



Abdulla Al Ghurair
Foundation

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Request for Proposals

Guidance Document

Nomu Initiative (United Arab Emirates)

Proposal submission deadline:

November 17th, 2023



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Overview

What is the Abdulla Al Ghurair Foundation?

The Abdulla Al Ghurair Foundation (AGF) aims to empower Emirati and Arab youth to thrive and contribute to the sustainable development of the region through innovative education solutions and authentic partnerships. As one of the largest privately funded philanthropic foundations in the Arab region, AGF supports the provision of high-quality technology-based education opportunities, as well as the development of relevant skills for successful transition into higher education and the labor market. Founded in 2015, the Foundation is dedicated to the realization of the United Nations Sustainable Development Goals 4, 8, 17 calling for inclusive and equitable quality education that leads to improved standards of living for all. The Foundation is a participant of the United Nations Global Compact and adheres to its principles-based approach to responsible business.

What is the Nomu Initiative?

Nomu, Arabic for 'growth,' is a national youth development initiative launched by the Foundation in 2022, to empower Emirati youth through high quality training opportunities in priority sectors in the United Arab Emirates (UAE).

Nomu aims to reach 25,000 Emirati youth by 2025 through tailored and market-led skilling, reskilling, or upskilling programs with direct pathways to employment. In doing so, Nomu works at harmonizing the ecosystem, collaborating with public and corporate sectors, training and education providers as well as communities and youth within the UAE.

What is the Nomu model?

The key components in preparing youth for employment is ensuring they have access to high-quality upskilling and/or reskilling training opportunities in relevant fields and the necessary technical and transferable skills to best perform their respective roles. Nomu's distinguishing feature is that it provides multiple pathways, each leading to unique employment opportunities, for youth in need of upskilling or reskilling, regardless of their educational or employment background and history.

To be effective, all pathways (program/projects) under Nomu must have the following features:

- They are short (between 1 to 6 months) as they aim to address immediate skills gaps.
- They are industry-recognized, meaning:
 - ✓ Trainings must address current or future skill gaps.
 - ✓ There is evidence from employers on the need for the skills and/or specialisations covered in the training.
 - ✓ There is evidence of employment opportunities in the addressed sectors.
 - ✓ The trainings offered are validated, certified, or accredited by relevant bodies or hiring partners.
- They are designed in collaboration with the private sector to align to their needs and to make sure there are clear linkages to employment outcomes. Employers may be involved in the program by:



- ✓ Providing mentoring and coaching opportunities to the program beneficiaries.
 - ✓ Providing case studies or industry challenges for the program beneficiaries to apply learnings.
 - ✓ Participating in delivering some of the trainings as visiting lecturers or industry experts.
 - ✓ Becoming hiring partners, providing workplace learning or employment opportunities to graduates (full time, part-time, paid internships, apprenticeship, etc.).
- To the best extent possible, Nomu prioritizes youth with fewer access to opportunities, including women and those in remote areas.

Nomu has 4 distinct pathways for upskilling. Supported projects can fit under one or more of the below pathways:

Nomu Tech	Nomu Women	Nomu Green	Nomu Forward	Other
Different levels of digital skills proficiency in the tech field	Professional development and upskilling programs focused on women	Green upskilling in the field of sustainability such as renewable energy	Transferrable and language skills for employment across all sectors	Organizations may submit proposals for new upskilling pathways or streams based on evidence from employers
Examples of skills and specializations currently offered through Nomu upskilling programs				
<ul style="list-style-type: none"> - Agile frameworks - UX design - Data Analytics and Power BI - Cybersecurity 	Management and leadership training, mentoring and coaching	Professional Development Certificate on sustainable built environments	Public speaking, communication, critical thinking, storytelling Business English	

What are the Nomu objectives?

