



**World Organisation  
for Animal Health**  
Founded as OIE

**CBD/CFT2022/1**

## **B. TERMS OF REFERENCE**

### **PROVISION OF E-LEARNING MODULES ON WILDLIFE SURVEILLANCE AND TRADE AND OTHER SERVICES**

### **WORLD ORGANISATION FOR ANIMAL HEALTH (WOAH)**

**WHOSE STATUTORY NAME IS**

**“OFFICE INTERNATIONAL DES EPIZOOTIES”**

### **DEADLINE TO SUBMIT:**

**DECLARATION OF INTEREST AND INTEGRITY: 11/07/2022 (PARIS LOCAL TIME)**

**2. TENDERS : 18/07/2022 - 18:00 (PARIS LOCAL TIME)**

#### **Contracting authority**

World Organisation for Animal Health (WOAH)  
Whose statutory name is  
Office International des Epizooties

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## 1. INTRODUCTION

### 1.1 WOAHP MANDATE

The World Organisation for Animal Health - WOAHP (founded as Office International des Epizooties - OIE) is the intergovernmental organisation responsible for improving animal health and welfare worldwide. This ambitious mandate stems from the International Agreement which led to its creation in 1924, its tests, as well as the successive resolutions adopted by the World Assembly, composed of Delegates appointed by its Members. The leadership of WOAHP is solidly anchored in the evidence-based decision-making process that underpins its work. Moreover, the standards developed by WOAHP are recognised as the reference for animal health and zoonoses-related matters within the framework of the World Trade Organization (WTO) Agreement on the Application of Sanitary and Phytosanitary Measures (SPS Agreement).

The mission of WOAHP is to foster global commitment to improve animal health and welfare and veterinary public health worldwide, by:

- promoting the coordination of animal health and welfare management, including the impact of such coordination on safer trade, through the establishment of international standards and the implementation of global strategies;
- fostering transparency in the global animal disease situation, in a world increasingly shaped by globalisation, in which trade intensifies steadily and undergoing swift and ongoing change in digital capabilities;
- supporting national Veterinary Services to improve their capacities to prevent and control animal diseases, including those transmissible to humans (zoonoses).

In the course of its history, WOAHP has repeatedly proven the relevance of its remit of protecting animals to preserve a future where public health, food security and sustainable socio-economic growth that support livelihoods are improved.

This certainty and commitment have not changed, and WOAHP continues to strive to bring positive and impactful change. As such, the vision for WOAHP is to provide leadership in global animal health governance.

Inequalities in the capacities and resources of national Veterinary Services, as well as the challenge to ensure sufficient investments in animal health at both national and international levels, continue to impede the effectiveness and sustainability of global animal health policy. Veterinary Services around the world do not have the same capacity to anticipate and address new expectations, despite widespread appreciation that the risk of failure represents a major threat to global public health and food security. Responding to these challenges will be necessary to better support Veterinary Services in strengthening animal health governance worldwide.

The contribution of Veterinary Services to meeting the growing demand for animal-sourced foods and ensuring food security globally through regulations on animal health and welfare is broadly accepted. However, their contribution towards achieving other global goals is still dramatically underestimated. Animal health and welfare are not only about controlling disease to increase productivity; Veterinary Services positively contribute to global health security and the well-being of populations on issues such as zoonoses, food safety and antimicrobial resistance. Effective animal health and welfare policies positively impact the living conditions and the quality of life for millions of families and influence the economic development of communities, which are directly and indirectly dependent on livestock and aquaculture production. Healthy animals also play an important role in the development of sustainable production systems, safeguarding aquatic and terrestrial ecosystems for future generations.

The contribution of Veterinary Services and WOAHP to the achievement of the Sustainable Development Goals, as well as to other regional and international objectives and frameworks, has thus never been



more important. As a result, WOAH has developed its 7th Strategic Plan for the period 2021-2025 with the aim of not only guiding the work of WOAH over the next five years, but also raising awareness of the impact of WOAH in the framework of global goals.

This Strategic Plan identifies five areas of strategic focus that are key to responding effectively to forthcoming challenges, being “responding to Members’ needs”, one of them.

WOAH Members’ national Veterinary Services, in fact, are responsible for the day-to-day management of animal health and welfare and veterinary public health at national level. They are the cornerstone of the effective global governance of animal health systems, something that requires both international harmonisation and strong national capacity. Consequently, WOAH will continue to develop national Veterinary Services’ capacity, using all available sources of evidence to better understand trends in complex animal health issues, and focussing capacity-building activities for enhanced results.

