language

2) Technical capacity of tenderer. The reference period which will be taken into account will be the last three years from submission deadline.

Criteria for legal persons:

1- the tenderer has provided services under at least one contract which [were] implemented at any moment during the following period the past three years.

2- Previous work experience with EC funded projects in Erasmus + will be an asset

Criteria for natural persons:

1- the tenderer has worked successfully on at least one project in fields related to this contract in the past three years.

2- Previous work experience with EC funded projects in Erasmus + will be an asset

4. LOGISTICS AND TIMING

4.1 Starting and finishing dates:

The assignment will start on March 10, 2024 and will last until December 31, 2024.

4.2 Duration of the Assignment

10 months.

4.3 Location of assignment:

The assignment will be carried in Tirana, Albania.

4.4 Deadline for submitting an offer:

March 4, 2024 (15 days)

Applicants are required to submit the following documents:

- Work plan and methodology;
- Offer in EUR.

from February 25 to March 4, 2024, until 17:00 p.m, electronically or handy at the following address:

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