مؤسسة نهر الأردن
Jordan River Foundation

REQUEST FOR PROPOSAL

Digitalization of UPSHIFT social innovation curriculum

RFP #: JRF-P-2020-011 -Digitalization of UPSHIFT social innovation curriculum

Issue Date: 07 June, 2020

TERMS OF REFERENCE FOR SERVICE CONTRACTING

Assignment	Digitalization of UPSHIFT social innovation curriculum
Location of assignment	Amman, Jordan
Reporting to	Innovation Technical committee managing the work including (UNICEF Jordan, UNICEF Lebanon, UNICEF innovation specialist, and Jordan River Foundation Mobile Social Innovation Incubators Project)

The timeline for the activities under this RFP is:

Description	**Date**
Distribute documents to offeror(s)	07 June, 2020
Deadline for questions and clarifications	09 June, 2020 @1200
Deadline for offeror(s) to submit proposals	17 June, 2020 @ 1500
Anticipated Start Date: (*Start date is subject to change)*	30 June, 2020
Anticipated Period of Performance:	12 weeks
Anticipated End Date: (*End date is subject to change)*	30 Sept., 2020

1. Confidentiality

All material and information submitted by Jordan River Foundation must be treated as confidential and not used for any other purpose than the response to this RFP. Information submitted by any service provider/consultant will be considered and treated as confidential by Jordan River Foundation and any consultants acting on behalf of Jordan River Foundation.

2. JUSTIFICATION/BACKGROUND

UNICEF began scaling up the UPSHIFT social innovation incubator programme in 2017 to extend innovation and entrepreneurship training to the most vulnerable young people (15-24 years old), with a focus on women, Syrian refugees, and persons with disabilities. Over one-third of entrepreneurial activities in two of Jordan's largest cities are necessity-driven, which highlights the importance of investing in grassroots youth-led social ventures that align with the needs and challenges faced in their lives and by their communities. Through training on the global UNICEF UPSHIFT curriculum, a human cantered design curriculum along with technical trainings in robotics, creative media and programming, participants in the programme develop the technical skills, soft skills, and mindset to implement creative solution-based entrepreneurial ventures to pressing challenges. Young people are also provided seed funding to prototype their solution, implement their ventures and receive user testing from potential customers or beneficiaries. The mandate of the programme is not to create registered businesses, but rather allow young people to experiment with establishing their own sustainable, high-impact project with the potential to scale.

The unprecedented emergency related to the COVID-19 pandemic across the world has promoted an urgent need to support the most vulnerable segments of the population, such as young people, not only from a public health perspective, but also in the medium- and long-term individual and collective recovery.

The Government imposed a nation-wide lockdown in an effort to prevent the spread of the unprecedented COVID-19 pandemic. The Government has enforced strict regulations to restrict mobility of citizens in an effort to reduce the accelerated spread of the virus. As a result, both formal and non-formal education is transitioning to a digitized format. UNICEF has been supporting its national partners to ensure continuous, labour market-driven learning for the most vulnerable young people by moving curriculum online.
UNICEF has been at the forefront of building the capacity of the Government to continue delivering crucial services to young people, as well as supporting this population in continuing their long-term positive development through access to online learning. In order to ensure that the most vulnerable young people continue to access the training opportunities, Jordan River foundation and UNICEF are planning to digitize the social innovation curriculum UPSHIFT in Arabic and English in an interactive online website.

3. OBJECTIVE AND TARGETS

The main objective of this assignment is to design, develop and implement a public-facing website as a custom-made E-learning portal and content management system for the Social Innovation Incubators. Converting the UPSHIFT curriculum to digital content with an online web portal platform. This assignment consists of two phases. The curriculum is designed in two phases. The objective of Phase One is to support participants to acquire the basic knowledge of the social innovation process and the skills of social innovation in addition to the adolescent kit activities aligned with UPSHIFT. The objective of Phase Two is to deepen their innovation skills by using them to transform their ideas into viable projects, ventures, or organizations. The digital portal will be interactive to include interactive tools including virtual tutoring, videos, activity cards, animation, voice overs, etc.. ,

4. SCOPE OF WORK (WORK ASSIGNMENT)

The first phase includes 9 modules nearly 70 activities and the second phase include 10 modules with 23 activities. (Refer **to the second point in the Educational Content Specifications**)

Noting that the content supporters/developers will need to take into consideration that we might need to cut down on the activities and will need to help identify and choose the activities that are the most important/make most sense in a virtual setting and share this suggestion with UNICEF and JRF for approval.

