



## **TERMS OF REFERENCE**

for

**Website creation, development, maintenance and technical support**

for the project

**“enhancing university graduates’ eMplOyability through skills deVEloPMENT  
and industry collaboration in Kurdistan region of Iraq and Yemen”**

**Call: ERASMUS-EDU-2025-CBHE**

**(Capacity building in the field of higher education)**

**Topic: ERASMUS-EDU-2025-CBHE-STRAND-2**

**Project number: 101237452**

### **1. Background of the project**

The MOVE project tackles unemployability of graduates in the Kurdistan Region of Iraq and Yemen by strengthening local universities capacities, by fostering entrepreneurship while bridging the gap between academic training and the demands of the job market.

The specific objectives of the MOVE project are:

- Assess the relationship between academia and the job market: Conduct a thorough analysis of the connection between academic programs in agricultural engineering and environmental studies and local labour market needs, while benchmarking best practices for graduate employability.
- Curriculum review: Strengthen the capacity of partner universities to update at least one curriculum (in agriculture and/or environmental studies) to better align with the demands of the local job market, reducing the gap between graduates’ competencies and market needs.
- Enhance staff and student skills: Provide capacity-building opportunities for university staff and students, focusing on transversal skills (soft skills, digital skills,



green skills) to empower higher education institutions to actively contribute to both local and global sustainable development goals.

- Foster entrepreneurial mind-sets: Promote innovation and entrepreneurship among students by empowering Career Development Centres and organizing joint student hackathon focused on addressing societal needs and local market demands
- Policy development and strategies for ESD and green transition in Yemen and KRG: by establishing Living Labs in each partner institution that align with the Sustainable Development Goals (SDGs) related to environmental and sustainable development, the project will define policies and strategies to foster green transition in the two partner countries through education sustainable development

The project is carried out by:

- UNIMED - Mediterranean Universities Union, Italy (coordinator)
- University of Calabria, Italy
- University of Murcia, Spain
- University of Duhok, Kurdistan region of Iraq
- University of Sulaimani, Kurdistan region of Iraq
- University of Garmian, Kurdistan region of Iraq
- University of Aden, Yemen
- Hadhramout University, Yemen
- Salaheddin University-Erbil, Kurdistan region of Iraq
- Kurdistan Agricultural Engineering Syndicate, Kurdistan region of Iraq
- Selah Foundation for Development, Yemen

Project duration: 36 months, from 2 February 2026 to 1 February 2029.

## 2. Main tasks of the service

The service includes the following tasks:

### 2.1. Project website

The domain name, purchased by UNIMED, is: [www.moveproject-kri-ye.eu](http://www.moveproject-kri-ye.eu)

The website should incorporate the project logo, acknowledge the EU support and display the European flag emblem and funding statement, as indicated [here](#).



The MOVE website will serve several functions:

- Diffuse information about the project as the primary platform to promote and give visibility to the project.
- Be an integral part of the project and key to the dissemination strategy by reaching a wide audience on a national and international scale giving visitors details on the project in general, activities carried out during the project lifetime, the partnership and project results.
- Should have an integrated statistics tool (preferably MATOMO) to track the geographic location of visitors, number of connections per month, etc.
- Should be available in three versions, English, Kurdish and Arabic languages.

#### **2.1.1. Content Management System (CMS)**

The website should be developed in WordPress. WordPress and WordPress plugins shall be updated regularly, if deemed necessary for the optimisation of the website.

The website will be hosted in the UNIMED cloud.

#### **2.1.2. Search engine optimization**

The website should be optimised for search engines. Potential visitors should be able to find the website when they search for general keywords. Website providers will be asked to assess the possibility to index some keywords and support the SEO for the project key information.

#### **2.1.3. Integration with social media**

The project's website should be fully integrated with social media:

- While publishing a post or a news on the website there should be the possibility to share it directly from the CMS;
- The visitors of the website should have a toolbar to share the posts and news directly on their main social media platforms.

