

## Request for Proposals and Terms of Reference

### Development of the e-Learning Course: LNOB Social Mapping and Evidence-based Policy Making

#### 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 “Regional cooperation for better social inclusion at local level”, supported by BMZ, implemented in cooperation with GIZ, requests proposals from interested organisations/companies for the provision of professional services to develop the e-Learning Course “LNOB Social Mapping and Evidence-based Policy Making”.

#### 2. Invitation

Organisations/companies with proven experience and expertise in teaching and learning methodologies and with practical experience in conducting social mapping in the local governments, preferably by applying the Agenda 2030 overarching “Leave no one behind” (LNOB) principle, as well as, experienced in developing e-learning courses, are invited to respond to this Request for Proposals.

#### 3. Project Overview

The project’s overall objective is to support the local governments and their Local Government Associations (LGA) from the Western Balkans in strengthening the social and economic inclusion of vulnerable groups in line with the overarching principle of the 2030 Agenda "Leave no one behind". The Specific objectives are related to 1) strengthening the institutional capacities of NALAS and its member associations from the project's target economies related to the development and implementation of needs-based recommendations on social and economic inclusion of vulnerable groups; and 2) enhancing the capacities of the local governments necessary to improve the living conditions of the disadvantaged groups through evidence-based decision making and social approaches.

Within its second activity package, the project will assist the LGAs and their member municipalities to **apply innovative social approaches based on data gathered through social mappings, reflected in evidence-based decisions**. In order for the beneficiary local governments’ capacities to be strengthened for **conducting the LNOB social mapping methodology**, an e-Learning course will be developed and to be made available on the NALAS e-Academy<sup>1</sup> platform. The English language version of the e-Learning course will be translated and delivered into the languages of the project's target economies. 10 local governments will conduct a social mapping, supported by an outsourced experienced local NGO or consultancy company. The findings and recommendations from the social mappings will be aligned with the municipal strategic/action plans, followed by policy decisions and commitments.

Therefore, NALAS invites organisations/companies with relevant experience and expertise to submit a proposal for developing and delivery of the e-learning course “LNOB Social Mapping and Evidence-based Policy Making”.

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

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<sup>1</sup> NALAS e-Academy, established in 2017 provides online learning opportunities on different municipal topics.

The e-learning course “LNOB Social Mapping and Evidence-based Policy Making” shall be developed in the English language, based on the available materials from the training on LNOB Social Mapping Methodology and Learning Cluster on Social Mapping delivered within the previous project stage. In addition, the development of the course shall capitalise on the experiences and knowledge products from conducted LNOB Social Mappings in 16 pilot local governments in the Western Balkans.

The course is targeting local government administration staff, decision-makers and local civil society organisations. The overall objective of the course is to enable participants to prepare, develop and conduct social mappings for the identification of the needs of disadvantaged citizens. In addition, the course will assist the local stakeholders in the process of aligning the findings and recommendations from the social mappings with the municipal strategic/action plans, followed by policy decisions.

The specific objectives of the course are to provide the participants with the necessary framework of evidence-based decision-making at the local level in the area of social protection through conducting social mapping as a research approach for identification of the needs of the disadvantaged groups of citizens and development of local measures to meeting those needs.

The course shall include all necessary steps in conducting LNOB Social Mapping and policy development and be considered as a practical guideline. More specifically, the course shall be organised into 4 modules and last up to 5 weeks by offering the following content:

**Module 1: Introduction to key concepts:** Social Inclusion; Local Social Services; SDGs and Agenda 2030 LNOB principle; Social Mapping.

**Module 2: LNOB Social Mapping Methodology:** Conceptualization - research approach sampling, research tools (Interactive tool selector and Standardized questionnaires, Focus group guidelines) and action plan. Application - conducting LNOB Social Mapping.

**Module 3: Reporting:** Social Mapping Report template; Data analysis and result visualization (Excel matrixes for the standardized questionnaires. Guideline - How to Analyse Data for LNOB Perspective)

**Module 4: Evidence-based decision making:** Development of Local Policy on Social Protection, process based on data (Roadmap for evidence-based policymaking)

The experiences from conducted LNOB Social Mappings in pilot local governments in the previous stage of the project implementation are to be considered in the development of the course’s content and to be provided as examples of good practice, attached within the course.

