**Request for Proposals**

**Title:** Development of an online learning platform on REDD+ and REDD+ nesting.
**RFP No: 004**
**Date of Issuance: 25th April 2024**

### 1. Background

Conservation International (CI) has been protecting nature for the benefit of all, for over 30 years. Through science, policy, and partnerships, CI is helping build a healthier, more prosperous, and more productive planet. Today, with offices in more than two dozen countries and a worldwide network of thousands of partners, CI has a truly global reach.

Conservation International with support from UK PACT is working with The Ministry of Environment, Climate Change and Forestry to accelerate REDD+ implementation in Kenya for equitable climate mitigation benefits (Climate ARK). ClimateARK purposes to scale-up and buttress ongoing REDD+ implementation efforts, especially REDD+ Nesting in Kenya, by ensuring a transformative, equitable and inclusive multi-stakeholder approach to nature-based solutions and emission reductions, as identified in Kenya's REDD+ Strategy. A key objective of this initiative is to build and enhance the skills of various stakeholders (national and county governments, Indigenous Peoples, Local Communities, civil society, and private sector, to allow them to effectively engage in and implement REDD+ in Kenya (empowering stakeholders to make decisions and implement actions).

### 2. Project Overview

As Kenya moves towards REDD+ implementation, there is need to build and enhance the skills and knowledge of various stakeholders to enable effective engagement and participation in various processes. Meaningful engagement and effective participation of relevant stakeholders and forest dependent communities in national policy formulation and local institutional processes for forest conservation and management have implications on implementation of REDD+ strategies, climate change and poverty reduction among forest-dependent poor.

In this context, the institutional and technical capacity of all stakeholders at various levels is critical in ensuring effective and successful implementation of Reducing Emissions from Deforestation and Forest Degradation, including Conservation and Sustainable Management of Forests and Enhancement of Forest Carbon Stocks (REDD+). Capacity building for all stakeholders is particularly crucial as REDD+ must be implemented in a complex local environment shaped by multiple land use systems, conflicting policies, various levels of forest dependencies, sharply divided politics, complex social and cultural relations, unclear governance and tenure structures and differential climate impacts.

As part of efforts to build and enhance capacities of various stakeholders on matters related to REDD+, Carbon Markets and Nature Bases Solution, CI has developed a training toolkit comprising of 9 modules. This training toolkit has been used to build and enhance the capacities of various stakeholders on REDD+ and other climate guardrails. These modules will form the basis for development of the online learning platform.

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### 3. Terms of Reference, Deliverables and Deliverables Schedule

Conservation International seeks proposals from qualified vendors or individuals to design a comprehensive e-learning platform on REDD+, Nature Based Solutions, carbon markets and other climate guardrails. The e-learning platform aims to provide accessible, interactive, and engaging educational resources to stakeholders interested in REDD+ initiatives, including policymakers, practitioners, researchers, and community members. The primary objective is to develop a user-friendly and interactive learning platform that delivers informative content on REDD+ principles, practices, and implementation strategies that would be accessible to a diverse range of stakeholders. Additionally, the platform will serve as a repository for all relevant documents (Policies, Laws, regulations, research, etc.) regarding REDD+, Nature Based Solutions, Carbon Markets etc.

**Key Deliverables:**
Technical Proposals should be centered around the following key deliverables:

- **Platform Design and Development:**

Develop an intuitive and visually appealing online learning platform tailored to the needs of diverse users ensuring compatibility across various devices (desktop, tablet, mobile) and all conventional browsers. The platform should implement features such as user authentication, progress tracking, discussion forums, and multimedia integration (videos, quizzes, interactive modules) etc.

- **Content Creation:**

Generate high-quality content covering 9 modules ensuring content is accessible to various audiences with varying levels of expertise and education.

  ➢ Introduction to REDD+ (Climate Change, role of forests, REDD+ under the UNFCCC…etc.)
  ➢ REDD+ Nesting
  ➢ Article 6 of the Paris Agreement (Market and Non-Market mechanisms)
  ➢ Carbon rights
  ➢ REDD+ safeguards
  ➢ REDD+ and Gender and social inclusion
  ➢ REDD+ and Indigenous People and Local Communities
  ➢ Good governance in REDD+
  ➢ Nature Based Solutions

- **Interactive Learning Modules:**

Design interactive modules or simulations that allow users to apply theoretical knowledge to practical and contextual scenarios.

