



## **TERMS OF REFERENCE**

# **REQUEST FOR PROPOSAL FOR ELEARNING COURSE DEVELOPMENT AND DEPLOYMENT**

**JANUARY 2025**

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## **1. BACKGROUND**

The Company for Habitat and Housing in Africa (“Shelter Afrique” or “SHAF” or the “Company”), is a Supranational entity in the Development Financial Institution sector providing affordable housing and Urban development in Africa. A Pan-African Institution with partnership of 44 African Governments, the African Development Bank (AfDB) and the Africa Reinsurance Corporation (Africa-Re) providing financial solutions and related services to support the supply and demand-side of the affordable housing value chain. The company provides advisory and project management services for major affordable housing projects, as well as credit lines to financial institutions to finance access to affordable housing in 44 African countries. The company has its headquarters in Nairobi with regional offices in Abidjan in Ivory Coast and Abuja in Nigeria.

## **2. PURPOSE**

Shelter Afrique is requesting proposals for the design, development, and implementation of online courses or self-paced eLearning modules. These courses will be used to provide training content and materials to its staff in various areas, delivered in a blended or fully online format. The purpose of this RFP is to solicit proposals from qualified eLearning service providers to develop high-quality, engaging, and informative online courses tailored to the needs of Shelter Afrique’s workforce.

## **3. TERMS OF REFERENCE**

eLearning courses are digital training programs designed to enhance the skills, knowledge, and competencies of employees within the organization. These courses are typically delivered online, offering flexible, self-paced learning opportunities that align with the bank’s strategic goals. They may cover various topics such as leadership, communication, compliance, and employee onboarding, and are designed to improve employee performance, foster professional growth, and ensure the bank remains competitive in a rapidly evolving financial industry. These courses are accessible through the bank’s learning management system (LMS) and are tailored to meet the specific needs of the bank’s workforce.

Shelter Afrique seeks to develop a series of online courses or self-paced eLearning modules aimed at enhancing the skills, knowledge, and competencies of its staff. The specifics of the system will be as below.

- a. The courses should be able to include a wide range of learning materials, such as videos, PDFs, interactive assignments, quizzes, and gamified elements, to ensure diverse and comprehensive learning experiences for the participants.
- b. Learners must be able to access course content anytime (24/7), on various devices, including mobile handsets, and should also have offline capabilities, allowing them to efficiently engage in self-paced learning at their convenience.
- c. The courses should include insightful on-demand video tutorials that complement the learning experience, integrated with practical assignments and gamification

- elements to enable learners to receive personalized support based on their progress and learning needs.
- d. The courses should be designed as self-paced learning modules, allowing learners to progress through the content at their own speed, providing flexibility to manage their learning alongside their professional responsibilities.
  - e. The courses should encourage and facilitate communication between Shelter Afrique and its stakeholders, including trainers, content developers, and learners, promoting active engagement and collaboration throughout the learning process.
  - f. The courses should offer built-in analytics to track learner progress, engagement, and outcomes. These insights will be used to inform and improve learning content and instructional strategies, ensuring continuous improvement and alignment with organizational goals.
  - g. The eLearning courses should be designed to integrate seamlessly with other bespoke systems currently in use at Shelter Afrique, ensuring a smooth flow of information and data between platforms.
  - h. The courses should be available in both English and French to ensure they are accessible to staff from different nationalities.

#### **4. EXPECTED DELIVERABLES**

The service provider will be responsible for designing and developing the following:

- a. Courses that focus on leadership development should include the following areas of focus; leadership styles, team management, decision-making, conflict resolution, emotional intelligence in leadership.
- b. Courses that focus on communication skills should include the following areas of focus; communication strategies, effective active listening, cross-cultural communication, presentation skills, written communication.
- c. Courses that focus on employee onboarding should include the following areas of focus; organizational culture, company policies, employee benefits, introduction to Shelter Afrique's work processes, compliance, and health and safety.
- d. Other courses that will enhance employee performance, foster professional growth, and ensure the bank remains competitive in a rapidly evolving financial industry.

