

200125

Digital Content Creator Specialist and Developer / Service Provider

Lebanon

CONTEXT

The European Institute for Cooperation and Development (IECD) is a French non-governmental organization (NGO) founded in 1988 and operating in the field of social and economic development in partnership with local institutions. IECD's main sectors of action are vocational training and professional integration, assistance to micro and small enterprises, and access to education for the most vulnerable. IECD has been operating in Lebanon since 1989 and opened a regional office in Beirut in 2007.

Semeurs d'Avenir (SDA), an association created in 2010, is the operational partner of the IECD. As part of its partnership with IECD, SDA implements projects in the field of education, training, professional integration and digitalization.

The EDU TOP AID 012590/02/0 project is funded by Agenzia italiana per la cooperazione allo sviluppo (AICS) and Cooperazione per il mondo in via di sviluppo (COMI), aims to promote a professional and technical training system of quality, fair and inclusive, responding to the needs of the labor market, in favor of the most excluded.

As Semeurs d'Avenir (SDA), our specific result ensures that "The vocational training system improves access to the labor market for young people with technical and vocational skills".

Our activities include:

- 2.1 Strengthening and supporting the career guidance services of 15 GEOs (Guidance and Employment Offices).
- 2.2 Creation and strengthening of the national network of 15 GEOs, companies, and stakeholders.
- 2.3 Upgrade of a technology platform to facilitate job and training opportunities.

To achieve our objective and implement the mentioned activities, Semeurs d'Avenir (SDA) is contracting a digital content creator specialist and developer responsible for content creation and adapting curriculum materials for digital delivery, digitalization of content and ensuring engagement, accessibility, and effectiveness. The service provider's responsibilities include creation and digitalizing of educational modules using H5P software. These modules should be customized to suit the needs and learning styles of the youth aged between 15 to 25 years old. Upon completion, the service provider is expected to deploy and publish the digitalized modules in both English and Arabic languages on Mehnati Learning Management System platform ([LMS](#)).

1- Scope of work for the "Digital Curriculum Specialist and Developer"

The Service provider is expected to perform the following tasks:

Task 1. Identifying learning objectives:

- Define clear and measurable learning outcomes aligned with program objectives.
- Determine the specific knowledge and skills youth should acquire from the modules.
 - Expected deliverable: short finding report

Task 2. Researching and creating content:

- Conduct comprehensive research on the subject matter to ensure accuracy and relevance.
- Gather resources, references, and materials to support module development.

- Create content for the 10 topics defined below in English and Arabic.
- Ensure the content is logically linked to provide a coherent learning experience.
 - Expected deliverable: research findings and mapping of recommended materials to support modules development; 10 modules content designed

Task 3. Customizing content and incorporating interactive elements:

- Adapt module content to meet the needs, interests, and learning styles of Lebanese youth aged 15 to 25 years.
- Consider cultural diversity, language proficiency, and educational backgrounds of the target audience.
- Design activities taking into consideration that users will be engaging with them online.
- Incorporate interactive elements like multimedia resources and simulations, along with interactive questions (e.g., drag and drop, true or false). Each module should utilize multimedia, such as videos, animations, or storyboards, to demonstrate case studies or scenarios.
- The consultant has the option to suggest incorporating YouTube videos or creating new ones with SDA that align with the learning objectives of the modules. He/she will facilitate this process by providing the scenario and concept for the intended video or animation.
- For reference to previously developed modules, the consultant can visit <https://lms.mehnati.org/>.
 - Expected deliverable: present a framework of adapted interactive content proposed for each module

Task 4. Digital modules Development:

- Maintain consistency in module design by incorporating Mehnati branding, similar to previously developed modules.
- The **10** digitalized modules should be available in English and Arabic languages (total of **20 modules**)
- Each module is expected to consist of 25-30 slides, including the following components:
 - Overview /objective
 - Introduction
 - Interactive Questions (minimum of 10 questions)
 - Multimedia (video/story board/animation)
 - Summary
 - Voice over
 - Expected deliverable: Digitalization of the 10 approved module contents in H5P languages

Task 5. Reviewing and revising:

- Review, revise, and finalize module content based on feedback and evaluation.
- Continuously enhance module quality and effectiveness to improve learning outcomes.
- Collaborate with the team to ensure targeted results and quality through regular communication and adjustments. This includes regular follow-up calls.
 - Expected deliverable: set clear consultation session with SDA project team members and have regular update meetings

Task 6. Modules deployment: 20 modules (10 in English and 10 in Arabic)

- Deployment of the Modules on <https://lms.mehnati.org/> and **ensure compatibility and functionality of the modules.**
 - Expected deliverable: 10 functional modules ENG/ARABIC are integrated in the website

Topics Focus:

10 diverse modules ENG/ARABIC:

- PSEA Policies and Practices (adapted for youth)
- Introduction to Digital Marketing
- Effective Use of AI (Research skill, avoiding plagiarism)
- Mastering Sales Skill
- Energy Efficiency Practices (lifestyle)
- Safety Practices at Work
- Introduction to Climate Change and Waste Management
- Understanding Gender Equality and Discrimination
- Empowering Girls and Women
- Community Engagement

Quality Assurance and Deployment:

Semeurs d'Avenir (SDA) expects the selected service provider to uphold quality standards by using proper citations, and original content and abiding by ethical standards and professionalism.