WOAH strongly promotes education as a cornerstone of high-quality Veterinary Services and has consequently developed capacity-building programmes to better support Veterinary Services in contributing to the global governance of animal health. Priority needs are identified through the analysis of data across WOAH programmes, such as WOAH Observatory or the PVS Pathway, as well as the outcomes of regional conference or Reference Centre reports. Such a framework aims at improving the quality and impact of WOAH capacity-building activities, while supporting improved cost-effectiveness, increased outreach, and a heightened focus on specific needs.

## 2. EXECUTIVE SUMMARY

### 2.1 PROJECT BACKGROUND

WOAH has reformed its training system and has created for this purpose its Global Platform for the Training of Veterinary Services. This Platform, including the Training Portal, has been implemented to manage WOAH training activities from learning needs’ assessment to evaluation, whether they are face-to-face or at a distance. Indeed, a crucial point of the reform is to significantly increase the distance learning offer at WOAH.

Thanks to this initiative, WOAH is committed to provide its Members with diversified and ‘à la carte’ training to improve the implementation of WOAH standards and thereby contribute to the sustainable improvement of global veterinary governance.

WOAH training - face-to-face, virtual and eLearning - is developed around a Competency-based Training Framework (CBTF) currently structured around 16 Competency Packages which together cover extensively WOAH Codes, Manuals (Manual of Diagnostic Tests and Vaccines for Terrestrial Animals and Manual of Diagnostic Tests for Aquatic Animals) and additional guidelines (<https://training.oie.int>). WOAH CBTF is a founding document that defines education areas, key competencies and learning objectives tailored to WOAH values and goals; it serves as a basis to develop high quality and fit-for-purpose training programmes aimed specifically at developing and strengthening Veterinary Services capacity to implement WOAH standards.

The compilation of the Terms of Reference of the 16 Competency Packages constitutes the body of WOAH CBTF.

Wildlife is a priority topic of WOAH 7<sup>th</sup> Strategic Plan, even more in the context of COVID-19 pandemic and reinforced consideration for One Health topics.

WOAH developed a [Global Wildlife Health Framework](#) (WHF) which aims to protect wildlife health by addressing both public health and conservation issues. The overall objectives of the framework are dual: to manage the risk of pathogen emergence in wildlife and transmission at the human-animal-ecosystem interface, including along the **wildlife trade** pathways; and to improve **surveillance systems**, early detection, notification, and management of wildlife diseases.

Six thematic areas of work – which form an integral part of the WOAH 's core activities - have been identified as priority to accomplish these two objectives: (i) Improve disease notification, (ii) **Develop and update guidelines and standards**, (iii) Promote multisectoral collaboration and One Health, (iv)



Increase awareness and develop communication, (v) Enhance scientific expertise and (vi) **Strengthen capacity building.**

Under the “Develop and update guidelines and standards” thematic (ii), WOAH Guidelines on reducing the risk of spillover events at markets selling wildlife and along the wildlife supply chain will be developed by an WOAH ad hoc group, recently established.

The capacity building thematic (vi) is being delivered with the support of WOAH **Platform for the Training of Veterinary Services (VS)**. Its Competency-based Training Framework described above, addresses three educational levels (day 1, day 2 and Expert levels), forms the architecture of WOAH training catalog and the foundation of WOAH training programmes, both for distance and face-to-face delivery. One Competency Package is specifically dedicated to wildlife health (CP16), to give optimal visibility to this important topic in future WOAH capacity building activities. Specific Terms of reference for the wildlife CP will guide the development WOAH learning resources on wildlife, including e-modules accessible to all WOAH Members on WOAH Training Portal.

## 2.2 PROJECT OBJECTIVES

The scope of this call for tender is to identify a qualified provider for the three following activities:

1. Carry out a **learning needs’ assessment of Veterinary Services** and key other relevant competent authorities **on wildlife health management**, including the wildlife trade and supply chain, and wildlife disease surveillance.
2. Establish an **inventory of existing eLearning resources on wildlife** health surveillance, prevention and management, and assess them for possible labelling and integration into WOAH online training catalog.
3. Produce **4 e-modules on wildlife surveillance and trade**, belonging to CP16. The modules will have to be uploaded for use and delivery to WOAH Training Portal (<https://training.oie.int>), which operates on a cloud-based hosted Moodle solution and runs on WOAH hosting servers. This Learning Management System (LMS) used to deliver WOAH online training, is compatible with the most common Internet browsers (e.g. Microsoft Internet Explorer, Microsoft Edge, Mozilla Firefox, Google Chrome). The LMS allows participants’ registration, management and support, it releases completion certification and addresses customer satisfaction.

