



REQUEST FOR PROPOSALS (RFP)

TITLE: CONSULTANCY FOR THE ENHANCEMENT OF FEAFFA ELEARNING PORTAL TO PROMOTE CONTINUATION OF THE REGIONAL TRAINING OF FREIGHT FORWARDERS IN EAST AFRICA

ISSUE DATE: FRIDAY, 5TH NOVEMBER 2020

DUE DATE: MONDAY, 16TH NOVEMBER 2020

ADVERTISEMENT

REQUEST FOR PROPOSAL (RFP)

TENDER TITLE: CONSULTANCY FOR THE ENHANCEMENT OF FEAFFA ELEARNING PORTAL TO PROMOTE CONTINUATION OF THE REGIONAL TRAINING OF FREIGHT FORWARDERS IN EAST AFRICA.

The Federation of East African Freight Forwarders Associations (FEAFFA) is a regional private sector apex body of the Customs Clearing and Freight Forwarding industry in East Africa representing over 2500 CFA firms. The Federation aims at promoting a professional freight logistics industry for trade facilitation and regional economic growth. FEAFFA strives to address the challenges experienced by its members at Association and firm levels through provision of training and other aspects of capacity building.

TradeMark East Africa (TMEA) is an aid-for-trade organisation that was established with the aim of growing prosperity in East Africa through increased trade. TMEA operates on a not-for-profit basis and works closely with East African Community (EAC) institutions, national governments, the private sector and civil society organisations.

With support from TradeMark East Africa (TMEA), FEAFFA is seeking to engage the services of a consultant to enhance the capacity of FEAFFA Online Resource Centre (FORCE) to support continued learning by EACFFPC students in East Africa.

Applications are open to individuals or firms that nominate an individual consultant or registered sole proprietorship.

FEAFFA cannot answer any query relating to this tender three (3) days or less prior to the submission deadline.

INVITATION TO TENDER INSTRUCTIONS

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Introduction

1. General

This Request for Proposals (RFP) and in particular the instructions for compiling and submitting your Tender are designed to help you produce a tender that is acceptable to FEAFFA as well as ensuring that tenders are given equal consideration. FEAFFA will select the most economically advantageous tender. It is essential, therefore, that you provide the information requested in the specific format and no other.

2. Acceptance of tenders

FEAFFA is not bound to accept the lowest, or any, tender. We also reserve the right to request any, or all, to clarify the bids submitted.

Instructions for Compiling and Submitting your Tender

3. Format of Your Tender

Your tender should be submitted in English and be set out in four (4) main parts:

Part A – Preliminary requirement.

Part B - Executive Summary.

Part C - General and Technical; and,

Part D – Financial.

4. Part A Preliminary requirements

Bidders are required to submit scanned copies of statutory requirements

5. Part B – Executive Summary

This should be a brief overview of your tender covering how you intend to achieve the outputs and your assessment of the resources required.

6. Part C – General and Technical Tender

Your technical submission should contain the following;

- a) Any Qualification to the Terms of Reference including scanned copies of relevant reference letters.
- b) Technical Response (including method of implementation and your proposed quality assurance mechanisms).
- c) CVs of all the experts with information relevant to this project.
- d) Personnel Inputs – include person days without any reference to fees.
- e) Previous relevant Experience.

7. Part D – Financial Tender

All prices must be for the duration of the contract.

NOTE: FEAFFA shall determine, on a case by case basis, whether the contract will be based on fees/ reimbursable or on milestones.

8. Confirmation of availability

You must confirm that you will be available to provide the required services for the duration of the contract.

9. Government Tax

Bidders are responsible for establishing the status of the Services for the purpose of any government tax in any East African country. All fee rates proposed by the tenderer shall be deemed to be inclusive of all taxes applicable. The contract shall be domiciled in Kenya and Government of Kenya tax laws shall apply.

10. TERMS OF REFERENCE FOR THE ENHANCEMENT OF FEAFFA ELEARNING PORTAL TO PROMOTE CONTINUATION OF THE REGIONAL TRAINING OF FREIGHT FORWARDERS IN EAST AFRICA.