The service provider should consult with the team to identify the best type of modules (ex: course presentation) ensuring mobile friendliness for both students and facilitators.

The service provider is tasked with deploying all modules (a total of 10 modules in Arabic and English) and ensuring their complete functionality on the Mehnati Learning Management System platform (LMS.mehnati.org).

2- Time Frame of the assignment

The initial timeframe for these Terms of Reference (ToRs) is set for 5 months starting First of March 2025 till the end of July 2025.

3- Profile

The service provider(s) should have the following profile(s):

- 1- A bachelor's or master's degree in education, instructional design, educational technology, or a related field.
- 2- Proven experience in curriculum development, particularly entrepreneurship programs for youth or adolescent learners.
- 3- Proficiency in digital content creation tools and platforms, such as learning management systems (LMS), authoring software, multimedia editing software, etc.
- 4- Experience in H5P modules and configuring them on Moodle.
- 5- Familiarity with designing interactive and engaging educational content, including multimedia resources and interactive elements.
- 6- Previous work in designing curriculum frameworks that align with educational standards and learning objectives.
- 7- Ability to tailor curriculum content and teaching strategies to meet the diverse needs and learning styles of youth learners.
- 8- Understanding of the unique challenges and opportunities associated with educating youth and a passion for addressing them effectively.
- 9- Communication Skills and Flexibility: Effective communication to understand client requirements and modify according to client feedback.
- 10- Proficiency in English and Arabic.
- 11- Strong research skills and proficiency in computer and email usage.
- 12- Knowledge of local contexts and cultural awareness.
- 13- Excellent project management skills, including the ability to prioritize tasks, manage deadlines, and work collaboratively in a team environment.

Good communication must be maintained between the Semeurs d'Avenir (SDA) team and the service provider.

4- Working Methodology

The service provider is required to apply a participatory approach by consulting with the SDA team members in the project. The overall tasks should be coordinated in close collaboration with the project manager and Digital Platform coordinator in the EmployAbility team. The service provider will conduct and continuously update and report all deliverables by email, set regular meetings with the team, and inform whenever emergencies or obstacles may occur. Preferred communication should remain by email.

5- How to Apply

Interested firms and service providers are invited to submit their proposal in English based on the TOR, the proposal should include:

Technical Proposal:

- Curriculum Vitae
- Provide a portfolio of the organization/service provider (in the case of an institution) including experience with similar projects in the past.
- Sample of **previously developed educational modules**.
- Technical proposal that includes detailed information about the proposed approach, **methodology**, timeline, deliverables, and resources required for the project, stating the **availability** of the service provider.
- List of previous clients
- Reference Letters for at least 2 clients
- Annex A- Company's Information (Attached) **Mandatory as per donor regulation**.
- Annex B- Declaration of Honor (Attached) **Mandatory as per donor regulation**.
- Certificate of business registration, certificate of incorporation, business license (Commercial Circular & Commercial Register)
- ID of authorized Signatory
- Certified copy of tax registration (MOF and VAT document if available)

Financial Proposal:

- A detailed financial offer as per RFQ that includes all fees or expenditures in a table, the financial offer should include the payment methods and all the needed information for payments. The financial offer should clearly describe the disaggregation of the deliverables.

1- Bid Submission

The proposal should be submitted in hard copies to the below address:

Admin Office, IECD

Saint Georges Street, IECD Building, 1st floor

Hadath, Beirut

Lebanon

Tel: +961 (5) 950 255

The deadline for the submission of bids is:

Date: 05 February 2025

Time: 10:00 AM Lebanon Time

The proposal should be submitted in a sealed envelope with the company's stamp. The sealed envelope should include the below:

- One sealed administrative and technical proposal including all the documents requested.
- One sealed financial proposal including RFQ priced, signed, and stamped.

2- Documents

To successfully complete the assignment, the project shall provide the service provider with all necessary data at the project level. The service provider will submit all documents in Word, excel, PPT etc. and pdf format (when necessary). The service provider will hand over material to the Semeurs d'Avenir (SDA) focal point as defined in this TOR (content, photos, videos, analysis, report, etc.)

3- PAYMENT TERMS

Payment schedule to be defined at the contract stage based on mutual agreement between service provider and SDA.

Payment will be made within 15 working days after submitting the invoice.

In case the supplier is not registered with the Ministry of Finance, a deduction of 8.5 % should always be considered.

The supplier is to select one of the below payment modalities and mention it in the RFP:

- **Payment through bank transfer to Bank Audi account**, if the supplier has a Bank Audi account. This modality imposes zero transfer charges.
- **Payment through Bank transfer to bank other than Audi** if the supplier doesn't have Audi Account. The supplier must bear the charges fees.
- **Payment through OMT: Supplier** to bear the fees imposed by OMT. **The fee is 2.3% of the total amount of the invoice.**

4- EVALUATION CRITERIA

A technical evaluation will be conducted to all the bidders based on the above technical proposals submitted.

The weighted evaluation will be done as below:

- The Technical proposal grade: 70% of the total evaluation grade
- The Financial Proposal: 30% of the total evaluation grade

The technical evaluation grading will be based on the below:

Qualifications	Scale
CV – Portfolio	20%
Technical proposal: Methodology, Approach, timeline	40%
Professional Experience and previous work	30%
Availability	10%