## 3. PROJECT ORGANISATION AND METHODOLOGY

### 3.1 PLANNING AND IMPLEMENTATION SCHEDULE

The requested services will have to be delivered in a 20-month period, starting from the contract signature date, as explained in detail in paragraph 4. The awarded tenderer will have to demonstrate a robust capacity to deliver complex eLearning projects to develop quality e-modules, adopting advanced risk management methodologies.

### 3.2 GOVERNANCE

WOAH intends to supervise the project development and work closely with the management team. This project will be coordinated by Barbara Alessandrini, Head of the Capacity-Building Department. Nadège Leboucq, WOAH Platform Secretariat, will be WOAH project manager and the contact point whom the awarded Tenderer will have to refer to. An internal WOAH scientific and methodological team will be responsible for the deliverables’ validation, as better explained in paragraph 4. The tenderer will have to appoint a project manager to coordinate the project itself and lead all communications with WOAH.

### 3.3 METHODOLOGICAL APPROACH

The tenderer will have to address all the technical specifications described in paragraph 4.

In addition, the tenderer will have to respect the following guiding principles and/or standards, or guidelines:



- Training project management adopting the “risk-based thinking” approach (e.g. as requested by the ISO norm 9001:2015);
- WOAHP Platform for the Training of Veterinary Services. Guidelines for the development of WOAHP online modules: core requirements ([Course: Guidelines for the development of OIE e-modules: core requirements](#))
- WOAHP standards and guidelines as relevant for the achievement of the established Learning Objectives;
- WOAHP Standard Operating Procedure for e-Modules’ Development (to be provided by the WOAHP to the awarded tenderer)
- WOAHP Brand manual (to be provided to the awarded tenderer)
- WOAHP e-modules visual identity (to be provided to the awarded tenderer)
- Any other reference provided by the Secretariat of the WOAHP Platform for the Training of Veterinary Services (<https://training.oie.int>)

#### 4. SCOPE OF THE SERVICES

##### 4.1 MAIN OUTPUTS, TARGET AUDIENCES, LEARNING OBJECTIVES, TECHNICAL SPECIFICATIONS

##### ▪ Content specifications

##### **Activity 1 – to carry out a Learning needs’ assessment on wildlife health management capacity**

The learning needs’ assessment on wildlife health management should define the expected organizational competencies, the expected roles and competencies of wildlife health professionals and the existing gaps to fill with reference to WOAHP Global Wildlife Health Framework, current and future scenarios. It is expected to inform the design and implementation of WOAHP and its members’ training plans (at global/regional and national levels respectively) with reference to learning objectives and methodologies, content selection, learning assessment, and their incorporation into global or wider training programmes. Special attention should be dedicated to WOAHP National Focal Points.

The tenderer will carry out the learning needs’ assessment on wildlife health management at regional and national levels, involving a set of pilot/sample countries, across WOAHP Regions. WOAHP Guidelines for Learning needs’ assessment currently under development, will be used to design and implement the assessment.

The final expected outputs are:

- Consolidated results of the learning needs’ assessment informing the four points highlighted above in a final mission report
- Guidelines for WOAHP to develop wildlife training programmes at regional level, for VS wildlife workforce and for WOAHP FPs based on the results of the tests in pilot countries and collected data
- The exercise will be also used to provide feedback on the effective and efficient implementation of WOAHP guidelines, and recommendations for application at country level, as well as
- A tutorial based on the Guidelines to explain how to conduct a wildlife health management learning needs assessment at country level, in the three official WOAHP languages

The four products will be posted on WOAHP training Portal (menu: e-guidelines).

*Remark:* considering the One health dimension of wildlife, target audience other than the VS (environmental agencies, forestry, etc.) must be considered as well.

##### **Activity 2 – to establish an inventory of existing eLearning resources**

The tenderer will have to:

(i) Establish an inventory of existing training resources on wildlife trade and supply chain, and on wildlife disease surveillance; the consultation on existing resources can be made via different ‘circles’, starting with WOAHP Collaborating Centers on wildlife and then expanded to education providers in a second instance;





(ii) assess if the resources collected could be labeled to populate the future WOAH online catalog on wildlife (Competence Package 16). The labeling will be conducted using the process and criteria proposed in the under development WOAH Guidelines on labeling (for training material and training resources) and will allow to concretely test their feasibility and provide corrective recommendations, as needed.