1.0 INTRODUCTION

The Federation of East African Freight Forwarders Associations (FEAFFA) the regional private sector apex body of the Customs agents and Freight Forwarding (CFA) industry in East Africa representing over 2500 CFA firms. FEAFFA strives to address the challenges experienced by industry players through provision of training and other aspects of capacity building.

Together with the East African Revenue Authorities (EARAs), National associations of the Freight Forwarding industry and the EAC Directorate of Customs, FEAFFA has been implementing the East African Customs and Freight Forwarding Practicing Certificate (EACFFPC) program to equip practicing and prospective customs agents and freight forwarders with skills, competencies and values desirable in the discharge of their functions in order to enhance compliance, professionalism and facilitate trade. The EACFFPC was developed and rolled out in 2007 and has output over 6000 graduates across the region. Certification from the program is mandatory for licensing of Customs agents by customs administrations.

The recent outbreak of the Corona virus has greatly affected physical learning by EACFFPC students. This is due to the measures by various government institutions to curb further spread of COVID19. EACFFPC training in a number of countries was therefore disrupted with others coming to a complete stop. Some of the training institutions are yet to re-open. As a result, focus has now shifted to online engagement for continued learning. There is therefore an urgent need to leverage on the already existing online learning platform to ensure learning continues in the prevailing conditions.

The online learning platform however has major gaps limiting its utilization in delivery of training. Key among them are limited learning materials, inadequate tools for assessing learners online, little or no real-time user interactions, system errors that occur during navigation, lack of real-time tracking of users, among others. These need to be fixed to make the platform acceptable for learning and ensure training in all EAC countries continues.

With support from TradeMark East Africa (TMEA), FEAFFA is seeking services of a consultant to enhance the capacity of FEAFFA Online Resource Centre (FORCE) to support continued learning by EACFFPC students in East Africa.

2.0 OBJECTIVE

To support continued learning for EACFFPC students during the Covid19 time across the region and industry professionals through enhancing the FEAFFA Online Resource Centre (FORCE).

Specific objectives

- a. Make basic enhancements on the FEAFFA Online Resource Centre.
- b. Upload additional learning/training materials on the platform.
- c. Support capacity building for existing trainers to train and facilitate online learning.

3.0 RECIPIENT

The direct recipient of this consultancy will be the Federation of East African Freight Forwarders Associations (FEAFFA).

4.0 OVERVIEW OF THE PROPOSED ENHANCMENTS ON ELEARNING PLATFORM

4.1 Enhancements on E-Learning portal

- FEAFFA has an existing e-learning portal also known as FEAFFA Online Resource Centre (FORCE) that will require enhancements to support online learning for freight forwarders in East Africa. (*Here is the link to the platform: <http://lms.feaffa.com/en>*).
- A number of enhancements will need to be made on the existing portal. Some of the proposed key enhancements to the platform include: expanding the capacity of the platform to support more learners, uploading of additional content (in terms of course modules and assessment materials), content editing tools, navigation, integration with other systems, user interactions, monitoring and reporting among other areas.
- The consultant is also expected to benchmark with at least one accredited training institution in the region with e- learning platform.
- The enhanced platform should allow for uploading and exporting content in most common file formats e.g. .PPT, .XLSX, .PDF etc.
- The experts must ensure that the system is enhanced in line with the most recent requirements of an ideal eLearning portal.
- The platform should improve user experience including navigation, optimization for mobile phone access, user interactions, among others.
- The E-learning expert will work with Subject matter experts to prepare additional content to upload to the platform.
- The consultant must also ensure that the platform has room for future enhancements and integration with other systems.
- The enhanced system will be presented to industry stakeholders at regional level for review and validation.
- The consultants are also expected to provide technical support for a period to be agreed in the course of the contract.