- **Community Engagement Strategy:**

Develop a strategy to foster a vibrant online community around the learning platform, triggering knowledge sharing, collaboration, and networking among users through discussion forums, webinars, and social media channels.

## 4. Deliverables/Estimated Outputs

✓ A comprehensive design proposal for the e-learning platform, including the workplan, technical specifications and user requirements including specifying the features that should be incorporated into the platform to enhance user experience and engagement, such as interactive modules, webinars, quizzes, discussion forums, downloadable resources, and progress tracking tools. This should also include mechanisms for monitoring the effectiveness of the online learning platform in achieving its objectives through metrics like user engagement analytics (e.g., number of users, time spent on platform), feedback surveys from users regarding content relevance and usefulness.

✓ Documentation/manual outlining operational procedures and data management protocols, technical specs (system architecture, design, and technical composition). Documentation should also include a sustainability plan outlining how the online learning platform will be maintained over time with updated content and features to ensure its long-term impact on raising awareness about REDD+ initiatives.

✓ A REDD+ e-Learning platform.

## 5. Submission Details

a. Deadline. Proposals must be received no later than 16th May **2024 at 5pm EAT**. Late submissions will not be accepted. Proposals must be submitted via email to procurementkenyake@conservation.org . All proposals are to be submitted following the guidelines listed in this RFP.

b. Validity of bid. 120 days from the submission deadline

c. Clarifications. Questions may be submitted to procurementkenyake@conservation.org by the specified date and time in the timeline below. The subject of the email must contain the RFP number and title of the RFP. CI will respond in writing to submitted clarifications by the date specified in the timeline below. Responses to questions that may be of common interest to all bidders will be posted to the CI website and/or communicated via email.

d. Amendments. At any time prior to the deadline for submission of proposals, CI may, for any reason, modify the RFP documents by amendment which will be posted to the CI website and/or communicated via email.

## 6. Minimum Requirements

- Expertise in E-Learning Development: The consultant should have a proven track record in designing and developing e-learning platforms or similar educational technology projects. This includes proficiency in instructional design principles, user experience (UX) design, and learning management systems (LMS).
- Knowledge of REDD+ and Environmental Conservation: A strong understanding of REDD+ and REDD+ nesting principles in Kenya, as well as broader concepts related to environmental conservation, sustainable development, and climate change mitigation, is essential. This expertise ensures the consultant can accurately develop and curate content relevant to the subject matter.

- Technical Proficiency: The consultant should possess technical skills in web development, including proficiency in programming languages such as HTML, CSS, JavaScript, and relevant frameworks (e.g., React, Angular). Familiarity with content management systems (CMS) and e-learning authoring tools is also beneficial.
- Content Creation and Curation: Experience in creating educational content, including written materials, multimedia presentations, and interactive learning modules, is necessary. The consultant should demonstrate the ability to synthesize complex information into engaging and accessible formats suitable for online learning.
- Evaluation and Assessment Expertise: The consultant should be familiar with evaluation methodologies and techniques for assessing the effectiveness of online learning platforms. This includes designing evaluation frameworks, collecting and analyzing data, and using findings to inform continuous improvement efforts.
- Relevant Experience and References: Prior experience in designing similar educational platforms or projects related to environmental conservation, sustainable development, or climate change is highly desirable. The consultant should provide references or examples of past work demonstrating their capabilities and success in this domain.
- Adaptability and Creativity: Given the evolving nature of technology and educational trends, the consultant should be adaptable and innovative in their approach. They should demonstrate a willingness to explore innovative ideas, incorporate feedback, and stay updated on emerging tools and best practices in e-learning design.
- Excellent expertise in database management and technological platforms based on web systems.
- Excellent skills in project management and communications, both written and oral, demonstrated in previous assignments.

