TERMS OF REFERENCE

Digitalization of Training Modules and Integration of Digitalized Training Modules into the Save the Children Türkiye Mobile Application for Safe Back to School (SB2S) Program

I.   Background

Save the Children (SC) works to ensure that every child survives, learns and is protected. We believe that every girl and boy have the right to thrive and develop to their fullest potential, where they can learn, play, be healthy active citizens and be protected from any type of violence. Currently, there is a global learning crisis, which has been amplified by Covid-19, climate, and conflict, causing millions of children to fall behind, and/or not gain the skills they need to succeed in school and life. Those most affected by inequality and discrimination (including girls, children with disabilities, children living in poverty, refugees, migrating and displaced, and rural children) are most likely to not return to education and/or fall behind in their learning. Long absences from school and learning, due to closures, as well as increased exposure to violence and stress (anxiety, depression, etc.) is putting children's wellbeing, including social emotional learning and mental health, at risk. Teachers/facilitators and parents/caregivers faced with Covid-19, conflict and/or climate change can feel stressed, and when they struggle to manage their own emotions, or are overworked or dealing with large groups of children, their ability to teach or provide nurturing care, and model/provide emotional stability to children becomes more difficult. When families face financial stress and have limited access to cash to support the costs of education, they are unable to support children's access to, and retention in, school and may rely on negative coping mechanisms such as child labour and child marriage. Inadequate infrastructure and materials, including WASH and hygiene facilities, overcrowded classrooms, and teaching and learning materials, inhibit the safe operation of schools. To address these challenges and risks, in the 2022 – 2024 strategic period, Safe Back to School (SB2S) & Learning has become one of the four strategic global goals of Save the Children.

In parallel to global SB2S & Learning priorities, Save the Children Türkiye Country Office (TCO) aims to reach vulnerable groups including children at risk of school drop outs and families/caregivers in need of early childhood care and development (ECCD) programmatic support as part of its 2022-2024 Country Strategic Plan. As part of this priority, Save the Children TCO will develop modules named 'Supporting Learning and Development in Early Years,' 'Positive Parenting,' 'The Role of Men/Fathers in Early Childhood Development and Learning' for parents/caregivers to advance their positive parenting and nurturing care practices, and 'Educational Pathways', and 'Social Emotional Learning' for adolescents to advance their social emotional learning skills, and increase their knowledge on various educational pathways.

Save the Children Türkiye is seeking to hire a company (Lot I) to digitalize the five training modules that will be developed by Save the Children experts, and (Lot 2) to integrate the digitalized modules into the Save the Children Türkiye Mobile Application[1] and make minor

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1 The Application can be downloaded from the following links:
  -    https://play.google.com/store/apps/details?id=sc.feedback&pli=1
  -    https://apps.apple.com/tr/app/sci-turkey-app/id1613727739?l=tr

revisions within the SC Türkiye Mobile App. While applicants are encouraged to apply for both lots (Lot 1: digitalization of training modules, Lot 2: integration of training modules into SCI TCO Mobile App), they may also apply for only one lot (i.e., only Lot 1 or only Lot 2), based on their expertise.

II.   Statement of Purpose

Lot 1: Digitalization of Training Modules

SC is seeking a company ('Applicant') to digitalize the five training modules to support the Safe Back to School program. The content of the modules will be submitted to the Applicant by SC in Word format in four different languages (Turkish, English, Arabic, Farsi, i.e., no translation service is required by Applicant), along with guidance for digitalization. The digitalization of modules will involve creating interactive opportunities such as interactive questions, visualizations, various ways to highlight key information, etc. Five training modules in four languages (5 modules x 4 languages) should be digitalized by the Applicant.

Lot II: Integration of Digitalized Training Modules into SCI TCO App

SC is seeking a company to integrate the digitalized training modules developed in Lot I (five modules in four languages) into the mobile application of SC Türkiye to support the Safe Back to School program. The digitalized content will be integrated to the "Adult" or "Children" interfaces of the mobile application of Save the Children Türkiye. The firm will also integrate five videos into the relevant modules of the App (the videos will be submitted to the Applicant by SC.) The firm is also expected to make minor revisions to the mobile application graphical user interface.

