

Project: "Exchange of good practices on sociocultural participation of people on the move in host communities in the Western Balkans"

## **Request for Proposals and Terms of Reference**

### **Instructional Design Consultant (IDC)**

for development of 1 e-learning course on Migration Management at Local Level

#### **1. Summary of Requirements**

The Network of Associations of Local Authorities of South East Europe (in the rest of the document referred to as "NALAS"), within the project "Exchange of good practices on socio-cultural participation of people on the move in host communities in the Western Balkans", supported by GIZ requests is seeking an **Instructional Design Consultant (IDC)** for development of Instructional Design of a Storyboard for ONE e-learning course intended for local government administration on *Migration Management at Local Level* that will contribute towards improved policies and services on local level.

#### **2. Invitation**

Consultants with proven experience and expertise in designing effective and engaging learning experiences, including needs analysis, learning objectives development, curriculum design, instructional strategies selection, assessment design and evaluation methods are invited to respond to this Request for Proposals.

#### **3. Request for Proposals Terminology**

The following terms will apply to this Request for Proposals (RfP) and Terms of Reference (ToR) and to any subsequent Contract. Submission of a proposal in response to this Request for Proposals indicates acceptance of all the following terms:

##### Terminology

- a) "NALAS" means the Network of Associations of Local Authorities of South East Europe;
- b) "Contract" means the written agreement resulting from the Request for Proposal executed by the NALAS Secretariat and the successful vendor;
- c) "Contractor" means the successful vendor selected from this Request for Proposal;
- d) "Must", "Mandatory" or "Required" means a requirement that must be met in order for a proposal to receive consideration;
- e) "Consultant" means individual that submits, or intends to submit, a proposal in response to this Request for Proposal;
- f) "Consultants" means a team of professionals that submits, or intends to submit, a proposal in response to this Request for Proposal;
- g) "Instructional design Consultant" means an individual that develops educational programs and training materials provided by the contactor in response to this Request for Proposal;
- h) "Team of two individuals" means a group consisting of two people who work together collaboratively on an assignment task in response to this Request for Proposal ;
- j) "Consultancy company" means entity that provides consulting services, expertise and offers comprehensive solutions in response to this Request for the Proposal.

#### 4. Closing Date and Location

To be considered, proposals must be received in electronic form not later than 8th November 2024 (Friday), 15:00 (CET) at [mihajlovska@nalas.eu](mailto:mihajlovska@nalas.eu), with Subject: Offer for consulting services for IDC on Migration Management at Local Level.

#### 5. Enquiries

This Request for Proposal can be downloaded from the NALAS website at [www.nalas.eu](http://www.nalas.eu). For any questions about the content of this RfP, please contact Ms. Iva Mihajlovska, at: [mihajlovska@nalas.eu](mailto:mihajlovska@nalas.eu) and Ms. Mima Stanoevska, [stanoevska@nalas.eu](mailto:stanoevska@nalas.eu).

#### 6. Ownership of Proposals

All documents, including proposals submitted in response to this Request for Proposals become the property of NALAS. However, only the submissions by the successful contractor will be used.

#### 7. Project Overview

The e-learning course will be integrated within the NALAS e-Academy in the frame of the NALAS project *“Exchange of good practices on sociocultural participation of people on the move in host communities in the Western Balkans”*, financed by the German Federal Ministry for Economic Cooperation and Development (BMZ) through Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), implemented by NALAS. The capacity development measures of the project comprise of different dialog formats and events related to the topic and delivery of an e-learning course and closing regional event.

The primary objective of the project is to support local governments in target economies to strengthen their capacities and structures to include migration management activities at local level, to straighten coordination with relevant stakeholders and improve social cohesion.

The project works with local governments from the two economies from Bosnia and Hercegovina and Serbia and their local government associations, members of NALAS (Associations of Local Governments – LGAs).

#### 8. Scope and Objectives of the Assignment

NALAS is seeking a competent IDC who will prepare instructional design elements for organizing the learning process of the e-learning course related to Migration Management at Local Level.

More specifically, the IDC shall:

- **Review the content** developed by the Subject Matter Experts (SME). Also, the IDC shall review the proposed learning objectives, to translate the overall training goal into more specific e-learning outcomes course and thus develop learning activities and provide the basis for evaluation tests;
- **Define the Courses Sequences** which will result in course structure (course plan with modules and lessons) where each element corresponds to a specific learning objective and contributes to the achievement of the overall course's goal;
- **Select the instructional techniques** which are appropriate to present the respective learning content and to ensure the interaction with users (e.g., storytelling, scenario-based approach, etc.). The IDC should define the extent of the content and create the courses' structure in

which the content is divided up to 4 modules ( final module structure to be proposed by the subject matter experts) with relevant and specific learning objectives for each module;

