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PROCUREMENT REFERENCE NUMBER: AFENET/AfCDC / RFP/2025/05/006

**REQUEST FOR PROPOSAL / INVITATION FOR BIDS FOR CONSULTANCY SERVICES
FOR THE DEVELOPMENT OF E-LEARNING COURSES**

BACKGROUND

Established in 2005, the African Field Epidemiology Network (AFENET) is a non-profit networking and service alliance of Field Epidemiology (and Laboratory) Training Programs (FELTPs), and other applied epidemiology training programs. AFENET is dedicated to helping ministries of Health in Africa build strong, effective, sustainable programs and capacity to improve public health systems on the African continent.

Africa Centres for Disease Control and Prevention (Africa CDC) is a continental autonomous health agency of the African Union established to support public health initiatives of Member States and strengthen the capacity of their public health institutions to detect, prevent, control and respond quickly and effectively to disease threats. Africa CDC has its head offices at Haile Garment Square, Addis Ababa, P.O. Box 3243, Addis Ababa, Ethiopia.

As the Saving Lives and Livelihoods (SLL) Program transitions into Phase II, it is imperative to ensure that the necessary tools and resources are in place to achieve its objectives. Africa Centres for Disease Control and Prevention (Africa CDC) has developed IMPACT (Integrated Management Platform for Africa CDCs Training), a Learning Management System designed to enhance the skills of African public health professionals. This platform aims to meet the training needs of the Public Health Workforce and ensure the efficient delivery of learning initiatives.

Tailored eLearning content in the African context brings forth significant cost-effective benefits for public health professionals. By overcoming geographical barriers, eLearning reaches a diverse range of learners, even in remote or underserved areas. Its flexibility and accessibility allow for the delivery of high-quality education and training, bridging resource and infrastructure gaps.

It is against this background that AFENET on behalf of Africa CDC seeks to engage a reputable firm to develop e learning courses.

OBJECTIVES OF THE CONSULTANCY

The eLearning development firm will develop a total of six (6) self-paced eLearning courses, incorporating instructional design elements for organizing digital learning resources. This includes developing learning pathways, creating interactive functions aligned with the content modules, integrating software tools, and packaging the digital learning resources/content modules into a Moodle-based Learning Management System (LMS).

The firm will work closely with Africa CDC staff, and subject matter experts in a collaborative team environment to apply best practice design methodologies. The goal is to produce effective, interactive learning solutions based on the content provided.

The overall objective of this assignment is to develop six (6) instructionally sound, self-paced eLearning courses.

SCOPE OF WORK / DELIVERABLES

The selected contractor will be responsible for the end-to-end development of six (6) eLearning courses.

1. Instructional Design and Course Development

Developing the instructional design for six (6) courses, including:

- i. Creating a high-level instructional design document (IDD) outlining the course structure, learning objectives, instructional strategies, content flow, and assessment approach.
- ii. Developing a detailed course script, ensuring clarity, instructional effectiveness, and engagement.
- iii. Creating a detailed storyboard, mapping out the course flow, content placement, interactions, multimedia integration, and assessment components.
- iv. Addressing technical issues and revising content based on Africa CDC feedback.

2. eLearning Course Production

Developing fully interactive, SCORM 2004/X-API compliant eLearning courses, ensuring:

- i. High-quality multimedia elements, including professionally produced videos, animations, voiceovers, and interactive graphics.
- ii. Inclusion of learner engagement features such as interactive activities, quizzes, knowledge checks, and scenario-based learning.
- iii. Accessibility compliance to accommodate diverse learners, including those with disabilities.
- iv. Optimization for mobile responsiveness and seamless user experience across devices.
- v. Addressing technical issues and revising content based on Africa CDC feedback.

3. LMS Course Integration and Testing

- i. Creating an LMS level course storyboard and user-friendly navigation.
- ii. Conducting quality assurance testing to verify all learning materials (links, multimedia elements etc.) are functional.
- iii. Testing SCORM packages for tracking and reporting to the LMS level.
- iv. Revising content based on user testing feedback.