Projects supported by Nomu must contribute to all the below outcomes:

- Measurable market driven skills and knowledge development of targeted youth
- Increased employability prospects for all youth successfully completing the programs
- Actual employment or positive career outcomes for youth. This can take the form of a full-time or part-time job, self-employment, freelance opportunities, gig/entrepreneurship, apprenticeships, or paid internships.
- Partnerships with industry or hiring partners for employment or workplace learning opportunities for graduates.
- Partnerships with local organizations, youth centres, universities or other stakeholders for outreach to targeted youth.



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Who are the Nomu targeted learners?

Nomu targets all Emirati and Arab youth living in the UAE between the age of 18-35, including the following sub-groups:

- University students
- Unemployed university graduates
- Employees at risk of losing their jobs due to automation and are therefore, in need of reskilling
- Employees in need of upskilling to progress in their current jobs
- High school graduates seeking employment
- School leavers/dropouts.
- Special focus on Emiratis residing in Northern Emirates, Women and People of Determination
- At least 70% of the targeted beneficiaries are Emiratis, and up to 30% Arabs in UAE

Eligibility Criteria

Organizations submitting proposals for funding under Nomu must:

- Have experience in developing and implementing upskilling programs in the UAE or have a partner organization that has that said experience.
- Be able to demonstrate a proof of concept that the program has had or will have impact on the skills development and employment of beneficiaries.
- Not be affiliated with a political party or have political objectives.
- Have internal procedures and policies that allow them to follow the Foundation's financial and technical reporting requirements.
- Have the capacity to plan, implement, and evaluate a program of the proposed scale.
- Adhere to the data protection policies of the Dubai International Financial Centre.
- The submitted application must be in AGF's Proposal Guidelines template.
- The submitted budget must be in AGF's Budget template.

How to apply

- Carefully review this RFP guidance document.
- Download the proposal and budget templates from AGF's website.
- Complete the templates per the instructions of the RFP.
- Complete the online questionnaire on AGF's website.
- Upload the completed proposal and budget on the templates on AGF's website.



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Proposal Guidelines (Proposal Template)

Include a full proposal using the proposal template (Microsoft Word) provided.

1. Basic Information

1.1 Applicant Contact Information:

The following information should be included in the first section of the proposal:

- Organization name
- Legal address
- Mailing address (if different from the legal)
- Telephone
- E-mail
- Website
- CEO/Director Name
- Focus person name and contact

1.2 Status / Registration

- State the type of organization (SME, NGO, research center, training center, professional group, etc.).
- State the law or regulation it is registered or incorporated under.
- State the name and title of the person who is the legal representative of the organization.
- Attach the registration license or commercial registry.

2. Overview and Background *(no more than 500 words)*

- 2.1 Organizational background on the organization and its experience in upskilling, training, and employment, including a brief on current or previous experience in the UAE, MENA or the GCC region.
- 2.2 Program overview: general overview of the proposed program and how it is aligned with the specific objective(s) of Nomu.

3. Program Description *(no more than 2,500 words)*

- 3.1 Issue to be addressed/problem description (Identify the issue or need being addressed (e.g., skills mismatch, local talent development, employment opportunities)
- 3.2 Context and situational analysis (e.g., UAE national priorities and strategic focus)
- 3.3 Evidence of the need (Provide evidence to demonstrate the need)
- 3.4 Target population (Describe the target population to be served and the numbers the proposed program aims to reach)



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- 3.5 Proposed activities (Describe how the proposed activities address the identified issues, needs and priorities)
- 3.6 Innovative Approach (Describe the innovative practice(s) included in your proposal, ~~via~~ challenge(s) they address, and how it is expected to improve the outcome(s) of ~~the~~ program. If these practices have been previously implemented, please provide evidence ~~of~~ their success and/or impact)
- 3.7 Relevance of proposed activities (Describe how the proposed activities complement, strengthen, or fill gaps in the existing learning to earning in the UAE)

