



WORLD RESOURCES INSTITUTE

Request for Proposals:
Online Course Development

1. INTRODUCTION AND BACKGROUND

a) PURPOSE OF THE REQUEST FOR PROPOSAL

The World Resources Institute (WRI) is seeking qualified assistance to **develop one e-learning course** on the [Compact of Mayors](#) (the Compact). This semi-technical self-learning course will cover specific components and compliance requirements of the Compact, and serve both an educational and promotional role to drive participation in the Compact in preparation for the [COP21 Conference](#) in Paris in December 2015.

The target audience for this course will be city sustainability/climate change officers and environmental policy advisors around the globe that have limited background on the Compact of Mayors. The course will have the dual purposes of informing as well as promoting the subject matter to decision makers. WRI will develop one e-learning course to educate these target audiences about how their cities can participate in the Compact of Mayors and use the [Global Protocol for Community-Scale Greenhouse Gas Emission Inventories](#) (GPC) to measure and report city-wide greenhouse gas emissions. WRI is developing a slide deck with roughly 120 slides for the purpose of delivering in-person trainings on the topics above. The training materials are currently planned to be completed by July 15, 2015 and will be provided to the chosen vendor as soon as it is available. WRI seeks to develop an effective e-learning course based on the training materials but with additional web-based learning features, content and exercises. At the conclusion of the development process, the final version of the e-learning course will be the property of WRI.

About WRI and the Compact of Mayors

The **World Resources Institute (WRI)** is a global environmental think tank that goes beyond research to put ideas into action. We work with governments, companies, and civil society to build solutions to urgent environmental challenges. WRI's transformative ideas protect the earth and promote development because sustainability is essential to meeting human needs and fulfilling human aspirations in the future.

The **Compact of Mayors** is the world's largest cooperative effort among mayors and city officials to pledge to reduce greenhouse gas emissions, track progress and prepare for the impacts of climate change. Compact cities are supported by city networks and "endorsing partners" in this significant undertaking.

2. ADMINISTRATIVE

a) CONTACT

Any questions concerning the technical Scope of Work or contractual terms and conditions or proposal format should be directed to:

Name	Joe Winslow, World Resources Institute
Address	10 G Street NE (Suite 800), Washington D.C, 20002 United States
Phone	+1-202-729-7696
Email	jwinslow@wri.org

b) DUE DATES

Interested Vendors should submit their proposal to Joe Winslow at jwinslow@wri.org by 6:00 pm Eastern Time Zone (USA), **Wednesday, June 22, 2015**. Any proposal received after the required time and date specified for receipt shall be considered late and non-responsive. Any late proposals will not be evaluated.

c) SCHEDULE OF EVENTS

Event	Date
1. Proposal due date	June 22, 2015
2. Anticipated decision and selection of vendor	June 29, 2015
3. Anticipated start date of project work	July 6, 2015
4. Desired project delivery	4-5 months

3. GUIDELINES FOR PROPOSAL PREPARATION

a) PROPOSAL SUBMISSION

Award of the contract resulting from this RFP will be based upon the most responsive Vendor whose offer will be the most advantageous to WRI in terms of cost, functionality, and other factors as specified elsewhere in this RFP.

WRI reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential Vendor,
- Accept other than the lowest priced offer,
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers, and
- Award more than one contract.

Vendor's proposal shall be submitted as set forth below. The Vendor will confine its submission to no more than ten (10) pages (plus appendices) including those matters sufficient to define its proposal and to provide an adequate basis for WRI's evaluation of the Vendor's proposal. Vendors submitting a proposal to develop courses for both the standards should clearly state their ability to complete them within the time frame mentioned in 2(c) above.

In order to address the needs of this procurement, WRI has preference for Vendors that can complete the entire Scope of Work included in this RFP. WRI will allow proposals from Vendors working cooperatively, provided that:

- The arrangements are identified and relationships are fully disclosed, and
- A prime Vendor is designated that will be fully responsible for all contract performance.

A Vendor's proposal in response to this RFP will be incorporated into the final agreement between WRI and the selected Vendor. The submitted proposals are suggested to include each of the following sections:

- a) Scope, Approach and Methodology
- b) Project Deliverables and Timeline
- c) Project Management Approach
- d) Detailed and Itemized Pricing
- e) Description of qualifications and example of related work

- f) Transfer of work
- g) Appendix: References
- h) Appendix: Project Team Staffing with Bios
- i) Appendix: Company Overview

4. DETAILED RESPONSE REQUIREMENTS

a) SCOPE, APPROACH, AND METHODOLOGY

Include a short description of the approach to the Scope of Work indicated. Describe approach to e-learning and how the vendor will take a set of training slides and translate them into an e-learning course and what educational tools will be developed.

b) PROJECT DELIVERABLES AND TIMELINE

Include a description of deliverables and work plan to complete the requirements according to the timeline.