Applicants may choose to apply for both lots, or only for lot 1 or lot 2, based on their expertise.

III.   Purpose of the consultancy

The purpose of this consultancy is (i) to digitalize Save the Children's modules named 'Supporting Learning and Development in Early Years,' 'Positive Parenting,' 'The Role of Men/Fathers in Early Childhood Development and Learning,' 'Educational Pathways', and 'Social Emotional Learning' in four languages (Turkish, English, Arabic, Farsi), and (ii) to integrate the digitalized modules into the SC Türkiye Mobile Application. While the first three modules target adults and will be integrated into the 'Adult' section of the Save the Children Türkiye Mobile Application, the last two modules target adolescents and will be integrated in the 'Children' section of the Save the Children Türkiye Mobile Application. The applicant will also make minor revisions to the mobile application. Adults and adolescents will complete the modules on their own (by reading the content, watching videos, and answering questions) using SC Türkiye Mobile Application.

Lot 1: Digitalization of Training Modules

- Digitalize five modules on 'Supporting Learning and Development in Early Years,' 'Positive Parenting,' 'The Role of Men/Fathers in Early Childhood Development and Learning,' 'Educational Pathways', and 'Social Emotional Learning' in Turkish, English, Arabic, Farsi (5 modules x 4 languages)

- Apple store: https://apps.apple.com/tr/app/sci-turkey-app/id1613727739?l=tr

- Create interactive opportunities such as interactive questions, visualization of certain aspects of the modules to increase interactive aspects, drag & drop, matching pieces of information, pop-ups, pop-quizzes, various ways to highlight certain information and aspects, multiple choice and/or yes/no questions assessing knowledge, embedded audio for certain key messages, interactive tables/cards to present information within the module, visualization of key learnings from the module, contextualization of SC suggested visuals for the module content, dialogue simulations, digital storytelling, role-play, etc.
- At the end of each module, there will be a mini survey to assess overall satisfaction of participants. The survey will be provided by SC and the applicant is expected to digitalize this survey to be integrated into the App.

The content of these five modules will be submitted to the applicant in four different languages (5 modules x 4 languages) in Word format. The applicant is not expected to develop module content or translate the modules.

Lot II: Integration of Digitalized Training Modules into SCI TCO App

- Integrate five digitalized modules in four languages into the SC Türkiye Mobile Application
- Integrate five videos (will be submitted to the company by SC in avi, mov and mp4 format) into the SC Türkiye Mobile Application. The videos can be embedded to Youtube as a private video.
- Integrate a mini survey to the end of each module: At the end of each module, there will be a mini survey to assess overall satisfaction of participants. The survey will be provided by SC and the applicant is expected to integrate it into the mobile application.
- Make minor revisions for SC Türkiye Mobile Application based on user feedback, and to ensure that the digitalized modules are compatible with the App.

If Lot I and Lot II are undertaken by the same company, the company selected for Lot I will also integrate to the mobile app the modules it digitalized. If Lot I and Lot II are undertaken by two different companies, the company hired for Lot II will integrate the modules digitalized by the company hired for Lot I. In the latter scenario, the companies are expected to work in coordination to achieve successful integration of the digitalized modules. The companies are also expected to have a meeting with the company who will develop the videos to ensure consistence, coordination, and successful integration of the videos into the App. SC Türkiye will provide the contact information of the companies.

IV.   Definition of Services

The service is to digitalize five training modules in four languages and integrate these modules into the mobile application. The format of the content should be in line with SCI Brand Guidelines, which will be shared with the selected applicant.

Lot I: Digitalization of Training Modules

Digitalization of the following training modules in four languages (Turkish, English, Arabic, Farsi):

- 'Supporting Learning and Development in Early Years' module for adults (in Turkish, English, Arabic, Farsi)

- 'Positive Parenting' module for adults (in Turkish, English, Arabic, Farsi)
- 'The Role of Men/Fathers in Early Childhood Development and Learning' module for adults (in Turkish, English, Arabic, Farsi)
- 'Educational Pathways' module for adolescents (in Turkish, English, Arabic, Farsi)
- 'Social Emotional Learning' module for adolescents (in Turkish, English, Arabic, Farsi)

Once selected, the Applicant will receive the content for each module (developed by SC experts) in Word format, in four languages (Turkish, English, Arabic, Farsi). Each module the Applicant will receive around 2,500 words (for one language), and may also include some images and graphs, as well as guidelines for digitalization.