### **Activity 3 – to produce four eLearning modules for the Competency package 16, wildlife**

- **2 e-modules on wildlife surveillance** (day 2 level and expert level) to support the implementation of WOAH Standards mainly falling under section 1 of the TAHC on disease diagnostic, surveillance and notification, but also more vertical/disease specific standards (e.g. FMD, PPR) which have detailed provisions that related to wildlife surveillance, prevention and control. Both terrestrial and aquatic wild animals, captive wild animals and feral animals will have to be considered. The day 2 level e-module will provide a general understanding of the stakeholders involved in wildlife surveillance (mapping) and of the wildlife surveillance system, in its passive and active components; the expert level will allow to detail each core component of a wildlife disease surveillance system.
- **2 e-modules on wildlife health and reducing risk along the wildlife trade value chain** (day 2 level and expert level) to support the implementation of the new guidelines on wildlife trade both terrestrial and aquatic wild animals and captive wild animals will have to be considered, feral animals are out of the scope. The day 2 e-module will provide a general understanding of the wildlife supply chain including wet markets and the risk factors for disease spill over events along this chain. The expert e-module will address mitigation strategies for well identified risks, with a decision framework.

These e-modules will **target a wide audience** of wildlife and wildlife health experts from WOAH Members, belonging to national Veterinary Services and other competent authorities. The tenderer will have to identify the pre-requisites necessary to the different target audiences to attend each e-module and assess them through an entry test.

While being offered in the CP 16, the e-modules can be combined and be complementary with other resources available in other competency packages, allowing learners to build their own customized learning plan.

For the purposes of this call for tenders, the table below addresses the level of knowledge, skills, and competencies for the two educational levels (day 2, expert) that the e-modules will address (no Day 1 modules are due):

LEVEL	KNOWLEDGE	SKILLS	COMPETENCIES
DAY 2	Specialised knowledge as the basis for original thinking and/or research/innovation Critical awareness of knowledge issues in a field and at the interface between different fields	A comprehensive range of cognitive and practical skills required to develop (creative) solutions to specific problems. Specialised problem-solving skills required to develop new knowledge and procedures and to integrate knowledge from different fields	Manage technical or professional activities or projects, taking responsibility for decision making. Take responsibility for managing small groups Demonstrate professional integrity
EXPERT	Knowledge at the most advanced frontier of a field of work or study and at the interface between fields	The most advanced and specialised skills and techniques, including synthesis and evaluation, required to solve critical problems and to extend and redefine existing knowledge or professional practice	Manage and transform work contexts that are complex, unpredictable and require new strategic approaches. Take responsibility for contributing to professional knowledge and practice and/or for reviewing the strategic performance of teams.



		Demonstrate innovation, autonomy, scholarly and professional integrity. Act as a technical leader, in the framework of his/her responsibilities
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#### Baseline documents

The tenderers will have to consider, amongst others, the following technical documents to develop the requested e-modules, most of them available online:

- Chapter 2.4 on animal health surveillance
- Section 5 on Trade measures, import/export procedures and veterinary certification
- Chapters 7.2, 7.3 and 7.4 on animal transport by sea, land, and air
- Chapter 6.1 on the introduction to recommendations for veterinary public health
- Chapter 6.2. on the role of the Veterinary Services in food safety systems
- Chapter 6.12 zoonoses from non-human primates
- Guidelines for the control and prevention of peste [des petits ruminants \(PPR\) in wildlife populations](#)
- Guidelines for [Working with Free-Ranging Wild Mammals in the Era of the COVID-19 Pandemic](#)
- Guidelines for Wildlife Disease Risk [Analysis](#)
- [Manual of Procedures for Wildlife Disease Risk Analysis](#)
- EBO-SURSY Project website resources: [EBO-SURSY Project \(English\) - OIE - Africa \(woah.org\)](#)
- [A rapid review of evidence on managing the risk of disease emergence in the wildlife trade \(to be enclosed\)](#)
- WOAH Guidelines on reducing the risk of spillover events at markets selling wildlife and along the wildlife supply chain (in publication)

#### Learning outcomes:

The following **learning outcomes** are expected to be achieved by the different target audiences:

Wildlife surveillance	
<b>VS competences:</b> <b>- The VS have comprehensive passive surveillance nationwide providing high confidence in the notifiable wildlife disease status in real time.</b> <b>- The VS conduct ongoing active surveillance for priority wildlife diseases, infections and hazards and apply it to all susceptible wildlife populations.</b>	
Learning outcomes	
Module 1 - Day 2	Module 2 - Expert
<ul style="list-style-type: none"> <li>• Explain the specific goals and the main components of a wildlife disease surveillance system, and its importance</li> </ul>	<ul style="list-style-type: none"> <li>• Apply risk-based approaches to wildlife surveillance</li> </ul>
<ul style="list-style-type: none"> <li>• Describe the socio-economic importance of wildlife diseases</li> </ul>	<ul style="list-style-type: none"> <li>• Assess the socio-economic burden of wildlife diseases</li> </ul>
<ul style="list-style-type: none"> <li>• Explain the main differences between domestic animal and wildlife disease surveillance systems</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluate the strengths and weaknesses of a wildlife disease surveillance system and provide relevant recommendations to improve it</li> </ul>





<ul style="list-style-type: none"> <li>Identify, list, and map the main stakeholders of a wildlife disease surveillance system, their respective responsibilities, and channels of communication, using a One Health approach</li> </ul>	<ul style="list-style-type: none"> <li>Analyse the map of main stakeholders of a wildlife disease surveillance system, their respective responsibilities, and channels of communication, using a One Health approach</li> <li>Engage all the relevant national public and private stakeholders of wildlife health to organise collaboration, coordination, and communication across the core components of a surveillance system, using a One Health approach</li> </ul>
<ul style="list-style-type: none"> <li>Understand the goals of active and passive surveillance and determine whether to use the former or the latter</li> </ul>	<ul style="list-style-type: none"> <li>Develop a budget for passive and active wildlife disease surveillance, part of a national programme</li> </ul>
<ul style="list-style-type: none"> <li>Explain the costs associated to a wildlife disease surveillance system</li> </ul>	<ul style="list-style-type: none"> <li>Develop a passive and/or active wildlife disease surveillance systems at country level as appropriate</li> </ul>
<ul style="list-style-type: none"> <li>Describe the main components of a wildlife disease surveillance system and the factors that determine a successful implementation</li> </ul>	<ul style="list-style-type: none"> <li>Support the development of the national wildlife surveillance system, applying the WOAHS Standards</li> </ul>
<ul style="list-style-type: none"> <li>Understand WOAHS data requirements for entry of wildlife disease information into WOAHS - WAHIS and WAHIS-wild</li> </ul>	<ul style="list-style-type: none"> <li>Analyse the data reported in the WOAHS - WAHIS-Wild database to support and inform the national wildlife surveillance system.</li> </ul>

### Wildlife health along the wildlife trade value chain

#### VS competences:

- The VS (and other competent authorities) ensure the safety along the wildlife trade value chain

#### Learning outcomes

Module 3 - Day 2	Module 4 - Expert
<ul style="list-style-type: none"> <li>Explain the wildlife trade and supply chains and their complexity</li> </ul>	<ul style="list-style-type: none"> <li>Assess risks associated with wildlife trade at the human-animal-ecosystem interface}</li> </ul>
<ul style="list-style-type: none"> <li>Outline the similarities, differences, and interdependences between domestic animal and wildlife trade</li> </ul>	<ul style="list-style-type: none"> <li>Contribute to the development of a risk mitigation strategy along the wildlife trade value chain</li> </ul>
<ul style="list-style-type: none"> <li>Describe external conditions that facilitate spillover of an emerging pathogen from a source wildlife host to a spillover host</li> <li>Describe the main risk factors and pathways at markets selling wildlife and along the wildlife supply chain</li> </ul>	<ul style="list-style-type: none"> <li>Develop an action plan to support the implementation of the mitigation strategy</li> </ul>
<ul style="list-style-type: none"> <li>Describe the risk prevention and reduction techniques, tools and interventions that could be applied to reduce risk factors</li> </ul>	<ul style="list-style-type: none"> <li>Organise collaboration among the government authority/ministry responsible for wildlife health in a country, to improve safe wildlife trade with a One health approach</li> </ul>
<ul style="list-style-type: none"> <li>Identify, list, map, and understand the role of the main key stakeholders along the wildlife trade and supply chain</li> </ul>	<ul style="list-style-type: none"> <li>Apply WOAHS Standards and guidelines to mitigate risk associated with wildlife trade</li> </ul>
<ul style="list-style-type: none"> <li>List indicators to monitor and evaluate uptake, compliance and effectiveness of risk prevention and mitigation measures</li> </ul>	<ul style="list-style-type: none"> <li>Monitor and evaluate uptake, compliance and effectiveness of risk prevention and mitigation measures</li> </ul>



## ▪ **Format, structure, and localization specifications**

Duration: each module will have an overall duration of:

- For the day 2 level: minimum 3 hours and maximum 4 hours (including videos, exercises, readings, etc.),
- For the expert level: minimum 4 hours and maximum 6 hours (including videos, exercises, readings, etc.).