5. General Requirements:

- Compatibility of the portal to UNICEF other portals including Learning passport and a newly developed website
- Open source platform (License free)
- Preferable a solid readymade learning management engine.
- Central administration access of all features offered by Application.
- Using scripting languages like jQuery and JavaScript is preferred during the development of this solution to increase speed and interaction of the website.
- API connections for data query and retrieval, from the main MIS system.
- All the design of the website must be using CSS with separating the CSS files and design files (i.e. images, Shockwave files) from the code behind of the website, and the Master Page design must be different from the default Master Page.
- Staff Training on CMS, admin backend,
- Full handover of the source code of the website and the Content management system.
- Full compatibility with the national guidelines of governmental websites established by the National Information Centre.
- Adherence to the WCAG 2.1AA accessibility standards and associated best practice (Visual and physical disability considerations).
- SQL Server Database Backend.
- Ability to implement load balancing between multiple application servers to enhance performance (this will be implemented after increasing of traffic on the application)

6. Educational content Specifications:

- The content of the project is based on two levels (stages & activities) the structure of the content should be built dynamically and to be expanded based on the admin needs
- The content of the application should be upshifted based on a meeting that will be held with the shortlisted vendors in which we will discuss all the upshift requirements with.
- Content should adhere to international e-learning standards SCORM; content format that most used for eLearning, videos and interactive videos
- Content need to be platform independent and can work on different operating systems
- Content should be compatible with any Internet browsers with minimal device requirements
- Content to be delivered should be compatible with different devices including PCs, tablets and mobile devices.
- Content should be delivered in Arabic Language
- Created content needs to be free of any linguistic errors or flows
- Created content needs to be free from any educational errors or flows
- Created content need to be free from technical errors.
- Instructions needs to be well set to guide the trainer how to use the content.
- Content design should be inline with the potential target audience
- Content to be created should deliver a unique experience to the trainee using a self-learning approach
- Users should be able to move between the pages of the content easily and flawlessly with minimal IT knowledge.
- Vendor shall Identify what is the educational (training strategy) to be used to deliver the content for the target audience.
- Vendor shall Identify what is the instructional design methodology to be used to deliver the content.
- Vendor need to define the delivery mechanism.
- Potential vendor needs to provide a detail project schedule including the deliver all the required project deliverables.
- The content needs to be delivered in an engaging manner by utilizing best multimedia based content to give an impressive experience to end users.
- Vendor needs to clarify what is the approach used to deliver the content in self-learning manner.
- Content should include interactive assessment, activities and practices
- The content needs to provide a suitable feedback for the trainee that can support the training experience
- The vendor needs to clarify what is the quality assurance and quality control strategies that is going to be implemented to ensure that the product will adhere to requirements.
- Vendor needs to identify the team needed to deliver the project in a timely manner, that adhere to the quality standards agreed upon.

7. Educational platform specifications:

- Create a user (Beneficiary) profile with the features requested below and this profile will hold the information for the user and record all the trainings and the activities taken & keeps the records of scoring and evaluation forms.
- Adhere to modern E-learning industry standards
- Adhere to international e-learning standards including SCORM, TinCan and xAPI
- Mange users including:
  - Add/Edit and delete users
  - Manage user roles and permissions
  - Assign system roles to users
  - Assign roles based on the course
  - Users course enrolment.
- Manage courses and categories including:
  - Add / Edit and delete course categories and sub-categories
  - Add/ Edit and delete courses
  - Export and import courses
- Grading module including but not limited to:
  - Grading categorization
  - Define grading scales
  - Grade books for attendees