4. Translation

- i. Translating all six (6) eLearning courses and course materials from English into the five African Union working languages (French, Arabic, Portuguese, Spanish, and Kiswahili)
- ii. Ensuring that translations are accurate and culturally appropriate.
- iii. Conducting quality assurance testing of translated versions to verify correctness and technical functionality.

5. Promotional Materials: Developing promotional materials for course launch, including social media advertisements and teaser videos.

6. Project Management & Reporting

- i. Providing a detailed project plan and timeline, outlining key milestones and deliverables.
- ii. Regularly meetings with Africa CDC and SME.
- iii. Delivering a final project report with adequate documentation.

DURATION OF ENGAGEMENT:

This contract shall be for a maximum of six months.

DUTY STATION:

Virtually with potential travel to Africa CDC offices as required.

REPORTING LINES

The firm will be supervised by the Director, Centre for Public Health Institutes or their delegate Africa CDC.

QUALIFICATIONS REQUIREMENTS AND EXPERIENCE OF THE FIRM

a. Qualification and Experience of the Firm

- i. Proven experience and track record in developing self-paced eLearning training.
- ii. Previous experience working with international organizations on the African continent, such as the African Union Commission.
- iii. Designing instructional materials for online learning
- iv. Developing curricula and offering both short-term and long-term courses in public health
- v. Managing learning and development at national and international levels

b. Qualification and experience of key experts

The lead consultant serves as the sole point of contact for the client and is available for all project-related requests and issues. They are responsible for overall project management, coordination, documentation of the project implementation, and team management.

The lead consultant must have extensive experience in instructional design, with at least ten (10) years of expertise in ICT use in education, eLearning design, blended learning, multimedia development in the education sector, and usability engineering.

In addition, the consultant must meet the following qualifications:

Master's degrees in computer science, information management, public health, education, or eLearning or a related field.

- C1-level language proficiency in English.
- Experience as a team leader in an eLearning development (5 years)
- Project management experience (7 years)
- Possess expertise in blended learning and usability engineering
- Hands-on experience planning, designing, developing or producing course content,
- Expert in Instructional Design for online learning management systems
- Have extensive knowledge and at least 10 years of experience in curriculum design, instructional methods, and training techniques
- Expertise in authoring tools/software such as Articulate 360 and Adobe Captivate
- Have at least ten (10) years of experience in:
 - i. Experience working with international organizations, preferably in the African continent.
 - ii. Instructional design and eLearning authoring
 - iii. Facilitating and developing online training
 - iv. Previous work experience with the African Union and/or its Organs is an added benefit.
- Excellent Interpersonal and communications skills

Expert Pool

For the implementation of the project an expert pool of at least two people is required and they would take on the role of Instructional Designer and Multimedia expert.

1. Instructional Designer (1): Advanced University Degree in domains related to Computer Science, Project Management, Instructional Design, eLearning and Blended Learning. (7 years)

Skills and Knowledge:

- Course development for self-paced-eLearning and blended learning in online environments
- Student support/ facilitation in blended learning environments
- Curriculum Development: Designing and structuring educational content to meet specific learning objectives.
- Instructional Design Models: Proficiency in models like ADDIE, SAM, or Bloom's Taxonomy for effective course creation.

- eLearning Development: Experience with eLearning authoring tools to create digital courses.
- Content Writing: Ability to create clear, concise, and engaging instructional materials.
- Learning Management Systems (LMS): Expert with platforms like Moodle, Blackboard, or Canvas for course deployment.
- Project Management: Coordinating tasks, timelines, and resources effectively to deliver projects on time.
- Assessment Design: Creating quizzes, tests, and evaluation tools to measure learner progress.
- Multimedia Design: Basic knowledge of graphic design, video editing, and interactive media for enhancing learning experiences
- Collaboration: Working closely with subject matter experts (SMEs) to ensure accurate and relevant content.
- Technical Skills: Proficiency in software like Articulate 360, Adobe Creative Suite, Camtasia, or other tools for developing digital content.
- Usability Testing: Evaluating and refining learning materials based on feedback and learner performance.
- Excellent Interpersonal skills and communication skills

2. Multimedia Expert (2): Advanced University Degree in domains related to multimedia development, instructional design, or a related field. 5 (years)

Skills and Knowledge:

- Course Design: Conceptualize, design, and develop visually compelling multimedia content for eLearning courses, ensuring alignment with instructional goals and objectives.
- Visual Storytelling: Use graphic design, animation, and interactive elements to create engaging and effective learning materials that facilitate understanding and retention of information.
- Media Production: Produce and edit multimedia assets, including graphics, animations, videos, and audio elements, to enhance the overall learning experience.
- Collaboration with Subject Matter Experts: Work closely with subject matter experts and the Instructional Designer to understand complex topics and translate them into visually appealing and easy-to-understand multimedia content.
- User Interface (UI) Design: Design user-friendly and intuitive interfaces for eLearning courses, ensuring a smooth and effective learning experience.
- Support the deployment of learning programs on Africa CDC's Learning Management System (LMS).
- Adhere to the brand identity of Africa CDC and ensure that it is respected on all created content
- Technical Skills: Proficiency in software like Articulate 360, Adobe Creative Suite, or other tools for developing digital content

PERFORMANCE CRITERIA AND TIME INPUT

The performance of the consultants will be evaluated monthly. The criteria used to measure performance will be:

- Timely implementation of activities.
- Ability to meet deadlines in terms of reporting.
- Quality of the implementation of the assigned tasks

Assumptions:

1. One eLearning course is estimated at 120 min WBT, excluding activities on LMS such as quizzes, H5P activities, Assignments etc.
2. Feedback loops are incorporated into each step of the design process.

The minimum time input for each of the experts within the duration of the project is indicated below.

#	Key Experts	Time Input
1	Lead Consultant	50 man-days
2	Expert Pool (Instructional designer & Multimedia expert)	600 man-days

Optional Clause: Subject Matter Expert (SME) Engagement

As an optional component of this assignment, the eLearning Development firm may be required to identify and engage Subject Matter Experts (SMEs) for content development in the courses identified by Africa CDC.

The following conditions shall apply:

a) SME Identification & Vetting

- The eLearning Development firm shall propose qualified SMEs for each course, ensuring they have relevant expertise in the subject matter.
- The CVs of proposed SMEs must be submitted to Africa CDC for review and approval before they are engaged.
- Africa CDC may also suggest SMEs for the firm to engage.

ADDITIONAL REQUIREMENTS

In your proposal, please provide the following information:

- a) Proposed Methodology for providing the services.
- b) Key Personnel- Qualification and Experience
- c) List of current clients and services provided.
- d) Financial proposal – Pricing schedule-

PROPOSAL EVALUATION CRITERIA

The evaluation of proposals will be done using the Quality and Cost Based Selection (QCBS) methodology as detailed below:

The minimum score required to pass the technical evaluation is 70 points. Proposals that fail at the technical stage will be eliminated and not considered for the financial evaluation.

S/n	Criteria, sub-criteria, and point system for the evaluation of the Full Technical Proposals:	Score
1	Specific experience of the firm relevant to the assignment and number of years of experience in the field	10
2	Adequacy of the proposed technical approach and methodology in responding to the terms of reference	30
3	Work plan, Ghant chart and M& E plan in responding to the terms of reference	20
4	Key Experts qualifications and competence for the assignment	30
5	Transfer of knowledge	10
	Total points	100%
	The minimum technical score (St) required to pass is: <u>70</u>	

FINANCIAL EVALUATION:

The formula for determining the financial scores is $S_f = 100 \times F_m/F$

Where S_f is the financial score, F_m is the lowest price and F the price of the proposal under consideration.

The weights given to the technical and financial proposals are:

Technical = 70%, and

Financial = 30%

Period of validity of proposals: Proposals shall remain valid for 120 days from the date of submission.

INVITATION

AFENET invites eligible and qualified firms to indicate their interest in providing the services. Interested firms should provide information demonstrating that they have the required qualifications and relevant experience to perform the services.

Further information can be obtained by sending an inquiry to secprocurement@afenet.net and copy skyambadde@afenet.net

RESPONSE TO THE CALL

Electronic submissions of expression of interest should be made to secprocurement@afenet.net and copied to skyambadde@afenet.net

Deadline for receipt of proposals is **Friday May 30, 2025- 17;00hrs GMT.**

Please click the link below to access the Standard Forms



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