The e-learning course shall include a number of technical and visual solutions to support the learning process, such as readings, presentations, presentations with voiceover, videos, quizzes, exercises, case studies, etc. The previous experiences in development and delivery of the e-learning courses on social approaches shall be considered in the process of designing of this course.

The e-learning course “LNOB Social Mapping and Evidence-based Policy Making” will be part of NALAS e-Academy (<http://nalas-academy.com/>), and thus be developed based on the standards introduced in the existing courses offered by NALAS e-Academy.

Within this ToR the Contractor<sup>2</sup> shall:

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<sup>2</sup> “Contractor” means the successful vendor selected from this Request for Proposal

- A. **Review the existing materials on social mapping and evidence-based decision-making** developed in the previous stage of the project. As a base for developing of the content of the e-learning course, the following materials shall be reviewed and used:
- a. Toolkit for Social Mapping,
  - b. At least 3 (three) Concepts and Action Plans developed by the pilot local governments for conducting LNOB Social Mapping
  - c. Standardised Questionnaires for five different vulnerable groups and Interactive research tool selector.
  - d. Social Mapping Reporting template.
  - e. Guideline - How to Analyse Data for LNOB Perspective.
  - f. Excel matrixes for analysis of data from the standardized questionnaires.
  - g. At least 3 (three) Reports on LNOB Social Mapping, developed by the pilot local governments.
  - h. Roadmap for evidence-based policy making using data collected from social mapping.
- B. **Develop the e-learning course Storyboard.** Create a Storyboard that specifies which elements will appear on each screen of the e-lesson. The Storyboard needs to be created with PowerPoint in the format of a template that will be provided by NALAS.
- The storyboard will be verified by the NALAS and GIZ project staff to verify that the Contractor has correctly interpreted the content and proposed adequate learning tools.
- The Storyboard includes:
- a. **Course Sequences** that will result in course structure (course plan with modules, sessions and lessons) where each element corresponds to a specific learning objective and contributes to the achievement of the overall course's goal.
  - b. **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 Contractor should define the extent of the content and create the courses' structure in which all the content is divided into 4 modules, with relevant and specific learning objectives for each module.
  - c. **Interactive course content** that should ensure that instructional techniques are used creatively to develop an engaging and motivating learning experience. The Contractor should consider the best format or method to present the content in each module and for every activity to ensure the maximum rate of engagement, this can be done using some of the following:
    - Learning e-tools, such as: readings, presentations, presentations with voiceover, videos, tests, quizzes, practical exercises, case studies, etc., which engage the participant and reinforce the learning. Delivery of Introductory and Peer Exchange Webinars shall be also considered.
    - Practical assignments that the participant must complete during the course.
    - Post-assessments (if applicable)
  - d. **Overall evaluation strategy** and the methods for assessing learners' progress. The Contractor shall make sure that the content and knowledge assessment tests and exercises match the lessons' objectives at every step in the workflow process.
- C. **Provide technical assistance and support to the IT company** in courseware development of the English version of the course, based on the developed Storyboard.
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The Contractor will assist the IT company in the testing of the e-learning course – testing the learning materials, links and its functionality in the Moodle Learning platform.

- D. Perform as a Course Facilitator and deliver the English version of the course** to a group of up to 25 participants from the NALAS network economies.
- E. Provide technical assistance to the national course facilitators** who will deliver the course's versions in Macedonian, Albanian and Serbian language.

The Contractor will develop a Factsheet for the course providing basic information in the course objectives and learning approach.

The Contractor will provide one virtual training for national course facilitators and LGA course coordinators (LGA Project Coordinators), which will include an overview of the course content, teaching methods and tools, thus enabling future coordinators and facilitators to moderate the course independently in the future.