For the digitalization service, in consultation with SC experts, the Applicant is expected to create interactive opportunities such as interactive questions, visualization of certain aspects of the modules to increase interactive aspects, drag & drop, matching pieces of information, pop-ups, pop-quizzes, various ways to highlight certain information and aspects, multiple choice and/or yes/no questions assessing knowledge, embedded audio for certain key messages, interactive tables/cards to present information within the module, visualization of key learnings from the module, contextualization of SC suggested visuals for the module content, dialogue simulations, digital storytelling, role-play, etc. for each module.

Lot II: Integration of Digitalized Training Modules into SCI TCO App

Integration of five digitalized modules in four languages into the SC Türkiye Mobile Application: The overall training module package (5 training modules) in Turkish, Arabic, English and Farsi will be integrated into SC Türkiye mobile application.

Integration of five videos in four languages into the SC Türkiye Mobile Application: The videos will be submitted by SC to the Applicant in avi, mov and mp4 format.

Make minor revisions for SC Türkiye Mobile Application to make modules compatible with the App: As there will be integration of several modules into the application, there will be a need to have a minor revisions of the graphical user interfaces for both adult and children user interface twice. The first one will be carried out prior to the launch of the program. The second revision will be carried out upon receiving user feedback. Some examples for the revisions needed include, but are not limited to:

- Changing the App name from 'SCI Turkey' to 'SCI Türkiye'
- Adding notifications for App members once a new content (news story, project update, etc.) is uploaded
- Adding a logout/reset button that returns the user to Adult/Child selection screen
- Redesign of the mobile interface to accommodate the educational modules
- Adding a "Forget password" functionality to the content management panel of the App written in PHP
- Restructure or establish a user-friendly content management panel for the App
- Adding "Videos" section in both Adult/Child screens
- Adding "Programs" in addition to the section of "Projects"
- Making project names visible in the "Projects" section
- Reposition SCI logo in the App icon in an appropriate way

Scope of Work
a. The Overall Process

The Applicant(s) will undertake the following tasks in consultation with SC and its partner organizations:

Lot I	Lot 2
Examine the SC Türkiye Mobile Application.	
Examine the content of training modules developed by SC experts, as well as any guidelines that will be provided by SC experts for the digitalization of modules	
Present in a meeting at SC office the strategies for the digitalization of training modules	Present in a meeting at SC office the strategies for the integration of modules into the SC Türkiye mobile app
Go through a briefing on Save the Children's Safeguarding Policy and Code of Conduct	
Submit digital drafts for the content of the five modules	
Examine the feedback provided by SC experts on the digitalized modules	
Facilitate a meeting to get and discuss feedback for the revision of digitalized modules with SC experts and partners	Attend a meeting about the feedback for the revision of digitalized modules with SC experts and partners
Revise and finalize the digital drafts as per the feedback provided by SC experts and partners	
	Integrate the five digitalized modules in four languages (5 modules x 4 languages) into the mobile application of SC Türkiye
	Integrate five videos in four languages (5 videos x 4 languages) into the mobile application of SC Türkiye
	Revise app integration according to the feedback received from SC and its partners
	Make first round of minor revisions for SC Türkiye Mobile Application to make modules compatible with the App (prior to the launch of the program)
	Facilitate a meeting to introduce the integrated modules and the revised app to SC Türkiye staff (beyond the project team)
	Make second round of minor revisions for SC Türkiye Mobile Application to make modules compatible with the App (upon receiving user feedback)

- For each submission, the draft version will first be submitted and finalized based on feedback from SC Technical Team.
- All deliverables will be subject to Save the Children's approval before payments can proceed. Payments will be done in two parts (one payment for Lot 1 and one payment for Lot 2), after SC's sign off of each final submission. The first payment will be made upon the submission and SC's sign off of the five digitalized modules in four languages. The second payment will be made upon the submission and SC's sign off of the integration of digitalized modules into the SC Türkiye Mobile Application (integration of five modules, in four languages for each module, as well as five videos), and two rounds of minor revisions in the SC Türkiye Mobile Application.
- The Applicant should work closely with Save the Children's technical team while developing the deliverables.
- In the case that the selected firms for Lot 1 and Lot 2 are two separate firms, the two firms should collaborate closely and have regular coordination meetings to ensure the successful integration of the training modules.
- The applicant is expected to consider universal design for learning and minimum standards for accessibility in digital applications.
- The applicant shall not have the copyright of the content.

b. Duration of the consultancy and sample timetable

The contract signature day will be considered as the beginning of the service provision. Below is the **sample timetable** for the tasks. ***Applicants should submit their own timetable*** in the technical proposal.

