

## Terms of Reference E-learning Development Services

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**Location:** Remote but compatible with regular calls and meetings at GMT. We particularly encourage applications for e-learning content creators based within the countries where we work (Senegal, Cabo Verde, The Gambia, Kenya, Tanzania, Madagascar, Indonesia, Philippines, Timor-Leste, Belize, UK).

**Closing date for applications: 21/03/2025**

**Start date:** As soon as possible

**Contract status:** Consultancy, fixed-term contract

**Contract duration:** 6 months

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## Background

Blue Ventures is working to restore the world's oceans and improve the livelihoods of fishing communities. Working alongside coastal communities across the Indian Ocean and further afield, we partner with small-scale fishers and community organisations to address overfishing and safeguard ocean life in ways that benefit them.

Together, we design, scale, strengthen, and sustain fisheries management and conservation at the community level. We network partners to advocate for reform and share tools and best practices to support fishing communities worldwide.

Our work enables communities to assert, secure, and uphold their rights, strengthen local management, enrich local livelihoods, and sustain healthy oceans for future generations.

## Introduction

Blue Ventures is seeking a vendor to assist with developing an open access e-learning platform and/or creating engaging e-learning content. We welcome applications from vendors applying

for both or either (platform development or content creation). The aim is to enhance training and resource accessibility for our global partners in marine conservation. Our work is in Belize, Senegal, Cabo Verde, The Gambia, Guinea Bissau, Kenya, Tanzania, Madagascar, Philippines, Indonesia, and Timor-Leste.

## Objectives of the Project

### a) Content Creation

Transform existing technical materials (toolkits, manuals, etc.) into engaging e-learning modules and work with the technical team to develop new materials where necessary. We are estimating that there would be approximately 50 modules across four thematic pillars (Community Based Fisheries Management, Financial Inclusion, Secure Rights, Food Security) and mobile data collection. Roughly, each module is estimated to take 15-30 minutes to complete, although this may vary between pillars. The technical materials for the four pillars are currently being developed and at different stages of completion therefore content creation will occur on a pillar by pillar basis in the first instance.

### b) Platform Development

Create an open-access e-learning platform compatible with Blue Ventures' website, accessible on various devices (including low connectivity options), and capable of tracking participant progress.

## Requirements

### a) Content Creation

- **Conduct a needs assessment:** Complete a needs assessment with Blue Ventures partners to understand the content our users find most useful and gauge technology preferences and education levels.
- **Create e-learning content:** Adapt existing training curriculums into engaging e-learning content. This may include advising the technical team where new materials should be created to supplement (supplementary quizzes, etc). The content should incorporate instructional design principles, storylines, case studies, characters,

games/quizzes/assessments. The exact format of the content (e.g. SCORM or others) is TBD depending on the chosen e-learning platform.

- *We estimate there to be 10 modules for each of the four pillars, plus 10 modules for the data collection training, totaling fifty modules.*
  - *On average, it would take thirty minutes to complete a single module.*
  - *An estimate of one-thousand-five-hundred minutes of e-learning content to be created*
  - *We can supplement content creation with in-house videos/recordings where needed.*
- **All content should align with Blue Ventures branding:** the vendors will work closely with the Digital Communications team to ensure design consistency.
  - **The content will be culturally appropriate and translated across Blue Ventures languages:** Ensure all content is multiculturally appropriate and translated across a minimum of Blue Ventures working languages<sup>1</sup>. Work closely with the Regional Leads to translate adjusted materials where necessary.
  - **Testing and feedback:** capture feedback from Blue Ventures staff and partners and use this to improve iterations of content
  - **Handover to Blue Ventures staff:** Support the “handover” of e-learning materials to Blue Ventures staff, ensuring the content is easy to replicate, manage and update in the future. This includes training Blue Ventures staff in content creation and creating training materials and videos.

## b) Platform Development

- **Development of an open access e-learning platform**
- **Dashboards to track participant progress per course.**- including the ability of participants to log in, track progress throughout courses, return to a “home” screen to move between courses, and provide meta data for monitoring engagement and progress in courses.
- **Multi-cultural and translated across Blue Ventures languages:** Ensure all content is multi-culturally appropriate and translated across a minimum of Blue Ventures

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<sup>1</sup> Blue Ventures currently operates in: Belize, Senegal, The Gambia, Cabo Verde, Guinea Bissau, Kenya, Tanzania, Madagascar, Philippines, Indonesia and Timor-Leste (as of 2025). We are looking for support in content creation for English, French, Swahili, Malagasy, Portuguese, Bahasa Indonesian, Filipino, Tetun.

working languages. Work closely with the Regional Leads to translate adjusted materials.

- **Accessible on a variety of devices:** laptops, tablets, mobiles (Android and Apple),
- **Content and platform to work in areas of low connectivity:** low connectivity options or the ability to download courses to return to them later
- **All content should align with Blue Ventures branding:** the vendors will work closely with the Digital Communications team to ensure design consistency.
- **Compatible with other Blue Ventures platforms:** work closely with the Digital Team to ensure the platform's development aligns with other software requirements. The exact format (e.g. SCORM packages or others) of the e-learning content is TBD.
- **Testing and feedback:** capture feedback from Blue Ventures staff and partners and use this to improve iterations of the platform
- **Handover to Blue Ventures staff:** Support the “handover” of the platform to Blue Ventures staff, ensuring the platform is easy to manage and update in the future. This may include training Blue Ventures staff in digital management and creating training materials and videos.
  - *We are having internal discussions about creating and managing this content in the long term and would also be open to proposals for longer-term partnerships.*

## Target audience

The primary target audience will be community-based organisations (CBO) and smaller NGOs based in the countries where Blue Ventures works<sup>2</sup> to which we provide technical support and funding.

Our partners consist of various cultures, educational backgrounds, languages and ages.

## Project timeline

- Project award: Mid April
- Preliminary kick-off meeting: Around 18/04/2025
- Preliminary project completion: (6 months after start date)

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<sup>2</sup>Belize, Senegal, Cabo Verde, The Gambia, Guinea Bissau, Kenya, Tanzania, Madagascar, Philippines, Indonesia, Timor-Leste (2025)

## Schedule for evaluation process

The expected timeline for the evaluation and decision-making process:

- RFP distributed to providers 10/03/2025
- Deadline for RFP responses: 21/03/2025
- Provider Vetting: 24-28/03/2025
- Follow up meetings/presentations with selected providers: 31-4/04/2024
- Selection of provider and contract negotiation 11/04/2025

## Application process and contact information

Please use the [Request for Proposal template here](#) to apply for this service. Please clearly indicate whether you are applying for the e-learning platform development and/or e-learning content development.

Please send inquiries and template proposals must be submitted electronically to Katie Stone, Manager - Data for Decision Making, at [katie@blueventures.org](mailto:katie@blueventures.org).