## 5. Features of the e-learning courses

The e-learning course that will be developed under this assignment shall have the following features:

- The course will be composed of 4 modules and the respective number of learning sessions and tools.
- Course duration: up to 5 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 facilitated by a Facilitator (not self-paced).
- The course should ensure blended learning opportunities – at least one online exchange event of the facilitator with the attendees – online exchange event.
- The course will be developed and delivered in the English language
- The course and its e-tools will be aligned to the Moodle platform
- Target Audience: municipal administration and representatives of civil society organisations
- The course should include different instructional methods, such as:
  - Expositive Methods – Presentations, Case studies, Worked examples Demonstrations etc.
  - Application Methods - Demonstrations -practise methods, Jobs aids, Case-based exercises, Role plays, Simulations and serious games, Guided research, Project work etc.
  - Collaborative Methods - Online guided discussion (webinars, on-line meetings), Collaborative work, Peer tutoring, Forums etc.

Different formats for the delivery of the methods should be defined by using proper types of media and communication tools. A range of organizational requirements and constraints, (such as the available time and budget) will be considered in the process of decision-making about the final choice of the delivery formats.

The course should also include good practices on social approaches, that have been already developed within the previous project activities and which will be shared with the Contractor for reference. There should be a logical and smooth transition from one learning segment to another within the same social approach topic.

The course should also direct the 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 the successful completion of the respective course, issued by NALAS.

## 6. Deliverables under the contract

	<b>Assignment tasks of the Contractor and related deliverables</b>	<b>Expert days</b>	<b>Timeframe</b>
1.	<b>Review the existing materials on social mapping and evidence-based decision-making, and design of Storyboard of the e-learning course (Sequences, Techniques, Content, Evaluation)</b> <i>Deliverable: Storyboard of the e-learning course created in PowerPoint format. The Storyboard shall be approved by NALAS.</i>	17	20 February – 20 March 2023
2.	<b>Provide technical assistance and support to the IT company in courseware development of the course</b> <i>Deliverable: Technical assistance is provided through online communication with the IT Company. List of the exchanges implemented with the IT Company submitted to NALAS.</i>	4	21 March – 31 March 2023
3.	<b>Organize and deliver an orientation online meeting for the National Facilitators and LGA Project Coordinators</b> <i>Deliverable: Orientation Meeting Report (Agenda and presentations) submitted to NALAS.</i>	2	21 March – 24 March 2023
4.	<b>Deliver the English version of the course</b> <i>English Version course delivered, Report of the delivered course prepared and submitted to NALAS project staff</i>	6	2 October – 10 November 2023
5.	<b>Prepare Assignment Report</b> <i>Deliverable: Assignment Report submitted to NALAS project staff. NALAS shall approve the Report.</i>	1	15 November 2023
	<b>Total Expert days</b>	<b>30</b>	

The total number of expert days that shall be necessary to complete the assignment of this ToR is **30**.

The Contractor will work with NALAS project staff (NALAS Secretariat and LGA Project Coordinators) and a team of GIZ Advisors to understand the developed content and to design the content into a storyboard that meets the agreed learning objectives. The Contractor shall exchange the assignment's progress with the NALAS through regular communication via e-mail and meeting at online platforms or in person if applicable.

## 7. Timeframe

All activities during the implementation of this ToR will be closely coordinated with NALAS project staff to ensure coordination of approaches and activities, message delivery and branding.

All activities within this ToR shall be completed no later than 15 November 2023, with the time dynamics for each of the activities provided in the previous chapter.

## 8. Offer

The Organisations/companies are asked to submit an Offer, **by 8 February 2023, 16:00 (CET)**.

The Offer has to be submitted in the English language **by e-mail, at [info@nalas.eu](mailto:info@nalas.eu) subject: SM course – NALAS + Company's name.**

Note: Emails without a proper subject line may not be taken into consideration.

The Offer shall contain the following sections:

### 1. Consultancy Company Profile

- Cover page, showing the company's name, address and contact information;
- Presentation of the company's suitability for assignment in accordance with the requirements provided in the section "9.1. Company's Required Experience" of this ToR, including a detailed description of the understanding of the assignment (Annex I);
- A document for registered activity as evidence that the provider is registered as a legal entity (Company, CSO) in accordance with the regulations of the target economy where the company is registered;
- Documents confirming the financial capability of the company.

Note: Please group the documents of the Consultancy Company Profile into one (1) single PDF document!

