

PUBLIC INVITATION TO TENDER (UVgO)

DEVELOPMENT OF AN E-LEARNING TOOL ON INTERNATIONAL CULTURAL RELATIONS

The Goethe-Institut Brussels invites qualified agencies to submit proposals for the development of an e-learning tool to support a training program on international cultural relations (ICR).

The selected agency will be responsible for:

1. Developing an e-learning tool including modules on specific topics related to ICR.
2. Designing a user-friendly and intuitive interface.
3. Integrating content provided by our organization and coordinated by our team.
4. Multimedia production involving producing digital learning materials such as the creation of online videos, templates and graphic design.
5. Create opportunities for learner interaction and engagement, such as discussion forum for peer-to-peer exchange, Q&A section, quizzes, certificate generation.
6. Ensuring technical compatibility and scalability, as well as safety and accessibility.
7. Provide a clear timeline of deliverables.
8. Proofreading and testing.

The e-learning content will be organized into modules or units, up to 6. Each module will cover one or multiple topics developed by our organization.

The agency will collaborate with our organization to create, update, and manage content. This includes regular and close coordination with the team. The content will remain strictly confidential.

We expect a user-friendly design that aligns with our organization branding and visual identity.

TIMELINE

Key milestones and the expected launch date will be outlined in the proposal. The desired completion date is 30th June 2024.

BUDGET

Agencies are invited to submit their proposed budgets. The total budget for this project is estimated at 50.000 ~ 60.000 EUR.

SUITABILITY CRITERIA

The suitability of the bidders will be assessed based on the following mandatory suitability criteria:

- Proven track record in developing e-learning tools, particularly for institutional training or similar contexts.
- Demonstrated experience in creating, engaging and interactive content, including video lectures and graphic design elements.
- Familiarity with platforms like Moodle and proficiency in integrating various multimedia elements.

- Expertise in web development technologies to ensure the e-learning platform is compatible with various devices and browsers.
- Experience in developing and implementing discussion/chat functionalities within e-learning platforms.
- Ability to design and implement features for monitoring registration and user progress.
- Strong project management skills, including the ability to adhere to timelines and milestones. (Effective communication and collaboration with your organization and content experts throughout the development process.)
- Provide references from at least two previous clients with projects similar to the scope and objectives of our training program.
- Excerpt from the commercial register.

AWARD CRITERIA / DETERMINATION OF THE MOST ECONOMICALLY ADVANTAGEOUS TENDER

The most economically advantageous tender from suitable bidders will be determined considering the following award criteria with the specified weighting:

- Price (50%)
 - o Please submit a detailed budget proposal that outlines costs for each aspect of the project, including content development, e-learning platform development and ongoing support and maintenance. This criterion ensures that the agency has considered all aspects of the project, providing a clear understanding of the proposal costs.
- Web development skills of the people in charge of executing the contract, i.e. in house web developers, graphic designers, IT maintenance (30%)
 - o Proficiency in platforms like Moodle showcases the agency's ability to work with widely used e-learning tools. This familiarity is essential for a seamless integration of the developed content into the chosen platform, ensuring accessibility and ease of use. Ensuring compatibility with various devices and browsers is critical for accessibility.
 - o Effective communication and collaboration throughout the development process are fundamental to meeting milestones and adhering to timelines.
- At least two references of the people in charge of executing the contract developing e-learning modules for institutions (20%)

Proposals must be submitted by **25/03/2024**. Late submissions will not be considered. Please submit proposals to cultural.relations.platform@goethe.de / cc. ziad.erraiss.extern@goethe.de. The contract is expected to begin on **08/04/2024** and continue until **30/06/2024**. Renewal and termination clauses will be outlined in the contract.

Questions regarding this procurement call must be submitted in writing to Mr. Ziad Erraiss at ziad.erraiss.extern@goethe.de by 20/03/2024.

All information shared during the procurement process is considered confidential and should not be disclosed.

We look forward to receiving competitive and innovative proposals that align with our mission through cutting-edge e-learning tools.

ABOUT THE CULTURAL RELATIONS PLATFORM

The Cultural Relations Platform is an EU-funded project that connects cultural practitioners worldwide for dialogue, exchange and co-operation. It also provides expertise to the European Union (EU) in the field of international cultural relations.

- Develops research into the cultural and creative sectors in countries around the world.
- Facilitates co-operation and networking between cultural practitioners within and outside the EU including cultural organizations, private foundations, and the civil society sector.
- Provides advice and expertise to EU institutions and EU delegations all over the world.
- Strengthens the capacity of cultural practitioners globally to deliver international cultural relations, through local conferences, workshops and training, and its Global Cultural Relations Programme.