- Reporting Engine including the following:
  - User reports / User Logs / attendance records
  - Grading report per user or per course or region and any other customized filters
  - Course completion and performance reports
  - Reports on question instances
  - Statistics reports
  - Courses overview
- Content Management system including:
  - Add / Edit and delete multimedia rich e-learning content including videos, animations, sound and voice over, interactive text, infographics, quizzes and assessments, interactive games and interactive activities
  - Add / Edit and delete digital documents in different formats including PDF, DOC/X, XLS/X , PPT/X.
  - Add embedded sites and embedded content including like embedded YouTube videos another social media content.
  - Add customized Navigation experience including linear and non-linear navigation experience depending on the instructional design method utilized.
  - Arrange content into topics / weeks or training plans
  - Importing Standardized content including SCORM packages, TinCan
- Competencies Management including:
  - Define course competencies
  - Connecting competencies with training outcomes
  - Connecting training outcomes with interactive multimedia-based content
  - Arrange content into discrete learning objectives and reutilize content according to the need.
- Questions and Question Banks (Assessment Engine) including:
  - Define question banks and associated meta-data
  - Create question of different types including but not limited to “Matching, True/False , Multiple choice with single entry, Multiple choice with multiple entry, fill in the blanks …etc)
  - Categorizing questions
  - Define question complexity level
  - Define exam user experience – including question shuffling, answers shuffling, question feedbacks …etc
  - Supports importing and exporting question in different standard formats
- Content Assignment including:
  - Assign tasks to users or cohorts
  - Assignments follow ups
- Support multiple communication channels including but not limited to :
  - Chatting
  - Blogs / wikis
  - Forums
- Multiple language support including Arabic and English interface
- Gamification engine including:
  - Badges
  - Participations
  - Leader boards

8. Functional Requirements:

a. Given the context, the website and content need to be designed with user access to devices and internet in mind and that will have an implication on content design as well. Exploring how the content can be accessed offline is something to be considered in the process.

b. Content Management System (CMS): This solution must have a CMS to enable the web administrator to easily update the content of the website without the need of programming, this CMS should be able to update content, adding pages, updating home page navigation menu, managing users, uploading media content and any other operations needed to control and update the website without the need to contact the solution provider. Uploading files and media content to the website through CMS must be unlimited and must be stored in DB, and searchable. Creating new pages in the website must enable the website administrator to design the content in that page (paragraphs and images used in the web page) with the minimum knowledge in HTML & JavaScript only. Also adding these new created pages to the main menu should be an easy task through controlling menu nodes.

CMS must have the ability to create users and user groups to determine who can do what.

All changes made using the CMS by the authorized users must be logged in DB.

c. Learning Management (LMS): In addition to making the course and supporting materials available to the website users, the learning management system should enable interactions between facilitators and students, and between students. Administrative tasks, assessment and mentoring.

LMS should have readymade tools to create photo gallery or video galley and create a creative plan for photography, locations and appropriate periods for each video. The ability to use and publish content on several e-learning platforms such as Udemy courses, Edraak and other platforms.

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d. Multi-language: the website interface and content will be in both languages (Arabic & English) therefore the website CMS must enable the website administrator to upload all kind of data & content in both languages.
    a. Cross browsing compatibility: the proposed website must be able to work on all kinds of web browser (Edge, Firefox, Chrome and Opera).
    b. The portal is responsive by design.

e. Search engine: all content of the website must be indexed and searchable and the returning result must highlight the keywords and remove duplicated results, advanced search capability must be available to create a better searching mechanism.

f. The platform should be hosted on windows server environment

g. Site Appearance
    - Common Theme and Consistent Design Each section of the site should have a common look and feel (designs to be provided by UNICEF and JRF). The use of photographs, colours, fonts and layouts should he consistent throughout the site. Design should be flexible to allow for a large range of monitor sizes while minimizing horizontal scrolling, in addition to the text instead of pictures in case of low bandwidth.
    - Visually Appealing — The site must have an attractive mix of text and graphics that does not overwhelm the user.
    - Easy to Navigate — The site should have simple and intuitive navigation that allows users to easily identify where they are within the site and where they need to go. Information should be grouped and presented in a logical manner and require no more than three levels of ‘drill down” for the user to find the desired information.
    - The Site must be in both Arabic and English languages.
    - Search Function: provide capabilities using key words or phrasing that will identity content from throughout the site. Preference for allowing Boolean searching functionality.
    - Calendar: Integrate a calendar into the web site where we can list all of our events and meetings.
    - Web forms.
    - Pages should load quickly as to maintain an efficient respect of the user’s time.
    - Videos: Include a video widget that allows us to pull in YouTube or other site videos instead of trying to embed them into the site which causes issues.

- The design of the main page should reflect the main responsibilities of the Client.

All main categories on the home of the current site is required to the highlighted in a clear and focused manner, but in a new look and design. They may be categorized in a way to more represent main duties; this will be determined during the business development stage).

