



REQUEST FOR PROPOSALS

Development of an Online Training Course on Public Consultation

National Democratic Institute (NDI)

BACKGROUND

The National Democratic Institute (NDI) is a nonprofit, non-governmental organization, working to support and strengthen democratic institutions worldwide through citizen participation, openness and accountability in government. NDI opened an office in Kyiv in September 1992. Since then, it has promoted democratic development in Ukraine through political party strengthening, election monitoring, civil society development, strengthening the political participation of women and governance programs.

Public consultation is a two-way process of communication between government and citizens on specific reform issues. Successful consultations pose concrete questions about issues or reforms that affect citizens' lives and results in significant amounts of feedback. That feedback is then used by the government to inform their decision-making process. Public consultation is also used to raise awareness of the reform process, government successes, and opportunities and constraints that government faces when dealing with specific policy problems.

With the support of UK Aid's Good Governance Fund (GGF), the National Democratic Institute (NDI) launched the public consultation program in July 2018. Currently, the Institute is working with the Ukrainian government to design and implement a sustainable, replicable and flexible mechanism for public consultation that will:

- engage citizens on reform issues and in decision-making;
- build the capacity of Ukrainian government institutions to process public feedback;
- improve policy-making and build trust in the ongoing reform process.

One of the most important components of NDI's public consultation program is designing a training process on public consultation for the Ukrainian civil service and civil society groups. NDI's main partners in this effort are the Cabinet of Ministers of Ukraine and the National Agency of Ukraine for Civil Service. An online component is an integral part of that training process.

OBJECTIVE

To help implement the online component of the public consultation training process, NDI is seeking a Ukrainian company with the demonstrated experience in online education, to design and develop an online training course on public consultation. The goal of the online course is to help Ukrainian civil servants, civil society organizations and others learn about the public consultation process and develop practical skills in designing and organizing successful public consultation exercises. In close cooperation with NDI and the National Agency of Ukraine for Civil Service, the selected company will design, develop, test and launch the public consultation e-course, disseminate targeted information about it through different channels of communication to key audiences, and will provide technical and user support for the e-course for the time specified in the contract.

SCOPE OF WORK AND DELIVERABLES

The vendor is expected to:

1. **Engage in preparatory work.** This should include, but not be limited to, researching and analyzing information about public consultation and studying the target audience.
2. **Design and develop an e-course on public consultation in close coordination with NDI and the National Agency of Ukraine for Civil Service.** The course should be based on the public consultation cycle developed under the program, tailored for both public servants and civil society partners and should cover the following topics:
 - Goal setting
 - Consultation design
 - Communication and outreach
 - Collecting responses
 - Data analysis
 - Impact on policy
 - Reporting back
 - Consultation data management and data models
 - Data literacy

Each module of the course should include:

- Interactive presentation of the concepts through text, animation, audio narration and video clips
- Interactive examples and exercises throughout the course for conceptual clarity
- Quizzes and tests for testing the knowledge and increasing motivation of the users.

The total duration of each module should be in line with best practices for similar online education tools and should take into account specific characteristics of the target audience.

Throughout the design and development phase, NDI expects the vendor to co-create the online course with NDI and its' government counterparts, through presentations and discussions of ideas in different participatory formats.

3. **Pilot delivery and testing.** The vendor will be expected to test the first version of the e-course with potential users of the platform through focus groups or other similar methods. The vendor should be prepared to undertake any subsequent changes and enhancements of the course, within the scope of the contract, based on the feedback collected through this process.
4. **Design and implement an information campaign for the online course.** The vendor is expected to work with NDI and its government partners to design and implement a campaign aimed at increasing the awareness of the online course within the target group to increase the interest and participation in the course.
5. **User support and course maintenance.** The vendor is expected to provide user support, including the technical maintenance of the course on its educational platform.
6. **Collect metadata and engagement metrics.** Provide NDI and its' government partners with the course metadata and engagement metrics. The metrics will be developed in coordination with NDI by the successful bidder.

TIMELINE

Tentative timeline for the project is:

Date	Activity
March 22, 2019, 6PM	Deadline for submitting proposals
March 25 – March 29, 2019	NDI selects the implementing partner
April 2019	Preparatory stage
May 2019-August 2019	Design and development
September-October 2019	Pilot delivery and testing Final delivery Information campaign Collection of analytics and metrics.
November 2019 - ?	User support and technical maintenance.

PROPOSAL INFORMATION

Bidder must have a minimum of three years of experience in online education. Experience of creating online courses for the national government agencies will be considered an advantage. The proposal must include and be organized in the following order:

1. Cover letter
2. A list of prior relevant work/projects. The list should include the name of the organization/company, a brief description of the work performed, period of performance.

3. CVs for all technical and management staff proposed.
4. Proposal should respond to the Scope of Work and deliverables in this RFP and it should address **How** the bidder intends to meet the requirements specified in it.
5. A detailed calendar and time frame of proposed activities.
6. Budget proposal with all costs, including accounting fees, staff time and any associated expenses and taxes, in U.S. dollars.

Evaluation Criteria

- Past experience in implementation of similar projects.
- Experience and competency of the bidder's team.
- Creative approach demonstrated in the proposal.
- Adequacy of the calendar and timeframe.

Please submit proposals to NDI Ukraine at ukraine@ndi.org with subject line: "Public consultation online course" by close of business on Friday, March 22, 2019. NDI will contact the applicants with the results by April 1st, 2019.

In you have any questions or need additional information, please contact Yevhen Barshchevskyi at ybarshchevskyi@ndi.org.