WRI will provide **two (2) staff members** to support development as needed, one with subject matter expertise and one to provide project management support. Include an estimate of labor hours where a WRI staff member will be required to review, sign-off, test or otherwise interact with the Vendor. Please indicate labor hours for WRI for each milestone in the timeline and give a brief description of the nature of the work that will be expected from WRI staff.

c) PROJECT MANAGEMENT APPROACH

Include a brief description of the approach used to manage the overall project.

d) DETAILED AND ITEMIZED PRICING

Include a fee breakdown of the project expenses by deliverables described in this RFP. Also provide **separate estimates** for developing the course(s) **AND** hosting it on an existing GHG Protocol Moodle platform **OR** on a new Moodle LMS platform. No travel is expected to complete this scope of work.

e) DESCRIPTION OF QUALIFICATIONS AND EXAMPLE OF RELATED WORK

Describe qualifications, related to both e-learning and the subject matter, if applicable. Include an overview of qualifications and descriptions of completed projects relevant to this RFP. Provide at least one example of related work, preferably an online course module developed for another project.

f) TRANSFER OF WORK

Include an explanation on how this work will be transferred so that it is completely managed on a day-to-day basis by WRI once handover of the deliverables is complete. This should include a detailed explanation of the transfer process as well as any projected costs and/or estimated WRI staff needs beyond the handover of the deliverables.

g) APPENDIX: REFERENCES

Provide three current references for which you have performed similar work.

h) APPENDIX: PROJECT TEAM STAFFING WITH BIOS

Include biographies and relevant experience of key staff and management personnel. Describe the qualifications and relevant experience of the types of staff that would be assigned to this project by providing biographies for those staff members.

i) APPENDIX: COMPANY OVERVIEW

Provide the following for your company:

- Official registered name (Corporate, D.B.A., Partnership, etc.) and contact details
- Key contact name, title, address (if different from above address), direct telephone and fax numbers
- Person authorized to contractually bind the organization for any proposal against this RFP
- Brief history, including year established and number of years operating

5. EVALUATION FACTORS FOR AWARD

a) CRITERIA

Any award to be made pursuant to this RFP will be based upon the proposal with appropriate consideration given to operational, technical, cost, and management requirements.

The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of a Vendor or Vendors:

1. Completion of all required elements.
2. The extent to which Vendor's proposed solution fulfills WRI stated requirements as set out in this RFP.
3. An assessment of the Vendor's ability to deliver the indicated service in accordance with the specifications set out in this RFP.
4. The Vendor's stability, experiences, and record of past performance in delivering such services.
5. Availability of sufficient high quality Vendor personnel with the required skills and experience for the specific approach proposed.
6. Overall cost of Vendor's proposal. The maximum budget for the development of the course is approximately US\$125,000.
7. Experience developing e-learning courses for use in Moodle.

WRI may, at its discretion and without explanation to the prospective Vendors, at any time choose to discontinue this RFP without obligation to such prospective Vendors.

Awarding of the contract resulting from this RFP will be dependent upon the suitability of proposals received and funds available. The RFP process is open to all vendors including those who have previously developed e-learning courses for WRI.

6. SCOPE OF WORK

a) BASIS FOR ONLINE COURSE DEVELOPMENT

The Vendor will base its work on the following materials:

- 1) **The in-person training materials for the Compact of Mayors** will be provided by WRI. The curriculum consists of about 120 slides with text, graphics, examples, and exercises.

- 2) **Mobile device compatibility**, though not a requirement, it is desirable if this functionality can be delivered within budget.
- 3) **Existing Moodle LMS** is a 2.6.6(Build: 20141110). We are aware new versions of Moodle are available. You may include an update in your response if you believe that newer versions of Moodle would better meet our needs. Current SCORM package version is "2013110504." WRI would expect whatever version of the SCORM package that would best meet our needs and work with existing online courses.

While the proposal and work under this RFP will be based on the above, the curriculum and the exam is licensed by WRI and will not be made available in its entirety for the purposes of developing proposals by Vendors in response to this RFP.

b) DELIVERABLES

The Vendor is expected to:

- 1) **Develop a complete online training course for the Compact of Mayors:** The course will be based on the course curriculum for in-person trainings, which includes modules on:
 1. **Introduction to the Compact of Mayors** - what is it, what is the purpose, who are the partners, what is the difference from the existing city networks and reporting platforms, etc.
 2. **Value of signing up to the Compact of Mayors** – including case studies of cities and how they achieve GHG reduction through inventories, targets, and action plans.
 3. **Compact of Mayors' requirement** – what cities need to do to be Compact compliant.
 4. **GHG inventory** – introduction on how to develop a GPC compliant inventory. This will be the major component of the training, taking up about one-third of the training time.
 5. **Target** – introduction on how to set GHG targets using the GHG Protocol Goals Standard.
 6. **Action Plan** – introduction to the process of developing an action plan and case studies of good practices.
 7. **Adaptation Plan** – introduction to the process of developing an adaptation plan and case studies of good practices.