4. Objectives, outcomes and KPIs *(no more than 500 words)*

The applicants should clearly state the linkages between the program activities and ~~the~~ objectives of the Nomu (Section 1.4). The proposed program/project should have ~~the~~ objectives that are measured through SMART (Specific, Measurable, Attainable, Realistic and Timely) Key Performance Indicators (KPIs). KPIs of the program/project should be supported by target values that will be tracked for progress over the lifetime of the project. The proposed framework should include the following KPIs:

- Number of enrolments.
- Percentage of those successfully completing the program (graduation rate).
- Employment and employability outcomes (percentage of potential and actual employment opportunities, type of employment (full time, part time, internship, freelance, etc.)).

Additional KPIs should be included, depending on the proposed activities/ overall design. Examples include:

- Type/ Level of knowledge, skills, competencies or practises acquired through the program.
- Partnerships developed/ leveraged

The applicant should demonstrate ability to collect and maintain data over the lifetime of ~~the~~ project – For example: explain what existing capacities are, software used, data storage protocols, backend data collection, availability of dashboards, etc.

5. Outreach and Communication *(no more than 500 words)*

- 5.1 Share a brief marketing and communication plan for the project including target audiences, messaging, channels and tactics, content creation, relevant events, etc. In doing so, please take note that the branding of all project materials must follow AGF's branding guidelines.
- 5.2 Outline an outreach strategy for beneficiary recruitment.
- 5.3 List the main outreach partners and describe the strategy to engage them.
- 5.4 Share an evaluation and measurement plan that will showcase the effectiveness of ~~the~~ communications and outreach efforts. Provide KPIs that will be used to assess the success ~~of~~ the strategy (quantitative and qualitative).



- 5.5 Highlight the qualifications and experience of team members responsible for communications and visibility.
- 5.6 Include outreach risks and mitigation (describe what challenges the program anticipates facing in adequately supporting the target population and how it addresses those challenges).

6. Partnerships *(no more than 500 words)*

Please include the list of partners on the project, if more than one organization is involved in the implementation, including the following:

- 6.1 Type of the organizations (government, academia, community organization, private sector, etc).
- 6.2 Status of the partnership (existing partner, new partner).
- 6.3 Strategy or approach for partnership.
- 6.4 Role and involvement of each partner, in the project and how this partnership supports projects' objectives.

7. Beneficiary selection criteria *(no more than 500 words)*

- 7.1 Describe what is the selection criteria, age, level of education, location, employment status and gender based on [Program Name] targeted learners.
- 7.2 Highlight how the program proposes to ensure selected youth will be reached and enrolled into the program such as online applications, interviews, and undergoing assessments.

8. Implementation plan and timeline *(no more than 1,000 words)*

- 8.1 Provide a detailed implementation plan and timeline of the proposed program (including planning phase).
- 8.2 Describe learning journey, modality of delivering the training (in-person, hybrid, virtual), duration and frequency of sessions, number of hours, number of cohorts, number of learners/cohorts, etc.

9. Organizational capacity *(no more than 500 words)*

Explain why your organization is best fit to implement the project, highlighting the following:

- Previous experience working on similar projects.
- Previous experience working with similar targets.
- Overall impact data or metrics related to outcomes from previous projects.
- Outreach and partnerships capacity within the UAE for targeted learners and proposed partners.
- Key personnel, management and governance of the project including external partners and consultants.

10. Risk assessment and mitigation *(no more than 500 words)*

Please provide an analysis of the risks that may exist and the plan to overcome them (this should refer to programmatic risks). Please use the following table and rate likelihood and impact on a scale of 1-5, with 5 being likely. Provide a comprehensive list of risks (at least 5-10 possible risks).

Overarching Risk	Description/Details	Likelihood	Impact	Mitigation



Budget

Include a full budget breakdown using the budget template (Microsoft Excel) provided.