The consultant is expected to start on January 5, 2022.

Below is the tentative/sample timeline for Lot 1:

LOT 1	Week															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Examine the SC Turkey Mobile Application.	■															
Examine the content of training modules developed by SC experts, as well as any guidelines that will be provided by SC experts for the digitalization of modules	■															
Present in a meeting at SC office the strategies for the digitalization of training modules		■														
Go through a briefing on Save the Children's Safeguarding	■															
Submit digital drafts for the content of the five modules	■	■	■													
Examine the feedback provided by SC experts on the digitalized modules						■										
Facilitate a meeting to get and discuss feedback for the revision of digitalized modules with SC experts and partners						■										
Revise and finalize the digital drafts as per the feedback provided by SC experts and partners							■									

Below is the tentative/sample timeline for Lot 2:

LOT 2	Week															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Examine the SC Türkiye Mobile Application.	▓															
Present in a meeting at SC office the strategies for the integration of modules into the SC Turkey mobile app		▓														
Go through a briefing on Save the Children's Safeguarding Policy and Code of Conduct	▓															
Attend a meeting about the feedback for the revision of digitalized modules with SC experts and partners						▓										
Integrate the five digitalized modules in four languages (5 modules x 4 languages) into the mobile application of SC Turkey								▓	▓	▓	▓					
Integrate five videos in four languages (5 videos x 4 languages) into the mobile application of SC Türkiye								▓	▓	▓	▓					
Revise app integration according to the feedback received from SC and its partners												▓				
Make first round of minor revisions for SC Türkiye Mobile Application to make modules compatible with the App (prior to the launch of the program)												▓				
Facilitate a meeting to introduce the integrated moduels and the revised app to SC Türkiye staff (beyond the project team)														▓		
Make second round of minor revisions for SC Türkiye Mobile Application to make modules compatible with the App (upon receiving user feedback)																▓

c. Standards and Procedures

The following standards should be mainstreamed throughout the assignment:
- The principles of Inclusiveness and Non-Discrimination, as well as Accountability, should be central throughout the process.
- Adherence by all staff to SC's Code of conduct, Child Safeguarding practices and confidentiality throughout the process.
- All data (hard and soft copy alike) should be safely stored and access should be limited to the data set based on the role of the staff.
- Regular briefings will take place between the consultant and SC, to reflect on any adjustments necessary.

d. Organizational Roles and responsibilities

Save the Children's responsibility:
SC, through its focal points, will be involved throughout the process and provide technical assistance (i.e., provision of the necessary documents and information, review of the submissions) as well as sign-off of critical mile stones. Practical/administrative assistance will not be provided (i.e., in-country travel, accommodation).

Applicant's responsibility:

The consultant will digitalize five training modules in in four languages (Turkish, English, Arabic, Farsi) in an interactive way *(Lot I)*, and integrate five digitalized modules in the SC Türkiye Mobile Application in four languages (Turkish, English, Arabic, Farsi) *(Lot II)*.

Please note that *SC will have exclusive copyright of the digitalized and integrated training content/modules.*

1) Essential Criteria

Bidder must meet the following criteria;

- Bidder's main line of business activity shall be education, research or consultancy (SCI has the right to request further documentation such as trial balance).

- Financial statement of 2021 and 2022.

- Please provide the necessary documentation for proof of your registration in-country (Trade Registry Gazette, Chamber of Commerce Registration, Tax Documentation, Circular of Signature for signatory person for the offer submitted).

- Full compliance with SCI standard policies (Please sign and stamp the document namely SCI Policies and send it together with your proposal).

- Full compliance with the technical and administrative terms of reference. Please provide a confirmation letter and/or submission of signed and stamped ToRs.