## 7. Proposal Documents to Include
   a. Signed cover page on bidder's letterhead with the bidder's contact information.
   b. Signed Representation of Transparency, Integrity, Environmental and Social Responsibility (Attachment 1)
   c. Company or individual profile, highlighting relevant experience and expertise.
   d. Methodology for platform design, content development, and user engagement.
   e. Timeline for project implementation, including milestones and deliverables.
   f. Budget breakdown, including cost estimates for design, development, content creation, and ongoing maintenance.
   g. Team composition and competence including the roles/responsibilities of key personnel.
   h. Sample work or portfolio demonstrating previous experience in similar projects.
   i. References or testimonials from past clients from at least three past clients.

## 8. Evaluation Criteria

In evaluating proposals, CI will seek the best value for money considering the merits of the technical and costs proposals. Proposals will be evaluated using the following criteria:

| Evaluation Criteria | Score (out of 100) |
| --- | --- |

| | |
|---|---|
| Technical expertise and experience in designing online learning platforms including quality and relevance of proposed methodology and approach. | 20 |
| Does the bidder demonstrate a solid understanding of REDD+ and REDD+ nesting in Kenya's context? | 15 |
| Is the proposed approach and methodology appropriate to the assignment, providing overall fit with the project's objectives and requirements? | 30 |
| Do the timelines show clarity and feasibility, and do they align or come close to the project timeline and budget? | 15 |
| Costs proposed are reasonable and realistic, reflect a solid understanding of the assignment. | 20 |

9. **Proposal Timeline**

| | |
|---|---|
| RFP Issued | 25th April 2024 |
| Clarifications submitted to CI | 2nd May 2024 |
| Clarifications provided to known bidders | 9th May 2024 |
| Complete proposals due to CI | 16th May 2024 |
| Final selection | 29th May 2024 |

10. **Resulting Award** CI anticipates entering into an agreement with the selected bidder by 14th June 2024. Any resulting agreement will be subject to the terms and conditions of CI's Services Agreement. A model form of agreement can be provided upon request.

   This RFP does not oblige CI to execute a contract, nor does it commit CI to pay any costs incurred in the preparation or submission of the proposals. Furthermore, CI reserves the right to reject any and all offers, if such an action is considered to be in the best interest of CI. CI will, in its sole discretion, select the winning proposal and is not obligated to share individual evaluation results.

11. **Confidentiality** All proprietary information provided by the bidder shall be treated as confidential and will not be shared with potential or actual applicants during the solicitation process. This includes but is not limited to price quotations, cost proposals and technical proposals. CI may, but is not obliged to, post procurement awards on its public website after the solicitation process has concluded, and the contract has been awarded. CI's evaluation results are confidential and applicant scoring will not be shared among bidders.

12. **Code of Ethics** All Offerors are expected to exercise the highest standards of conduct in preparing, submitting and if selected, eventually carrying out the specified work in accordance with CI's Code of Ethics. Conservation International's reputation derives from our commitment to our values: Integrity, Respect, Courage, Optimism, Passion, and Teamwork. CI's Code of Ethics (the "Code") provides guidance to CI employees, service providers, experts, interns, and volunteers in living CI's core values, and outlines minimum standards for ethical conduct which all parties must adhere to. Any violation of the Code of Ethics, as well as concerns regarding the integrity of the procurement process and documents should be reported to CI via its Ethics Hotline at www.ci.ethicspoint.com.

13. **Attachments**:

   Attachment 1: Representation of Transparency, Integrity, Environmental and Social Responsibility

Attachment 2: Cost Proposal Templa

**Attachment 1: Representation of Transparency, Integrity, Environmental and Social Responsibility**

RFP No. XXXXXXX

UEI Number (if applicable): XXX-XXX-XXX

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CI relies on the personal integrity, good judgment, and common sense of all third parties acting on behalf of, or providing services to the organization, to deal with issues not expressly addressed by the Code or as noted below.

I.      **With respect to CI's Code of Ethics, we certify:**
   a.   We understand and accept that CI, its contractual partners, grantees, and other parties with whom we work are expected to commit to the highest standards of Transparency, Fairness, and Integrity in procurement.