Structure, format: the e-modules will need to be developed according to:

- (i) **OIE Guidelines on OIE e-modules development: core requirements** (format, structure, and process) which provide for high professional and academic standards.

More specifically, for each e-module, an entry-test will assess the learner requirement to access the e-module, the introduction will present the module and its general learning objectives. Each unit will be composed of an introduction which includes the specific learning outcomes, a central part, a recap part, and an exercise to strengthen the learning and measure progresses, coherent with the defined objectives. A final assessment exercise will have to also be developed to evaluate learning. Each unit will contain in depth materials, references, and other resources. A learners' guide with clear user instructions and recommendations, a glossary, standard and advanced navigation buttons will have to be developed. A book-marking system will be put into place to facilitate learners' navigation.

- (ii) **WOAH visual identity** the tenderer must respect WOAH e-module visual identity. Specific instructions will be provided to the awarded tenderer

Localisation: the e-modules will be offered to learners who are located all over the world; they belong to different cultures and may be non-native speakers. Particular attention will have to be dedicated to the language used, which should be clear and accessible, as well as to consider multiculturalism and gender diversity. The pilot modules will be developed in English. Localisations will be carried out in the other two WOAH official languages, French and Spanish.

Localisation must be developed in the same source file of the pilot course. Every modification carried out in the pilot screens, should be reported to the other two languages automatically. Eventual necessary updates and mistakes in the three languages reported during the delivery phase, should be corrected (evolutive maintenance).

### Others:

In preparation of the pilot delivery, a recruitment procedure to guarantee global access to the e-modules, should be implemented in collaboration with WOAH. During the pilot delivery, a helpdesk to address content issues and answer/solve technical problems the learners may have, must be put into place in collaboration with WOAH. Answers should be provided within two working days in the three WOAH Official Languages (EN, FR, SP).

Upon validation of the e-modules in the three languages by WOAH, all source files must be delivered in unencrypted version. WOAH will own the legal rights on all specific materials (logos, effects) used in the e-modules. The e-modules shall have to be developed with non-proprietary programs of any type (i.e. in a standard authoring language used on the market). Possible costs for licenses for products (e.g. software) required for the development of the e-modules must be included in the proposal. No out-of-date technologies should be used (e.g. Flash).

The eLearning modules shall have to be developed in a way that allows easy update of its contents in the three languages, even after the contract conclusion. For this reason, standard authoring languages are needed and a full handover will have to be granted.



## ■ **Development steps and timeframe**

The contract will last 20 months, during which the following timeline will have to be respected (red: provider; blue: WOAH). Please note that the workplan and timeline will be validated at the kick off meeting and some adaptations, modifications may be required:

	M 1	M 2	M 3	M 4	M 5	M 6	M 7	M 8	M 9	M 10	M 11	M 12	M 13	M 14	M 15	M 16	M 17	M 18	M 19	M 20
<b>Project kick off</b>																				
<b>Learning needs' assessment</b>																				
Detailed methodology development																				
LNA delivery and reporting																				
Test in countries																				
WOAH validation																				
<b>Inventory and assessment of existing eLearning resources</b>																				
Inventory methodology																				
Inventory																				
Assessment																				
WOAH validation																				
<b>E-modules – WILDLIFE SURVEILLANCE</b>																				
Presentation of the eLearning modules' design and customisation of the visual identity																				
eLearning modules' design and visual identity validated by WOAH																				
Authoring and harmonization of the training contents in English																				
Peer-review of the training contents and English proof-reading																				
Implementation of the peer-reviewers improving suggestions																				
Training contents validated by WOAH																				
Storyboarding																				
Storyboarding validated by WOAH																				