- Offerors shall provide the CV of the key personnel for the requested services along with a cover letter and a detailed financial statement.

- Offers must be in Turkish Lira. The supplier will receive payments within 30 days after the completion of each project.

2) Technical Qualifications and Requirements

The Applicant should have the necessary expertise to carry out the consultancy of highest possible quality. The technical expertise and practical experience should consist of one that can deliver the scope of work and deliverables, in particular, with regards to:

- **Technical skills:** The Applicant should possess the proven technical expertise and excellency in Computer Science, Mathematics, Computer Engineering, Software Development, Software Engineering or a similar field. The applicant should provide CVs of individuals in the team explaining experiences in the area by attaching related certificates individuals have.
- **Language Skills:** The Applicant must possess advanced Turkish writing and speaking skills.
- **Legality in Türkiye:** The Applicant must either have a legitimate business /official premises, and must be registered for trading and tax as appropriate.

![Save the Children logo]

- **Guiding Principles and Values:** The Applicant must commit to adherence to SC's Code of conduct, Child Safeguarding practices, confidentiality and Best Interests of the Child at all times.
- **Skills and personal traits:** The Applicant must demonstrate respect for diversity and the principle of non-discrimination.
- **Technical Proposal:** The applicant should submit a technical proposal including technological infrastructure that will be used, work plan and the timetable. The technical proposal should include previous work sample on e-learning systems.

Technical Criteria #	Technical Criteria	Technical Evaluation Points
1	Demonstrable experience in*: • Digitalization of content (for Lot 1) • Demonstrable experience in developing mobile applications and web applications (for Lot 2) *The application should include a cover letter outlining previous relevant work, proof of previous deliverables, revelant portfolios, and at least one reference from similar types of assignments. It is also beneficial to provide links and/or screenshots of the previous projects completed without any confidential data.*	20
2	Relevancy of University Degrees and professional experiences of the team members *The application should include the CVs of the team members. All team members must have valid work permits or Turkish citizenship.*	10
3	Quality of technical proposal *The application should include the work plan, including available start and end dates, and estimated duration for each component. The start date should be as soon as possible.* *In addition to these data, the application must carry a detailed plan for each task listed in this terms of reference, especially those listed under the 'scope of work' section. The Applicant should indicate whether it can deliver the functionalities specified in the ToR, and if not, propose detailed alternatives.* *Only for Lot 2 applicants, for a better evaluation process, the application should also carry few examplary wireframe designs and/or mock screenshots of the screens. It is also beneficial if the application contains UML diagrams and a visual representation of database tables and table relations.*	20

4	Demonstration of activities/processes aimed at improving sustainability. (e.g. paperless offices, green technology in offices, policies etc.)	10
	Technical Evaluation Sub-Total	**60**

*The company applying for Lot 1 is expected to demonstrate its experience in digitalization of content, while the company applying for Lot 2 is expected to demonstrate its experience in developing mobile and web applications.

Financial Criteria #	*Financial Criteria*	*Financial Evaluation Points*
1	Proposals should be sent in a detailed breakdown. Proposals should be all inclusive (VAT and other costs shall be included and detailed)	40
	Technical Evaluation Sub-Total	**40**

3) Submission of Bids

Deadline for "Request for Clarifications": 12 December 2022, 1700 TK Time

Deadline for "Submission of RFQ": 19 December 2022, 1700 TK Time

Please submit your respective bids electronically from **ProSave** or **email** to procurement.turkey@savethechildren.org before the given deadline above. Any bid received after the mentioned deadline will not be considered eligible.

For clarifications purposes please contact us at procurement.turkey@savethechildren.org

Annex A: Consultant Summary Table

Please include with your application materials a table with the following information at minimum. Columns for additional information or lines for additional team members may be added as needed. **Please indicate which of the named individuals will be the point of contact with Save the Children and will lead the assignment and holding final accountability for the quality of deliverables.**

Name of Individual	Educational/ technical qualifications	Summary of experience	Languages spoken/written and level (Rudimentary, Proficient, Fluent, Native)	Role(s) on assignment (Please indicate project lead) assignment	Approximate total level of effort (number of days)	Daily rate and total cost (incl. tax)