9. Content Management

- Create or identify a content management system/platform that will permit non-technical staff to instantly update website content on specific pages.
- Easily Updated — Once the site has been completed and accepted, the site will be maintained by the web Administrator using standard web editing software.
- The CMS should allow the website admin to easily do the following:
  - Ability to resort the website main page components.
  - Ability to insert HTML code in the CMS pages.
  - A Preview button before submitting the pages.
  - Ability to add, modify, delete a bunch of pages without any crashes.
  - Ability to add banners or clickable images on at any side of the main page of the website.
  - Ability to modify the Logo header at any time.
  - Any new technical suggestions will be welcomed.
  - Flexibility in adding text, uploaded files, external links, and pictures in all pages.

10. Site Development and Management

- Develop web pages to accommodate the proposed navigation scheme.
- Test the site on a staging server and running side-by-side with the existing site. Manage the switch-over from the existing site to the new.
- Provide necessary software and licenses to maintain site internally or externally, as decided by the innovation technical committee.
- Provide training and all necessary support to permit easy use by selected innovation technical committee to staff employees. Work closely with JRF IT team on hosting and implementation through Idrak and other national platforms.

11. Project Management

- An assigned project manager should be made available to present information and coordinate with the innovation technical committee, including a reasonable number of meetings to present design and development solutions.
- Site must be compatible with all modern web browsers such as Edge, Firefox, Chrome, and Safari.
- Web site must not require plug-ins as a default.
- Fast Loading Pages – The web site must be designed with a balance of text and graphics such that each page loads efficiently.
- The website should be developed to be mobile-friendly by design to accommodate the most recent versions of iOS and Android for smartphones and Tablets.
- manage all aspects of website security to protect confidential member information and existing content (data, reports, initiative and project information, contact details, etc.).

9. EXPECTED DELIVERABLES

- High-quality functional website, as per agreed terms, and approved SRS (software requirements specifications) document by the innovation technical committee
- Final product will be evaluated and approved by the innovation technical committee

10. COMPANY REQUIREMENTS AND TECHNICAL KNOWLEDGE:

A well-established highly qualified, experienced development company, which also has experience in developing web portals and custom content management solution projects, data integration and APIs, and expertise with best practices regarding:

- successful website redesign
- Content creation and content development/adjustment
- user experience and usability testing
- information architecture
- better e-services reach.
- Expand online service capacity
- Extend reach on multiple platforms
- website development and deployment
- website hosting
- content strategy
- Data integration with current apps and platforms
- responsive design.
- Mutli language

Experience with governmental entities or humanitarian context is a plus.

11. Service level agreement:

The company shall provide one-year maintenance as part of the project deliverables.

12. PERFORMANCE INDICATORS FOR EVALUATION OF RESULTS

- Timely submission of deliverables as per agreed and approved.
- Quality of deliverables as per guidelines.

13. FREQUENCY OF PERFORMANCE REVIEWS

Performance review to happen biweekly to review progress against agreed document.

14. CALL FOR PROPOSALS

Technical Proposal:

Applicants shall prepare a proposal as an overall response to ToR ensuring that the purpose, objectives, and deliverables of the assignments are addressed.

All proposals to include (but not limited to):

- Company profile
- Sample of previous experience, costumers and products; (Demonstrated work in CMS multilingual site)
- Timeline of products delivery
- System features and functionalities.
- Work plan approach, project development methodologies.
- Company staffing

The responses to the RFP document MUST be supplied in **paper form (BY HAND).** Delivery details can be found below.

Paper submissions must be delivered through same form of registered service (courier is recommended) within sealed envelope(s) addressed to:

Procurement & Logistics Manager
Jordan River Foundation
Masoud Bin Sa'ad Street
Al Rawnaq Area
Amman, Jordan
Tel: +962 6 593 3211

On the front of the envelope(s) below the address also write: "Request for Proposal, Response to RFP # JRF-P-2020-011, to be opened by addressee only"

- The **Financial Proposal** shall be submitted in a separate file, clearly named Financial Proposal. No financial information should be contained in the Technical Proposal.

15. IN CASE OF UNSATISFACTORY PERFORMANCE

In case of unsatisfactory performance, payment will be withheld until quality deliverables as per agreed and approved SRS software requirements specifications are submitted. If the firm is unable to complete the assignment, the contract will be terminated by notification letter sent 30 days prior to the termination date.