	M 1	M 2	M 3	M 4	M 5	M 6	M 7	M 8	M 9	M 10	M 11	M 12	M 13	M 14	M 15	M 16	M 17	M 18	M 19	M 20
Production of the e-learning modules in English																				
Light demo production																				
Light demo validated by WOAH																				
Test by the authors and pedagogical peer-review																				
eLearning modules validated by WOAH																				
Debug, release and go-live in EN																				
Translation of the storyboard in FR and ES																				
Review of the translated storyboards by mother tongue experts																				
Localisation of the learning objects in FR and ES																				
eLearning modules in FR and ES validated by WOAH																				
Debug, release and go-live in FR and ES																				
Recruitment of participants																				
EN learning modules pilot delivery																				
FR and ES learning modules pilot delivery																				
Refinement and maintenance																				
Hand-over																				
Hand-over validated by WOAH																				
Final report																				
Final report approved by WOAH																				
<b>E-modules – WILDLIFE HEALTH ALONG THE WILDLIFE TRADE VALUE CHAIN</b>																				
Presentation of the eLearning modules' design and customisation of the visual identity																				



	M 1	M 2	M 3	M 4	M 5	M 6	M 7	M 8	M 9	M 10	M 11	M 12	M 13	M 14	M 15	M 16	M 17	M 18	M 19	M 20
eLearning modules' design and visual identity validated by WOAH																				
Authoring and harmonization of the training contents in English																				
Peer-review of the training contents and English proof-reading																				
Implementation of the peer-reviewers improving suggestions																				
Training contents validated by WOAH																				
Storyboarding																				
Storyboarding validated by WOAH																				
Production of the e-learning modules in English																				
Light demo production																				
Light demo validated by WOAH																				
Test by the authors and pedagogical peer-review																				
eLearning modules validated by WOAH																				
Debug, release and go-live in EN																				
Translation of the storyboard in FR and ES																				
Review of the translated storyboards by mother tongue experts																				
Localisation of the learning objects in FR and ES																				
eLearning modules in FR and ES validated by WOAH																				
Debug, release and go-live in FR and ES																				
Recruitment of participants																				



	M 1	M 2	M 3	M 4	M 5	M 6	M 7	M 8	M 9	M 10	M 11	M 12	M 13	M 14	M 15	M 16	M 17	M 18	M 19	M 20
EN learning modules pilot delivery																				
FR and ES learning modules pilot delivery																				
Refinement and maintenance																				
Hand-over																				
Hand-over validated by WOA																				
Final report approved by WOA																				

## 5. RESPONSE STRUCTURE

### 5.1 TECHNICAL RESPONSE

The tender response should be provided in a WORD/PDF document (Document C). The technical offer should not be longer than 50 pages. Additional information relevant to the understanding of the response may be presented in annex and will not count against the maximum number of pages.

#### 5.1.1 General company/consortium information

This section should include information on the organisation(s) and its/their activities, including:

##### A. General information

- Company/ies name (and name of group if applicable);
- Structure and organisation
- Contact point name, phone number and email address;

##### B. Activities

- Company background review;
- Description of major activities related to the subject of this call for proposal (development of eLearning modules, learning needs' assessment, evaluation of learning resources).

##### C. Experience

- References related to international eLearning projects carried out in the last 5 years in the veterinary domain, including links to developed e-modules or demos (maximum 5 per company) and on learning needs' assessment and evaluation of learning resources.

#### 5.1.2 Project description

The tenderers should clearly highlight the understanding of the project context and needs and describe the innovation and originality of the proposal. Motivations on the reasons why their proposal should be selected should be included.



### 5.1.3 General methodology and proposed schedule

This section should identify the recommended methodology to implement the different steps in the most appropriate and effective approach.

The offer should provide input on the proposed project governance mechanism and a clear rationale as to the proposed organisation of activities. Major constraints as well as pre-requisites (e.g. time, stakeholder availability) should be identified. A schedule encompassing the different deliverables should be provided.

The general methodology to manage the project, including the format of the follow-up on the part of the supplier as well as the measures to ensure respect of the project deadlines, tracking of project costs and the delivery of quality deliverables should be identified.