### 2. Experts' Profiles

- CVs of two competent experts in LNOB Social Mapping, evidence-based policymaking, design and delivery of capacity development measures and e-learning courses,
- Presentation of the experts' suitability for assignment in accordance with the requirements provided in the section "9.2. Expert's Required Skills and Experiences" of this ToR (Annex II to be field in for each of the experts).

Please provide the Presentation within the Annex II with a **concise description**, one paragraph for each of the bullet points from section 9.2. for each of the proposed experts.

Note: Please group the documents of the Experts' Profiles into one (1) single PDF document!

### 3. Financial Offer

The Financial Offer shall specify the expert day in EUR, as well as the total amount expressed in EUR, VAT shown separately (Annex III).

Note: please provide the Financial Offer in a separate PDF document!



## **9. Required Skills and Experiences**

### **9.1. Company's Required Experience**

The Consultancy Company shall provide sound evidence for:

1. At least 5 (five) years of experience in the development and delivery of capacity development measures (trainings, workshops, online trainings, webinars etc.) for the local governments of the Western Balkans (WB) economies;
2. Significant knowledge and experience in the conceptualization and application of social research and social mapping at a local level.  
At least 3 (three) successfully implemented social researches and at least 3 (three) social mappings out of which at least one LNOB social mapping for vulnerable groups conducted and reports prepared.
3. Extensive knowledge in the development of LNOB social mapping methodology and provision of technical assistance to the local governments in the application of the methodology.  
At least 5 (five) local governments assisted.
4. Knowledge and experience in the utilisation of data for evidence-based policymaking as one of the necessary steps for introducing social protection strategies/policies at local level.  
At least 3 (three) projects implemented for evidence-based policymaking.
5. Experience in working with Local Government Associations from the WB;  
Work with at least 3 (three) Local Government Associations.
6. Experience in the development of at least 2 (two) e-learning courses, or online learning tools, preferably related to the topics of local government competencies;
7. Experience in the context of 2030 Agenda for Sustainable Development.  
At least 3 (three) projects implemented that are related to 2030 Agenda and SDGs.
8. Previous experience in development assistance or related work with international organizations.  
At least 3 (three) projects with international organisations in the economies of the WB.

### **9.2. Experts' Required Skills and Experiences**

The Consultancy Company/CSO shall provide sound evidence for the Skills and Experiences of the Experts who will be directly responsible for the implementation of the assignment:

1. At least 2 (two) social mappings conducted, out of which at least 1 (one) LNOB social mapping.
2. Extensive knowledge in the development of LNOB social mapping methodology and provision of technical assistance to the local governments in the application of the methodology. At least 5 (five) local governments assisted.
3. At least 2 (two) projects implemented for evidence-based policymaking.
4. At least 3 (three) years of experience in the area of development and delivery of capacity development measures for the local governments;
5. Development of at least 1 (one) e-learning course, preferably related to the topics of local government competencies;
6. Experience in development assistance or related work with international organizations and local government associations. At least 3 (three) projects in the economies of the WB;

7. Experts should have a Master Degree in an area relevant to the improvement of public administration and social services (e.g. social sciences, political science, management, public administration, pedagogy, human resource management or other relevant fields).
8. Proficiency in English;
9. Excellent interpersonal and communication skills.

#### **10. Evaluation and Selection**

The evaluation of the Consultancy Companies and selection of the best offeror will be made in accordance with the quality-cost based selection method (70 % technical component and 30% price component).

#### **11. Modification of Terms**

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

#### **12. Consultant Expenses**

Consultants are solely responsible for their own expenses in preparing a proposal and for subsequent negotiations with NALAS.

#### **13. 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.

NALAS is not obliged to provide information about the selection process.

#### **14. 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.

#### **15. Ownership**

All materials, documents and information prepared, developed or adjusted by the contractor for the purposes of realisation of the assignment under this ToR, remain the property of NALAS. The contractor agrees that no part of the training 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.

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.

*Annexes to this ToR: Annex I - Presentation of the company's suitability for assignment – TEMPLATE; Annex II - Presentation of the expert's suitability for assignment – TEMPLATE; Annex III - Financial Offer – TEMPLATE.*