Each course module should include:

- A 5 minute or less overview video or animation
- Interactive presentations of the concepts through text, animations, audio narration and video clips
- Interactive examples, exercises and quizzes throughout the course for conceptual clarity

The course should have the following functionality:

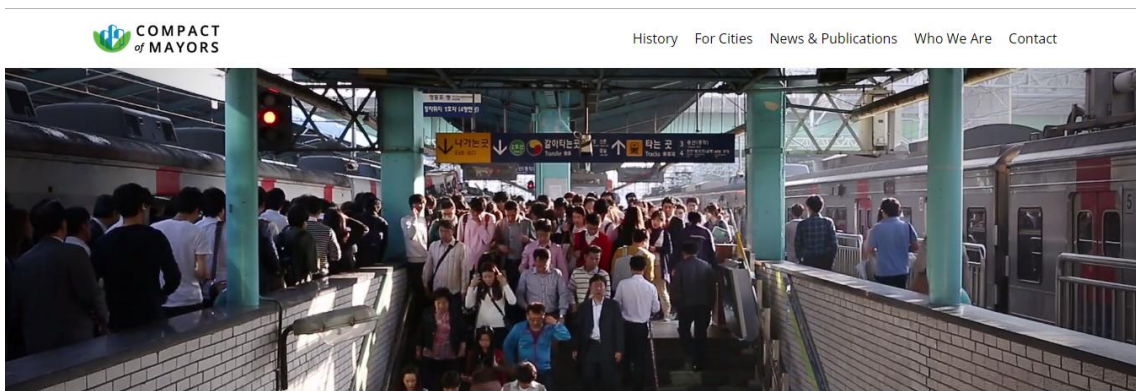
- A 'fast track' option for users that allows the user to have a quick overview of the course that is no longer than thirty minutes in length.

- A ‘deep dive’ option that allows the user to go through each module in detail, preferred length of no more than 5 hours in total.

The Vendor has flexibility in determining the best way to allow users to choose between a fast track and deep dive course option.

- 2) Pilot delivery and review:** The vendor will be expected to be available for the first pilot delivery of the e-learning course(s) and subsequent review/enhancement of the course(s) based on user feedback. WRI is planning to conduct one pilot test of the course using Compact of Mayors participants.
- 3) Online features for e-learning course(s):** The course will preferably be developed for use in an [existing Moodle LMS platform](#) hosted by Lambda Solutions. The existing courses are HTML5 based. If you would like to gain administrative access to get a look at the backend of the existing Moodle platform, please contact jwinslow@wri.org.

The finished landing page for the e-learning learning course must be developed using branding and themes similar to the [Compact of Mayors website](#) (see below).



“Cities are the drivers of progress and innovation, and through the Compact of Mayors, they can help nations set new, aggressive climate targets over the next year.”

The existing Moodle LMS uses branding from WRI GHG Protocol Initiative (see below). The ideal outcome would be for the Vendor to in some way partition the existing site and use the Compact of Mayors branding where the GPC e-learning course will be housed will leaving the GHG Protocol branded portion of the site intact.

Administration

- Course administration
- Turn editing on
- Edit settings
- Course completion
- Users
- Filters
- Reports
- Grades
- Backup
- Restore
- Import
- Publish
- Reset
- Question bank
- Repositories
- Switch role to...
- My profile settings
- Site administration
- Search

Courses

- Product Life Cycle
- Accounting and Reporting
- Standard E-Learning Training
- Product Life Cycle

Corporate Value Chain (Scope 3) Accounting Standard

BACKGROUND

Building off the Corporate Standard, the Scope 3 Standard allows companies to account and report their full value chain impacts. Many companies find that 80 % or more of their greenhouse gas emissions come from their value chain, which makes understanding and managing these impacts so important. After taking this training you will understand:

The benefits of completing and managing a Scope 3 inventory

- How to identify and categorize your organization's Scope 3 emissions
- How to collect data and calculate emissions
- How to set Scope 3 targets and credibly report performance to stakeholders
- Practical approaches to implementation of the standard

The Scope 3 Standard training also includes new case studies from companies that have completed Scope 3 inventories and are already seeing benefits from their efforts.

DEVELOPED IN PARTNERSHIP WITH:

McEwen Associates Circle Learning

A SPECIAL THANKS TO OUR FUNDERS

GHGProtocol.org Blog Posts

- Top 100 Questions about the Scope 2 Guidance
- RELEASE: Companies Can Now Credibly Report Emissions From Low-Carbon Electricity Purchases
- Scope 3 Evaluator Now Available
- Hundreds of Cities Pledge to Replicate Rio's Approach to Measuring and Reducing Emissions
- RELEASE: Launch of First Global Standards to Measure Greenhouse Gas Emissions from Cities

If this is not possible or desirable, please detail your reasoning in your proposal and provide an estimate for the cost of developing an entirely new LMS platform or provide options such as hosting the site on the Compact of Mayors website.

During the Moodle integration phase of development, the courses will need to be delivered with the following Compact of Mayors website and Moodle LMS plug-in functionality:

- Provide web-based access to the training courses through the Compact of Mayors website
- Track individual learner's use of the course, progress made, and quiz scores
- Survey course learners to provide WRI with feedback
- Discussion forum to allow learners to engage in Q&A with WRI staff