- **Create an interactive course content.** Instructional techniques should be used creatively to develop an engaging and motivating learning experience. Under the guidelines and instructions of the IDC, the e-learning materials and activities will be developed as a joint effort of the IDC and the respective SMEs (authors of the content for the respective e-course). The IDC should consider the best format or method to present the content in each module and for every activity ensure the maximum rate of engagement. This can be done using some of the following:
  - Various exercises (by utilizing e-tools) which engage the participant and reinforce the learning process;
  - Practical assignments that the participant must complete during the course;
  - Pre and Post-assessments.
- **Create a Storyboard for the e-learning course** that specifies which elements will appear on each screen of the e-lesson. The SMEs will review the storyboard to verify that the IDC has correctly interpreted the content. The set of materials related to additional learning for the e-course such as presentations, good practices and etc. will be made available.
- **Organise and deliver an orientation online meeting** with the SMEs for the presentation of the methodological approach in the development of the Storyboard and their role in development of the e-learning course.
- **Provide continuous assistance to the SMEs** in the adaptation of the existing materials to the e-learning environment. The IDC shall provide SMEs with the course outline/plan and sequences in order to be informed about the topics to cover and the approach to be taken in illustrating those topics. SMEs will use these instructions to then adapt the already developed content. The final shape (format and content) of the e-tools will be the responsibility of the IDC as a result of joint effort with the SMEs.
- **Provide an overall evaluation strategy** and the methods for assessing learners' progress. The IDC shall assure that the content and knowledge assessment tests and exercises match the lessons' objectives at every step in the workflow process;
- **Develop a Terms of Reference for engagement of an IT company** for courseware development (creation of e-tools, including creation of videos/presentations with voiceover in Bosnian and English language, provision and design of illustrations etc.), installation at the NALAS e-Academy platform (Moodle) and support in delivery of the ONE e-learning course.
- **Provide technical assistance and support to the IT company in course development,** installation and testing of the Migration management on Local Level e-learning course – testing the learning materials, links and its functionality in the Moodle Learning platform.

### Features of the e-learning course

The Migration management at Local Level e-learning course to be developed under this assignment shall have the following features:

- The course will be composed up to 4 modules, but not limited to, and the respective number of learning sessions and tools. A single module should not take more than 4 hours of learning time.

- Course duration: up to 6 weeks in total, one week of learning space per module. The total learning time budget of the participants shall not exceed 12 hours.
- The course will be delivered by using the facilitated approach, the participants learning process will be guided by SMEs.
- The course should ensure blended learning opportunities – at least two online exchange meetings of the facilitator with the attendees;
- The course will be developed and delivered in Bosnian/Serbian and translated in English language or vice versa, to be defined with the SMEs experts,
- The course and its e-tools will be aligned to the NALAS e-Academy platform (Moodle platform).
- Target Audience: mainly municipal administration and other relevant stakeholders.
- The course should include different instructional methods, such as:
  - Expositive Methods – Presentations, Case studies, etc.
  - Collaborative Methods - Online meetings, Forum platform, Collaborative work, etc.
  - Different formats for delivery of the methods should be defined by using proper types of media and communication tools.

The course should also direct learners to the links for additional reading and external resources (e.g., websites, embedded PDF documents, videos).

- The e-learning course needs to provide tools for evaluation of the learners' progress as a basis for certification of successful completion of the respective course, issued by NALAS.

## 9. Deliverables under the contract

	Assignment tasks of the IDC and related deliverables	Expert days
1.	Review the content developed by the Subject Matter Experts	2
	<i>Deliverable: the IDC is acquainted with content of the ONE e- learning course</i>	
2.	Define the Courses' Sequences and Select the instructional techniques	1
	<i>Deliverable: Sequences for the e-learning course developed and proper techniques selected</i>	
3.	Create a Storyboard for Migration management at Local Level course	2
	<i>Deliverable: Storyboard for the e-learning courses created</i>	
4.	Provide overall evaluation strategy and the methods for assessing learners' progress	1
	<i>Deliverable: Overall evaluation strategy and methods for assessing learners' progress provided for Migration Management at Local Level e-learning course</i>	
5.	Organize and deliver an orientation online meeting with SME team	1
	<i>Deliverable: SMEs acquainted with the methodology for development of the e-learning course and their role</i>	
6.	Provide continuous assistance to the SMEs in the adaptation of the existing materials to the e-learning environment	2
	<i>Deliverable: expert support provided to SMEs in adaptation of the existing materials to the e-learning environment</i>	

7.	Develop e-learning tools (presentations, videos, quizzes, etc.) in close cooperation with the SMEs <i>Deliverable: Proper e-learning tools developed</i>	2
8.	Develop a Terms of Reference for engagement of an IT company ( web developers) <i>Deliverable: Terms of reference for engagement of an IT company developed</i>	1
9.	Provide technical assistance and support to the IT company <i>Deliverable: Continuous technical assistance and support to the IT company in the development and alignment of e-learning course at Moodle is provided</i>	2
10.	<b>Total Expert days</b>	<b>14</b>

The total number of expert days that shall be necessary to complete the assignment of this ToR is **14**.

