

Terms of Reference for a consultant/company to develop digital and PDF versions of nonformal educational guidelines text

IPPF is a global service provider and a leading advocate of sexual and reproductive health and rights for all. We are a worldwide movement of national organisations, working with and for communities and individuals.

The International Planned Parenthood Federation European Network (IPPF EN) is one of the IPPF's six regional networks.

IPPF EN cares for all women, men, children, and young people across Europe and recognizes their right to lead safe and dignified reproductive lives, free from harm and discrimination.

We work in over 35 countries across Europe and Central Asia to empower everyone, especially the most socially excluded, to live with dignity and to have access to sexual and reproductive health and rights.

YSAFE (Youth Sexual Awareness for Europe) is the network for people aged under 25 who are volunteers in the IPPF European Network's national member associations. YSAFE aims to lead and empower a network of young champions to educate and advocate for sexual and reproductive health and rights (SRHR).

1. Background

Our guidelines document was developed based on the shared practices of sexuality educators within an Erasmus+ supported project called "Sharing Innovations". It involved members from 7 IPPF EN member associations (MAs), YSAFE and the End FGM EU network.

The aim of the guidelines is to provide organizations and individuals who provide comprehensive sexuality education with practical information about how to transform existing face-to-face programmes into an online offer.

It currently exists as a 55-page text document arranged in 7 chapters plus a glossary, advising the reader on what adaptations they need to make to be able to run their activities digitally, including curriculum choices, safety considerations and practical guidance on online pedagogical methods. It does not yet include any visual or otherwise designed elements.

We would like to publish the guidelines in two ways. The first will be as a classic designed PDF, and the second will be as a new e-learning section of the YSAFE website.

The [YSAFE website](#) is a WordPress-based site and was recently redesigned in 2019/2020. We have an example in place of a much larger educational resource being hosted there, for our [Safe from SGBV](#) toolkit, developed last year.

2. The guidelines accessible on a digital platform

The aim will be to increase the capacities of IPPF (MAs), young peer educators and other providers of comprehensive sexuality education globally to deliver safe and high-quality content online.

The target audience of the platform are therefore as follows:

- staff in IPPF MAs who are coordinating comprehensive sexuality education programmes
- young members of YSAFE who are trained as comprehensive sexuality educators
- staff and volunteers with similar profiles who are members of other organizations.

3. E-learning platform and PDF features

Taking in consideration the suggestions from the young educators who were piloting the toolkit, the consultant/company will work on the products as follows:

1. A new e-learning area of the existing YSAFE website's resources section where readers can easily access and navigate the different chapters of the guidance.
 - i. All 7 chapters of the guidance and the glossary should be interlinked and easy to navigate from one introductory page (that utilizes summaries of each chapter that already exist in the introduction to the text document) and through different parts of the guidelines.
 - i. The design should include illustrations (images, pictograms, infographics) and other visuals where appropriate to be more attractive to the viewer and to highlight specific features of the content
 - ii. Some sections of the toolkit should be designed as separate boxes for example a "Five Questions to Ask Yourself" feature that is included at the end of every chapter
 - iii. There are several tables in the document like the one on Ways to Adapt Face-to-Face Activities for a Digital Platform which need to be designed and adapted for online viewing
 - iv. Links should be possible between appropriate parts of the text in different chapters
 - v. We would ideally like to include in this project the installation of a search function on the YSAFE website
 - vi. We want to find the easiest possibility to track page view statistics/analytics of number and profile of users and most accessed content
 - vii. The interface should be highly functional, but at the same time not too formal

- viii. Users should be able to download and print the PDF copy of the whole guidance or specific sections.
2. A designed and downloadable version (.pdf) of the whole guidelines document. The electronic publication should be easy to be printed out. It should be available as one integral version and all chapters as separate files. The design should include illustration of the cover page and the inner page layout should include illustrations, pictograms and tables, which will be used for the digital platform as well. The contents, different chapters and the same sections of the .pdf should be hyperlinked.

In developing the two products it is important that there is balance between the visual representation of the content (images, pictograms, infographics) and the traditional written content (text-based activities, etc). The visual identity should be the same, e.g the same illustrations should be used for the digital platform and the downloadable pdf, and it should be a stylistic fit with the existing visual identity of the YSAFE website while being immediately identifiable as a discrete section.

4. Key Outputs

The key outputs will be:

- i. A user-friendly interactive e-learning platform for organizational coordinators of comprehensive sexuality education and individual educators
- ii. The guidance designed and downloadable as a .pdf version.
- iii. Production of a number of relevant illustrations to be used throughout the .pdf version and the digitalized platform.
- iv. Maintenance of the e-learning platform for a 3-month period after the delivery of the final product

5. Practical/ Technical requirements

The framework of the platform that will be set up should:

- i. Include a responsive layout for PCs, smartphones, and tablets worldwide.
- ii. Guarantee the privacy of the users.
- iii. Leave space for the possibility for making the platform available in other languages.
- iv. Allow for easy editing of the content and addition of further text sections by the young volunteers who maintain the website

6. Timeline and deliverables

During this period, the consultant/company will submit the following to ENRO's Lead, Youth Unit:	
Deliverables	Timeline
First introductory meeting	14th July
Proposal of the design and architecture of the e-learning platform and meeting to discuss	20th of July August 2022
Layout suggestion for the pdf of the toolkit	1st August 2022
Beta version of the platform	24 th August 2022
The pdf of the toolkit completed	5th September 2022
The platform ready to be launched	21st September 2022
Provision of technical support	3 months after the delivery of the final product

The assignment shall start on the day of the last signature of the contract and shall be completed by December 21st

7. Profile of the consultant/company

It is anticipated that the consultant/company has a previous experience in both developing digital e-learning platforms and the graphic design of teaching manuals for young people

8. Supervision

The consultant will work in close collaboration with the IPPF EN Programme Advisor for Youth, Catherine Bailey Gluckman and IPPF EN Youth Lead, Drashko Kostovski.

9. Application

Interested candidates are requested to indicate their interest as soon as possible, and then to submit a costed proposal and a portfolio that demonstrates successful examples of similar work to Catherine Bailey Gluckman at cbgluckman@ippf.org and Drashko Kostovski at dkostovski@ippf.org and by **09:00 CEST on Monday 11th July 2022**

The technical and finance proposal should contain:

- the agency's portfolio that demonstrates successful examples of similar work
- the leading individual consultant(s)' CV outlining relevant qualifications and experience
- outline of your proposal within the predefined timeline
- detailed financial proposal including the daily fee, the number of consultancy days for completing each of deliverables, and details of any additional costs that the technical requirements of our desired features would demand. Our maximum budget is 5700 EUR inclusive of VAT.
- if registered please specify the VAT number. If the VAT number is not available, an identification number should be provided (e.g. company number)

This outline will be subject to negotiation and further refinement.

SAFEGUARDING

The consultant will be expected to sign and adhere to IPPF's code of conduct and safeguarding on signing the contract. As per our policy on the protection of children and vulnerable adults, they may also be required to undergo a criminal record check.