II.     **With respect to social and environmental standards, we certify:**

   a.   We are committed to high standards of ethics and integrity and compliance with all applicable laws across our operations, including prohibition of actions that facilitate trafficking in persons, child labor, forced labor, sexual abuse, exploitation, or harassment. We respect internationally proclaimed human rights and take no action that contributes to the infringement of human rights. We protect those who are most vulnerable to infringements of their rights and the ecosystems that sustain them.

   b.   We fully respect and enforce the environmental and social standards recognized by the international community, including the fundamental conventions of International Labour Organization (ILO) and international conventions for the protection of the environment, in line with the laws and regulations applicable to the country where the contract is to be performed.

III.    **With respect to our eligibility and professional conduct, we certify:**

   a.   We are not and none of our affiliates [members, employees, contractors, subcontractors, and consultants] are in a state of bankruptcy, liquidation, legal settlement, termination of activity, or guilty of grave professional misconduct as determined by a regulatory body responsible for licensing and/or regulating the offeror's business.
   b.   We have not and will not engage in criminal or fraudulent acts. By a final judgment, we were not convicted in the last five years for offenses such as fraud or corruption, money laundering or professional misconduct.
   c.   We are/were not involved in writing or recommending the terms of reference for this solicitation document.
   d.   We have not engaged in any collusion or price fixing with other offerors.

**e.** We have not made promises, offers, or grants, directly or indirectly to any CI employees involved in this procurement, or to any government official in relation to the contract to be performed, with the intention of unduly influencing a decision or receiving an improper advantage.

**f.** We have taken no action, nor will we take any action to limit or restrict access of other companies, organizations, or individuals to participate in the competitive bidding process launched by CI.

**g.** We have fulfilled our obligations relating to the payment of social security contributions or taxes in accordance with the legal provisions of the country where the contract is to be carried out.

**h.** We have not provided, and will take all reasonable steps to ensure that we do not and will not knowingly provide, material support or resources to any individual or entity that commits, attempts to commit, advocates, facilitates, or participates in terrorist acts, or has committed, attempted to commit, facilitate, or participated in terrorist acts, and we are compliant with all applicable Counter-Terrorist Financing and Anti-Money Laundering laws (including USA Patriot Act and U.S. Executive Order 13224).

**i.** We certify that neither we nor our directors, officers, key employees or beneficial owners are included in any list of financial or economic sanctions, debarment or suspension adopted by the United States, United Nations, the European Union, the World Bank, or General Services Administration's List of Parties Excluded from Federal Procurement or Non-procurement programs in accordance with E.O.s 12549 and 12689, "Debarment and Suspension". [Include additional sanctions lists of the country of a public donor, if required by the donor.]

Name: [OBJ]_____

Signature: _____

Title: _____

Date: _____

**Attachment 2: Cost Proposal Template**

The cost proposal must be all-inclusive of profit, fees, or taxes. Additional costs cannot be included after award, and revisions to proposed costs may not be made after submission unless expressly requested by CI should the offeror's proposal be accepted. Nevertheless, for the purpose of the proposal, Offerors must provide a detailed budget showing major expense line items. Offers must show unit prices, quantities, and total price. All items, services, etc. must be clearly labeled and included in the total offered price. All cost information must be expressed in KES.

If selected, Offeror shall use its best efforts to minimize the financing of any taxes on goods and services, or the importation, manufacture, procurement, or supply thereof. If Offeror is eligible to apply for refunds on taxes paid, Offeror shall do so. Any tax savings should be reflected in the total cost.

Cost Breakdown by Deliverable

| Deliverable | Price (Lump Sum, All Inclusive) |
|---|---|
| A comprehensive design proposal | |
| A REDD+ e-Learning platform. | |
| Documentation/manual outlining operational procedures and data management protocols, | |

Cost Breakdown by Cost Component (example only)

| Description | Unit of measure (day, month etc.) | Total period of engagement | Unit cost/rate | Total Cost for the Period |
|---|---|---|---|---|
| Consultant 1 | | | | |
| Consultant 2 | | | | |
| Sub-total Personnel | | | | |
| | | | | |
| Travel Costs (if applicable) | | | | |
| | | | | |
| Other related Costs (please specify) | | | | |
| | | | | |
| **Total Cost of Financial Proposal** | | | | |