- The breakdown of the budget should be provided at the lowest cost element (e.g., the cost for a workshop for be broken down its cost elements such as trainer fees, venue rental, training materials, etc.).
- The budget template can be amended to include as many rows as required. While doing so applicants should be mindful of the existing equations in the template. These equations should not be deleted.
- Budgets should be submitted in AED only.
- AGF encourages partners' cost share or in-kind contribution. If applicable, please reflect in the budget.
- *The following are explanatory notes of the budget headings:*
 - Item (Column B): the applicant should provide the title of the budget line in this column.
 - Line (Column C): this represents the sequential number of the budget line.
 - Description (Column D): the applicant should provide a short description of what the specific budget line will cover.
 - % assigned to project (Column E): represents the percentage the specific budget line will be charged to the project (e.g., a Project coordinator who is spending 30% of their time on the project, should be presented as 30% in this column).
 - Cost (Column F): the cost of 100% of the budget line per instance of payment (e.g., if the project coordinator's salary on monthly basis is AED 10,000, enter AED 10,000 in this column).
 - Number of payments (Column G): the number of payments per instance of payments (e.g., if there is one project coordinator the input should be 1, if there are two project coordinators with the same salary and % assigned to the project the input should be 2)
 - Unit (Column H): the instance of payment (e.g., month, day, hour, trip, session, beneficiary, trainer, staff, etc.).
 - Quantity (Column I): the number of instances of payment (e.g., if the project coordinator will work on the project for 12 months the input should be 12).
 - Unit Cost (Column J): will be calculated automatically and represents the cost of a unit per instance of payment at the rate assigned to project.
 - AGF Share (Column K): represents what the applicant is requesting from AGF to cover at the unit cost level (e.g., if the unit cost is AED 3,000, and the request to AGF to cover the full amount, the input should be AED 3,000).
 - Partner Share (Column L): will be calculated automatically and represents the share the partner will pay towards the unit cost (e.g., if the unit cost is AED 3,000 and the value entered in AGF Share is AED 2,000, then Partner Share will be calculated at AED 1,000).
 - Total Budget (Column M): will be calculated automatically and represents the total value of the budget line.
 - AGF Budget (Column N): will be calculated automatically and represents the total value of AGF's contribution to the budget line.
 - Partner Budget (Column O): will be calculated automatically and represents the total value of AGF's contribution to the budget line.



Reporting Requirements

Selected organizations will be required to adhere to the Foundation's reporting requirements:

Report/ Plan type	Estimated Timeline for submission
Monitoring and Evaluation Plan	20 days after project Kick-off
Communication Plan	20 days after project Kick-off
Quarterly Progress Reports (Technical and Financial)	Quarterly basis over the lifetime of the project
Indicator tracking Table	Monthly/ as agreed with Program Management Team
Career outcome or work impact survey and follow up	6-9 months after cohort ends
Final Report (Financial, Technical and Updated KPIs report)	Within 30 days of the completion of the last activity of the project.

- Monitoring and evaluation plan
- Communications plan
- Quarterly progress reports (technical and financial)
- Career outcome or work impact survey and follow up
- Final report (financial, technical, and updated KPIs report)

Next Steps

The table below summarizes key milestones and deadline for the review, selection, and contracting process.

Milestone	Deadline/ Date
Nomu RFP announcement is shared on social media handles of the Foundation and promoted on different platforms. Organizations invited to submit a proposal to the Foundation by e-mail to nomu@alghurairfoundation.org	October 2023
Organizations can send their questions and clarifications on: nomu@alghurairfoundation.org	November 10th, 2023
Deadline to receive proposals	November 17th, 2023
AGF screens and review proposals	November 17th 2023- December 24 th , 2023
Shortlisted organizations contacted for further discussions on proposals and programs activities	December 24 th - January 12 th 2024
Final selection	By January 25 th 2024
Contracts and agreements	February 2024
Implementation begins	March 2024

For any further questions or clarifications prior to submitting a proposal, please email us on:
nomu@alghurairfoundation.org



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Terms and Conditions

By responding to this RFP, the Applicant agrees to the following terms, acknowledges they accept these terms as reasonable and fair, and warrant it will not contest these terms with any competent authority.