16. Payment Schedule:

- 20% upon the delivery of agreed and approved SRS.
- 30% upon the delivery of approved back end development.
- 50% upon approved website go live.

17. REQUEST FOR PROPOSAL EVALUATION AND WEIGHTING CRITERIA

__70___% technical

__30___% financial
100% total

CATEGORY	MAX. POINTS
1. Adequacy for the proposed methodology and work plan • Contextual understanding; (5) • Work Plan/Schedule; (5) • Staffing; (5) • Quality of the proposed approach and methodology; (5) Quality of proposed implementation plan, i.e how the bidder will undertake each task, and time-schedules; (10)	30
2. Firm's previous experience with similar assignments • Company profile. (4) • Number of years of experience. (3)	10

• Experience in website development & specifically educational website with streaming videos and learning management systems	
3. Technical Compliance solution architecture, system features and functionalities. (15) Proposed integration with SMS and MIS platforms. (15)	30
TOTAL MARKS FOR TECHNICAL COMPONENT	70
5. FINANCIAL PROPOSAL - PRICE Full points are allocated to the lowest priced proposal. The financial scores of the other proposals will be in inverse proportion to the lowest price.	30
TOTAL MARKS	100

- Only proposals which receive a minimum of [49 out of 70] points will be considered further for financial analysis.

18. GENERAL OBSERVATIONS AND CONDITIONS

- The contractor will work on its own computer(s) and use its own office resources and materials in the execution of this assignment. The contractor's fee shall be inclusive of all office administrative costs.
- It is the offeror's responsibility to ensure that all the information necessary to permit the preparation of the response has been provided in sufficient detail and in sufficient time.
- No claims as to lack of clarity of information concerning the services within the RFP documentation shall be accepted. It is the responsibility of the offeror to seek such clarity if it is required.
- The offeror must ensure that they are fully aware of all information required in order to provide a complete response with accurate costs. It is the responsibility of the offeror to ensure that the requirements comprised within the RFP are clearly understood prior to the submission of their response.
- The requirements and specification detail within are not to be altered in anyway by the offeror. If the offeror wishes to propose modifications (which the offeror may consider to provide a better way to achieve the proposal objectives) these will be considered as an alternative offer. The offeror must make alternative offers in a separate letter to accompany the response. Jordan River Foundation is under no obligation to accept alternative offers.
- The offeror's response document must address in full all of the requirements for all services that will be provided during the term of the contract.
- The offeror will accept full responsibility for actions arising from information misinterpreted or misunderstood by the offeror or for any errors or omissions thus caused.
- A response may be rejected if the offeror does not furnish all the information required in this RFP.
- The offeror is advised that nothing in this RFP or in any other communication made between Jordan River Foundation and any other party, or any part thereof, shall be taken as constituting a contract, agreement or representation between Jordan River Foundation and any other party (unless a formal award of contract is made by Jordan River Foundation).

- Jordan River Foundation does not accept any responsibility for any pre-contract representations made by it or on its behalf, or for any estimates by the offeror of resources to be employed in meeting Jordan River Foundation's requirements or for any other assumption the offeror may be drawn or will draw from any pre-contract discussions.
- Jordan River Foundation accepts no liability to pay for any proposal or other preparatory work undertaken in connection with this RFP.
- All offerors are advised that Jordan River Foundation is not committed to any course of action as a result of issuing this RFP and/or receiving responses from the offerors in respect of the RFP. In particular, it should be noted that Jordan River Foundation may reject any response, which does not conform to any instruction or specification in this RFP. It should also be noted that Jordan River Foundation will not accept responses after the closing date without prior formal agreement or may not accept any or all proposals if Jordan River Foundation so decides. Jordan River Foundation reserves the right to discuss or clarify the offer with the offeror at a later date. Jordan River Foundation also does not commit to accepting the lowest price of any response.
- The proposal supplied by the offeror shall include all costs involved in the provision of the service specified in this RFP and the offeror may add no other costs after the response has been submitted.
- JRF may award several or one bidders as deemed fit and in the best interest of the foundation.
- JRF may cancel or amend the RFP at any time of the bidding process and without prior notice and without liability.

Enquiries:

Please direct any enquiries to the contact details indicated on the tender document

Inquiries shall be addressed to: **Procurement@jrf.org.jo**

END OF DOCUMENT