The proposal will have to show a consistent and robust methodology and an advanced use of technological opportunities, which will take into consideration the following requirements:

- characteristics of the target audience and learner centred approach;
- advanced methodologies to produce the eLearning modules;
- learning objectives and coherent learning methods;
- entry prerequisites
- content development, review and validation process;
- language and localisation consistency;
- assessment of entry knowledge, ongoing learners' improvements and achievement of the learning objectives (in one learning experience) and "private" access to the obtained marks;
- personal data protection, respecting the WOAHP Privacy Policy ([Privacy Policy - WOAHP - World Organisation for Animal Health](#));
- provision of opportune feedback on correct and wrong solutions and recall the connected training materials for reviewing;
- bookmarking system;
- simulation and gamification techniques, where applicable;
- certification;
- intuitive interface, navigation and usability;
- learning object standards;
- level of interactivity and adequate choice of different media (voice-over, video, images, animations, interactions, etc.);
- accessibility and interoperability;
- responsiveness to the main devices;
- instructional design;
- learning content scripts;
- reusability of content objects for further new courses, maintenance and updating;
- Customer satisfaction and other quizzes in a Moodle compatible standard (XML);
- SCORM 1.2 Compliant (higher standard if required): Technical Interoperability standard for LMS;
- Modules' integration into WOAHP Training Portal;
- HTML5 standards with accessory CSS and JavaScript;
- JPG, PNG, SVG, MP4, MP3, PDF for media publication (images, photos, video, graphics, animations to be included);
- auto-diagnostic tests;
- complete handover one month before the contract conclusion.





#### 5.1.4 Allocated human resources

This section should identify the requested professional profiles, describing their field of expertise, seniority etc.) proposed throughout the project and according to each stage of the methodology established. It should include a rationale for the team set-up and clearly underline how the team, as a whole, shows an adequate level of expertise requested to develop quality eLearning resources. Appropriate pedagogical, technological and management expertise to guarantee the delivery of high-quality products has to be demonstrated.

An adequate number of human resources must be allocated to guarantee the respect of the project timeline.

A **project manager** with specialist expertise in eLearning production will have to assure the project coordination, the modules' creation, development, review and validation, the cost/effectiveness of the adopted solutions, as well as the continuous relationship with WOAH staff. He/she is expected to coordinate the module design, the definition of the learning strategy, the choice of the learning methodologies, the use of media and interactions coherently with the defined learning objectives.

Requested experience: at least 10 years in the management of eLearning projects at international level, in the field of animal health and welfare, food safety, environment protection.

**eLearning designers** and **pedagogical experts** will have to adopt robust methodologies to develop the eLearning modules

Requested experience: at least 5 years of experience in the design of eLearning courses and the application of training methodologies in eLearning courses destined to professionals of Veterinary Services.

The **subject matter experts**, with minimum 10 years of relevant expertise in wildlife surveillance and trade training at international level. Experience in the framework of WOAH context is an added value.

**Technological supplier/s** will have to assure the learning objects' production respecting the technological requirement standards, including graphic design, technical solutions, etc.

As annex to the proposal, each profile should include a short biography, the justification of his/her role in the project, a short CV (max 1 page) with reference to relevant experience. Each proposed expert should sign the "Statement of availability of experts".

#### 5.1.5 Risk management

This section should provide a review of major constraints identified at this stage, potential risks to the project and measures to ensure its successful completion. Prerequisites that the tenderer deems important to carry out the project effectively should be identified.

#### 5.1.6 Additional information

This section should include any additional information not provided for elsewhere that the tenderer deems important for WOAH to know. Innovative solutions as well as relevant "Best practices" that may not be expressly mentioned elsewhere should be provided here.

### 5.2 FINANCIAL OFFER

The financial offer should be provided in EURO and quoted free of all duties, taxes and other charges, VAT.



### 5.2.1 Core Components

The financial offer should be provided filling the document D with the following information:

- Overall cost
- Cost breakdown:
  - o Project coordination, management, and administration
  - o Learning needs' assessment
  - o Inventory and assessment of eLearning resources
  - o eModules
    - o Authoring & peer-review
    - o IT development
    - o Graphic design
    - o Multimedia development
    - o Monitoring, assessment, reporting
    - o Localisations in French and Spanish
  - o Other costs (should show what other consists of)

### 5.2.2 Order and payment terms

The following schedule of payments will be finalised in the Contract based on the agreed-upon workplan and set of deliverables:

- forty percent (40%) of the total price will be paid after validation by WOAHA of the learning need assessment and of the inventorying and labelling (month 6);
- fifty percent (50%) of the total price will be paid after validation by WOAHA of the eLearning modules on wildlife surveillance in English, French and Spanish (month 13);
- the balance payment will be issued upon reception and validation by WOAHA of the final report and presentation (month 20).

Payment throughout the Contract will be made upon receipt of the corresponding undisputed invoice, which should be raised after validation of each deliverable. WOAHA will proceed to the payment of undisputed invoices within 45 days of their reception by bank transfer or cheque.