#### **2.1.4. Website information architecture and navigation**

For easy navigation, a menu bar function could be integrated along the bottom of each page. A search feature at the top of the page should also be available in order that visitors can carry out quick searches across the website;



- Home page – Very brief outline of the project detailing the full title and key objectives, expected results, news feature allowing 3 news extracts to be shown with a picture, partners logos, links to social media pages;
- About MOVE – General information, summary, overview of expected results, etc;
- Partnership – Logos and Names of the 11 project partners. Function which allows visitors to click on logo of each partner and be directed to their website page in a new window;
- Activities – Page dedicated to put in evidence the project steps and activities to be performed;
- News & Events – Page reporting on key project events and news – will require a ‘news’ style function to put articles, information about events (past and future), with the possibility in each article to upload photos, videos and documents (word/pdf/ppt/excel/etc.);
- Results – Page dedicated to publishing project results which must be made available to the public. Possibility to upload/download all types of documents (word/pdf/ppt/excel/etc.);
- Resources / Media Kit / Publications – Page dedicated to promotional materials, articles, publications, releases, etc;
- Contact Us – page with contact details of Project Coordinator for enquiries / contact email address, postal address.

#### **2.1.5. Website Analytics**

The website should have an integrated statistics tool to monitor and track visits, the geographic location of visitors, number of connections per month, etc. Website visits monitoring and analytics should be reported in a summary document on an annual basis. Reports should be written in English.

#### **2.1.6. Cookie and Privacy Policy**

The website should display the cookie and privacy policy adopted for the project. Support may be asked to the provider for the definition of the technical specificities of the cookie policy and for the definition of specific technical parts of the privacy policy. UNIMED ensures the compliance with the directives of the European G.D.P.R.

### **3. Expected Products**

In specific terms, the consultant appointed is expected to deliver:



Product/Service	Expected Delivery Date
<b>Fully functional WordPress website deployed on the hosting server<sup>1</sup></b>	<b>15/05/2026</b>
Basic user manual for content updates and one training session for key project staff on website management	<b>30/05/2026</b>
Project development (in line with the project implementation needs)	overall period of the contract
Maintenance and Technical support	overall period of the contract

All products have to be delivered under an open licence (e.g. Creative Commons CC-BY).

#### 4. Contract Period

The contract shall be carried out during the eligibility period of the project, which is 2nd February 2026 – 1st February 2029. In case of an extension to the eligibility period of the project, the contract period is intended to be extended accordingly.

Expected Starting date of the assignment: **30/03/2026**

Finishing date of the assignment: End of the project

#### 5. Form of Contract

Goods or services ordered by the MOVE project shall be in accordance with the MOVE conditions of contract. The Terms and Conditions are those of the contractor which is UNIMED - Mediterranean Universities Union.

#### 6. Budget

The service provider is required to indicate a detailed financial offer for the services included in this Terms of Reference. The available budget for the required services is **8.000,00** EUR (including any taxes and contributions). VAT exemption applies, whether in accordance with the national legislation of the provider.

<sup>1</sup> Access to the hosting server will be provided by UNIMED.



## 7. Application Procedure

Offers should include:

- Company profile and portfolio
- Detailed technical offer
- Detailed financial offer

Deadline for receipt of offers: **12/03/2026**

Applications must be sent in English to: **uni-med@pec.it**

## 8. Selection criteria

The Evaluation Committee will assess the received offers following these criteria:

Award criteria	Max Points
Professional experience and portfolio	30
Technical capacity to perform the contract (as proven by the technical offer)	30
Price	40
<b>Total Points</b>	<b>100</b>

The tender offering the lowest price corresponds to 40 points by default.

To be considered for the contract, offers must score at least 60 points in total and at least half of the maximum points for the award criteria “Professional experience and portfolio” and “Technical capacity to perform the contract”. In case of ex aequo offers, priority will be given to the one scoring highest under the criteria “Price” and then under the criteria “Technical capacity to perform the contract”.



## 9. Personal Data Processing

With the information provided [here](#), UNIMED aims to ensure a clear and transparent view of the personal data collected and processed in the context of this selection procedure, in compliance with the General Data Protection Regulation 2016/679 applicable in all EU Member States as of 25 May 2018, as well as Legislative Decree No. 196 of 2003, as amended by Legislative Decree No. 101 of 2018.

By submitting a proposal, applicants consent to the processing of the personal data contained in the documents submitted. Such data is collected by UNIMED exclusively for the purposes of the present selection procedure.

Additional information on the UNIMED's Privacy Policy is available [here](#).

## 10. Contact

Marcello Scalisi, Director  
UNIMED - Mediterranean Universities Union  
Corso Vittorio Emanuele II, 244 | 00186 – Rome, Italy  
unimed@uni-med.it | Tel. +39 06 68581430