The IDC will work with the Subject Matter Experts, NALAS and GIZ project staff, as well with the IT Company to understand the developed content and to instructionally design the content into a storyboard to meet the agreed learning objectives. The IDC shall exchange the assignment's progress with the NALAS and GIZ project staff, through regular communication via e-mail and meeting at online platforms (Zoom, Skype, MS Teams, etc.).

All deliverables under this ToR should be approved by NALAS Project Officer.

#### **Duration for the Instructional Design Consultancy**

Actual working duration: from November 2024 to February 2025.

#### **10. Proposal submission**

The complete proposals submitted shall include the following elements:

- a) Cover Letter, explaining consultant suitability for the assignment, as specified in this RfP and ToR;
- b) Detail CV of the proposed consultant, including a reference list with at least 5 similar tasks conducted. The detail CV shall clearly demonstrate how the consultant meets the criteria stated under Chapter 11.
- d) A Financial Offer. The breakdown of fees shall be made based on activity/deliverables. The fees should be gross and stated in euros. Gross amount should include the personal income taxes and other taxes obligatory under the laws of the Republic of North Macedonia (at the moment 10% from the gross amount) and will be calculated and paid by NALAS. The Consultant will receive the amount reduced for the paid personal income tax.

**Note: Please send the financial offer as a separate PDF document!**

#### **11. Technical or professional ability**

In order to qualify as capable of performing the contract for public procurement in terms of its technical and professional qualifications, the applicant/s must meet the following minimum requirements:

- at least 7 years of experience with local government;

- at least 5 years of experience in local government development through training and other capacity building measures;
- has prepared/executed at least 5 similar assignments;
- has regional experience, working in South-East Europe;
- is fluent in English language;
- is fluent in Bosnian/Croatian/Montenegrin/Serbian (BCMS) languages
- Previous experience with NALAS and familiarity with NALAS' capacity development approach and quality standards will be considered as an asset.

## **12. Evaluation Criteria and Scoring**

Evaluation of proposals will be undertaken by NALAS Evaluation Committee. The proposals will be evaluated and rated based on the criteria set out in this RfP. In order to do so:

- The proposal must be submitted in English;
- The proposal must be submitted by the stated deadline;
- The proposal must clearly list, in details, what services will be provided with the associated costs for each component;
- The proposal must be complete, containing all the elements listed in Chapter 10 of this RfP;
- The listed 3 references of similar tasks must include contact names and telephone numbers of the clients.

The Evaluation Committee will evaluate the proposals based on the following criteria:

- 70% consultants' Capacity: expertise and experience for fulfilling the tasks under this RfP.
- 30% Financial Offer.

## **13. Terms of Payment**

One final payment will be done after all services are delivered as agreed and in line with this assignment tasks.

## **14. Modification of Terms**

NALAS reserves the right to modify the terms of the RfP at any time at its sole discretion.

## **15. Consultant Expenses**

Consultants are solely responsible for their own expenses in preparing a proposal and for subsequent negotiations with NALAS. Short-listed proposals may be asked to make a presentation to the Evaluation Committee, which will be solely at the Consultants own expense.

## **16. Acceptance and Rejection of Proposals**

NALAS may not necessarily accept the lowest priced proposal or any proposal. At its sole discretion, NALAS reserves the right to reject any or all proposals received and to accept any proposal which it considers advantageous, whether or not it is the lowest priced proposal. NALAS is not under any obligation to award a contract, and reserves the right to terminate the Request for Proposal process at any time, and to withdraw from discussions with all or any of the Consultants who have responded. NALAS reserves the right to accept the proposed offer in total or in part, to reject any or all offers, to waive any minor informalities, irregularities, or technicalities, and to accept the offer deemed most favourable to the Network.

### **17. Contract Negotiation**

NALAS reserves the right to negotiate specific terms of the contract with the short-listed proponents prior to the final award of the contract. NALAS also reserves the right to negotiate specific terms of the contract with the Contractor as the contract progresses.

### **18. Ownership**

All materials, documents and information prepared, developed or adjusted by the IDC and used for the purposes of realisation of the assignment under this ToR, remain the property of NALAS. The IDC agrees that no part of the materials, documents and information may be reproduced or distributed in any form, or by any means, or stored in a database or retrieval system, for any other purposes and objectives than those related to this ToR, without the prior permission of NALAS.

Thank you for your interest in submitting a proposal. It is hoped that the information provided is of value and should anything be unclear, please contact NALAS directly.