#### **5. CONTENTS OF THE PROPOSAL**

The proposal should include the following:

- i. A clear explanation of the service provider's understanding of the project's scope and objectives. An understanding of Shelter Afrique's requirements as listed.
- ii. The proposal should clearly elaborate on the proposed methodology, work- plan and timelines for undertaking and completing the project.
- iii. Detailed reference list indicating the scope and magnitude of similar assignments.
- iv. Relevant services undertaken in the past five (5) years.
- v. Team composition and resumes of the task team.
- vi. It is essential that a member of the task team is fluent in French.

## 6. EVALUATION CRITERIA

Bids from Service Provider will be evaluated on the following criteria: -

### 6.1 Technical Proposal

The bid will have to score a minimum total of 50 points on the Technical Proposal (TP) to be eligible for further evaluation on Financial Proposal.

**Table 1: Technical Proposal Criteria**

S/N	Criteria	Maximum Score
1.	Experience of the firm in providing similar E- Learning Services (Give at least three (3) relevant references.  <ul style="list-style-type: none"> <li>• 3 years and above-(5 Marks)</li> <li>• Below 3 years-(2 Marks)</li> </ul>	5
2.	The education level and professional qualifications of Lead Consultant should have e-learning technical Skills and knowledge it takes to assess, build, and implement a comprehensive solution-learning solution.  Attach CVs, certificates, and professional certificates. <ul style="list-style-type: none"> <li>• Master's Degree plus internationally recognized Professional Certification – (15 marks)</li> <li>• Bachelor's Degree plus internationally recognized Professional Certification – (10 marks)</li> <li>• None of above – (0 marks)</li> </ul>	15
3.	Quality of management & personnel of the firm. Attach evidence of qualification for two (2) senior management and or technical / Professional staff with the relevant qualifications who will be involved in this assignment.  <ul style="list-style-type: none"> <li>• Degree – (2.5 Marks) each</li> <li>• Diploma – (1.5 Marks) each</li> </ul>	5
4	<b>Methodology and approach</b> The firm's initiatives and recommendations to undertake the assignment, firms should demonstrate flexibility and ability to deliver within a tight deadline (Include a proposed training methodology for the client) – (8 marks) Propose work plan and methodology on how they will carry out the assignment, with clear timelines, reports and presentations-( 8 marks) Value additions – Must clearly be documented – (4 Marks)	20

5.	<b>Reference Checks.</b> Provide references from three (3) major corporate clients where a similar service has been offered to and a letter authorizing Shelter Afrique that may confirm the details of the references if it deems appropriate. Attach the reference letters (3Marks).	5
6	<b>Oral Presentations</b> Service Providers that have met the Technical Evaluation requirements will be required to make oral presentations of how they intend to execute the assignment. Information from the oral presentation will also be used as part of the Technical Evaluation process. Shelter Afrique reserves the right to incorporate elements from oral presentations in the final Contract	20
<b>TOTAL SCORE</b>		70

## 6.2 Financial Proposal

The contract will be awarded to the bidder whose offer represents the best value to Shelter Afrique, considering the professional and technical capacity, the quality of the offer and the price. Final selection will be based on 70% technical and 30% financial. Shelter Afrique reserves the right to negotiate with the selected service provider.

The minimum technical score (St) required - is 50 pts.

The formula for determining the financial scores (sf) is the following:

$Sf = 100 \times Fm / F$ , in which Sf is the financial score, Fm is the lowest price and F the price of the proposal under consideration. Final Score =  $0.3 Sf + 0.7 St$

## 7. DATES FOR RECEIPT OF APPLICATIONS/BIDS FOR ELEARNING SYSTEM

Completed Technical and Financial proposals, respectively clearly marked and enclosed in separate emails, should be addressed to:

Procurement & Disposal Committee  
Shelter Afrique  
Shelter Afrique Centre – 5th Floor,  
Longonot Road, Upper Hill, Nairobi  
P.O. Box 41479-00100, GPO Nairobi, Kenya  
E-mail; [procurement@shelterafrique.org](mailto:procurement@shelterafrique.org)

For any clarification kindly contact us on the email address above.

The proposals should be received not later than **Friday January 31<sup>st</sup>, 2025, at 5.00 p.m. (Nairobi time)**.