I. General

Submission of an RFP does not guarantee the Applicant to advance to Pitch/Presentation/Interview. Similarly, an invitation to Pitch/Presentation/Interview does not guarantee the Applicant an award. The Applicant acknowledges and agrees that any cost or loss resulting of their participation in this RFP process is part of their cost of doing business, with no liability whatsoever on the part of AGF.

AGF is under no obligation to make a final award decision under this RFP, and may elect, in its sole discretion, not to make an award to any of the Applicants, with no obligations whatsoever, to any of the Applicants.

The Applicant acknowledges and accepts that AGF is under no obligations to provide reasoning or explanations regarding its decisions and determinations during or after the RFP selection and award process.

II. Confidentiality clause

The content of this RFP should only be discussed with third parties to the extent necessary to respond to the RFP.

In the event of an award, the Applicant will be subject to AGF's confidentiality provisions within the agreement.

III. Intellectual Property Rights

If any intellectual property or confidential information is required to respond to this RFP, it is the sole responsibility of the Applicant to obtain the necessary permissions.

Any intellectual property that is created after an award will be governed by the agreement.

IV. Branding

Any program or project resulting from an award, must adhere to the AGF branding guidelines. Any material created and/or any public mention of the program or project must be branded.

V. Conflict of Interest

If an Applicant has a known conflict of interest, or identifies a potential conflict of interest, AGF must be notified immediately.

VI. RFP Documents

The Applicant shall examine this RFP guidance document carefully. Ignoring any of the RFP requirements will not relieve the Applicant from liability and obligations under the RFP. AGF reserves the right to change or vary both the RFP as well as the process contemplated by this RFP at any time and in any way it deems appropriate.



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The submitter of the proposal must declare that all person(s), natural or corporate, with interest in the proposal as principals are named therein. The Applicant's submission signifies that Applicant's proposal is in all respects fair and provided in good faith, without collusion or fraud. Proposals that contain false or misleading statements may be rejected. If any false or misleading statements cause an inaccurate evaluation of a proposal, AGF may reject the proposal.

VII. Submission

The Applicant must submit the proposal and budget in AGF's templates, without any change to structure or formatting of the documents. AGF reserves the right to decline the review of any application that does not conform with the templates' requirements.

VIII. Instructions to Applicants

Prior to submitting bids, each Applicant is requested to carefully consider the amount and scope of the work to be done as well as the difficulties involved in its proper execution. Applicants should include in their bids all costs deemed necessary to cover all contingencies essential to successfully deliver the project/program. Any cost not specifically itemized in the proposal shall not be allocated to AGF unless specifically agreed upon, in writing. No claims for compensation will be considered or allowed for extra work resulting from lack of knowledge of any existing conditions on the part of the Applicant.

IX. Modifications to RFP Specifications

AGF reserves the right to modify the specifications contained herein at any time during the RFP period. In such a case an Addendum or amendment to the RFP will be issued through email to all Applicants. If revisions are of such a magnitude to warrant, in AGF's opinion, the postponement of the date for the receipt of the proposals, an addendum will be issued announcing the new date.

No modification or integration of the specification other than through the issuance of an Addendum will be binding upon AGF. Applicants must notify AGF as soon as possible of any omissions or errors in the specifications so that corrective addendum may be issued. AGF must receive such notification within five (5) business days of the issuance of the RFP.

X. Questions regarding this RFP

All queries and questions regarding this RFP content or process must be submitted in writing at any time on or before the deadline shown in RFP timeline to AGF via email.

If a conflict of information in the documents is recognized, clarification should be sought by sending an email to the address specified in the RFP above clearly stating the details of the conflict. We shall endeavor to respond to questions as quickly as possible.