5.0 SCOPE OF WORK FOR THE SOP CONSULTANCY

5.1 Enhancement of FEAFFA online Resource Centre (FORCE)

- i. Enhance interactive learning by integration of the platform with zoom for webinars. Lessons will be recorded and stored on the platform.
- ii. Enhance trainer and administrator dashboards to have real-time tracking, monitoring and generation reports on student progress on content and assessments e.g. courses, time taken on each lesson, grading etc.
- iii. Enable tutors to share announcements. Also enhance their visibility on student profile.
- iv. Enhance the capacity of the LMS to support a minimum of 2500 users at any given time.
- v. Optimize the platform for easy access and use on mobile phones/tablets and in areas with unreliable internet connectivity.
- vi. Updating of the online learning platform to clear errors during navigation.
- vii. Integrate the platform with other systems to enable easy access of e-books by learners.
- viii. Enhance the content blocks (text and video blocks) for easy re-arranging, deletion, ability to hold more content, additional content editing tools etc.
- ix. Configure the platform to ensure that Course manager in each country handles content and tutors for that country and allow the system admin to manage all including production of reports.
- x. Upload the six (6) extra subjects of the EACFFPC developed by a different team of subject matter experts.
- xi. Enable mass verification of applicants by system administrator.
- xii. Enhance capacity of assessments in terms of quizzes and exercises.
 - Clear existing errors in awarding scores
 - Enable ranking/grading of students on each exercise.
 - Upload quizzes and exercises generated by subject matter experts.
- xiii. Orient trainers on online training.

5.2 Present the draft system to industry stakeholders for validation

5.3 Orient users and administrators on the use of the system

5.4 Offer technical support on the use of the system after development of the system.

6.0 APPROACH AND METHODOLOGY

The proposal should provide a detailed methodology or approach for this assignment as per the requirements of this TORs. The consultant should also share a detailed work plan with timelines regarding the implementation of the assignment.

7.0 DELIVERABLES

The expected deliverables from this assignment will include:

- a. A draft inception report highlighting the consultant's understanding of the TORs, implementation strategy/approach and workplan for the completion of the tasks.
- b. An enhanced FEAFFA eLearning platform with all the proposed changes incorporated.
- c. Six (6) Additional subjects and exercises uploaded on the enhanced platform.
- d. Trainers oriented on training via the system
- e. A closeout report.

8.0 CO-ORDINATION AND REPORTING

The consultant will be reporting to the FEAFFA Executive Director. Day to day project coordination will be with the FEAFFA IT and Communication Officer. Financial matters will be dealt with by the Finance Officer.

Report Title	Estimated person days	Date of Submission
Inception Report	05	One week after contract award
FEAFFA eLearning platform enhanced	40	Five weeks after submission of final inception report
Six (6) additional subjects uploaded to the enhanced eLearning platform	12	Two weeks after enhancement of the system has begun
Orientation of trainers on the enhanced eLearning platform	06	Two weeks after the content is added on the system
User orientation report	02	One week after orientation of trainers on the use of the e learning system.

9.0 DURATION OF THE ASSIGNMENT

The expected duration of the assignment is sixty-five (65) person days.

10.0 QUALIFICATIONS

- a. **Company Profile:** The firm should have a minimum of five (5) years working in experience in the software development including system design, development, and integrations. The firm should submit at least two (2) related projects accomplished recently executed preferably in East Africa. Include a short description and duration of each of the assignments. Demonstration of the firm's capacity in terms of human and institutional framework to deliver such a project within the tight deadlines. Experience with Freight logistics industry will be an added advantage.

- b. **Project Lead:** Must be a holder of at least a bachelor's degree in computer science or software engineering or related field with at least five (5) years' proven work experience in overseeing the implementation of similar projects that involve the design, development, testing and deployment of eLearning platforms. He or She will have to demonstrate ability to oversee such projects. Professional certifications that are recognized internationally are highly desirable.
- c. **Systems developer:** The expert should be a holder of at least a bachelor's degree in computer science or related field with a minimum of five (5) years in the development of interactive online learning management systems. Previously developed at least two (2) eLearning platforms or computer based virtual learning system. He/She must have knowledge of specific programming languages, such as PHP, Ruby, Python, Java, Rust etc. with strong understanding of system optimization for mobile phone access and system integrations.
- d. **Instructional designer:** Must have at least a diploma in instructional design or related field with a minimum of five (5) years' experience in systematically planning, designing, developing, and delivering instructional products for interactive training for online classes. Proven experience in at least two (two) similar assignment.
- e. **User experience (UX) designer:** Must have a bachelor's degree in computer science or related field with a minimum of three (3) years' experience in design of interactive software and understanding of programming languages.

11.0 PROPOSAL SUBMISSION

The proposal documents should include:

- a) Profile of the organization with a key focus of previous related assignments accomplished.
- b) Technical proposal outlining:
 - An explanation of the approach/methodology to be used.
 - Time schedule to conduct the assignment.
- c) Detailed budget with breakdown on number of man days required to conduct the assignment.
- d) CVs of all experts involved, detailing their relevant experience

12.0 HOW TO APPLY

Submit a detailed technical and financial proposal to these terms of reference through email only, to procurement@feaffa.com not later than Monday 16th November 2020 at 1200 HOURS MIDNIGHT KENYAN TIME.

13.0 EVALUATION CRITERIA FOR THE ENHANCEMENT OF FEAFFA ELEARNING PORTAL TO PROMOTE CONTINUATION OF THE REGIONAL TRAINING OF FREIGHT FORWARDERS IN EAST AFRICA.

No.	Description	Maximum Scores
A Firm/individual Experience and Qualifications (15 marks)		
1.	Evidence of a Minimum of 5 years' experience for the firm in software development (2mks).	2
2.	Evidence of at least two (2) e-learning projects completed in the last three years (5 marks each project).	10
3.	Evidence of capacity in terms of human and institutional framework to deliver such a project (2mks).	2
4.	Experience with Freight logistics industry (1mk).	1
B Approach and Methodology (15 marks)		
1.	<p>Adequacy of proposed approach and methodology to address the objectives of the assignment</p> <ul style="list-style-type: none"> • Unpacking objectives of the assignment (2mks) • Mapping scope to meet objectives (2mks) • Assigning scope to results – logical arguments (2mks) • Role of the lead consultant (2mks) • Management and monitoring (2mks) 	10
2.	Adequacy of the proposed work plan in addressing the requirements of the TORs (5mks).	5
C Proposed Team Experience and Qualifications (40marks)		
1	<p>Project Lead</p> <ul style="list-style-type: none"> • Bachelor's degree in computer science or related field (3mks) • Demonstrated experience in the planning, design, development, testing and deployment software, content management systems and user support <ul style="list-style-type: none"> ○ <i>At least three related projects managed in the last three years (two e-learning projects and one integrated system). 2mks for each system (6mks in total)</i> ○ <i>5 years' relevant experience (3mks)</i> • Demonstrated knowledge of the latest trends and solutions that support online learning (2mks). • International Professional certification (1mks). 	15

No.	Description	Maximum Scores
2	<p>System Developer</p> <ul style="list-style-type: none"> • Bachelor's degree in computer science or related field (2mks) • Five years' demonstrated experience in the development of software including content management systems and their integrations. (1mk). • Experience development of software to support online training interventions demonstrated by at least three (3) eLearning platforms or computer based virtual learning systems developed in the last three years (2mks each) • Knowledge of popular programming languages, such as PHP, Ruby, Python, Java, Rust etc. with strong understanding of system optimization for mobile phone access and system integrations (1mk) 	10
2	<p>Instructional designer</p> <ul style="list-style-type: none"> • A diploma in instructional design or related field (1mk) • Five (5) years' experience in systematically planning, designing, developing, and delivering instructional products for interactive training for online classes. (1mk) • Proven experience in at least three (3) similar assignments in the last three years (2mks each) 	8
3	<p>User experience (UX) designer</p> <ul style="list-style-type: none"> • A bachelor's degree in computer science or related field (2mk) • A minimum of three (3) years' experience in design of interactive software and understanding of programming languages e.g. JavaScript, Ruby, Python etc. (1mk) • Proven experience in at least two (2) similar assignments in the last three years (2mks each) 	7
	SUB – TOTALS	70
	Financial proposal	30
	TOTAL	100