



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

CB/CFT2024/1

B. TERMS OF REFERENCE

**PROVISION OF E-LEARNING MODULES: ANIMAL
WEALFARE AND AQUATIC ANIMAL HEALTH**

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

whose statutory name is

“OFFICE INTERNATIONAL DES EPIZOOTIES”

DEADLINE TO SUBMIT TENDERS: 5 SEPTEMBER 2024 - 12:00 (PARIS LOCAL TIME)



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1. INTRODUCTION

1.1 WOAHP MANDATE

World Organisation for Animal Health (WOAH) 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 WOAH is solidly anchored in the evidence-based decision-making process that underpins its work. Moreover, the standards developed by WOAH are recognised as the reference for both terrestrial and aquatic 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 WOAH is to foster global commitment to improve terrestrial and aquatic 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 (VS) to improve their capacities to prevent and control animal diseases, including those transmissible to humans (zoonoses) while prudently using veterinary products.

In the course of its history, WOAH 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 WOAH continues to strive to bring positive and impactful change. As such, the vision for WOAH 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 VS 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 WOAH 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 has been implemented to manage WOAH training activities from learning needs' assessment to evaluation, whether they are face-to-face or at a distance.

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 texts. 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. It addresses three educational levels (day 1, day 2 and Expert levels) and the e-modules developed under this framework are accessible to all WOAH Members on the WOAH Training Portal (based on a Moodle platform).



2.2 PROJECT OBJECTIVES

The scope of this call for tender is to identify qualified providers for the provision of the following eLearning modules to be uploaded on WOAH Training Platform (<https://training.woah.org>):

Lots	Designation
1	Animal Welfare - One eModule on the welfare of animals during slaughter
2	Aquatic Animal Health - Two eModules on surveillance, prevention, and control of aquatic animals' diseases

Tenderers may submit a Tender for one or both lots. **In case of tendering for both lots, tenders should be submitted separately and specifically for each lot**

3. LOTS' DESCRIPTION

3.1 LOT 1 – PROVISION OF ONE E-MODULE ON THE WELFARE OF ANIMALS DURING SLAUGHTER

The Service Provider is requested to develop **one e-Module on the welfare of animals during slaughter**, to be included in the eLearning catalogue of the WOAH Training Portal, under Competency Package on Animal Welfare (CP7). The e-Module is dedicated to veterinary workforce with intermediate expertise, as specified in the table below:

LEVEL	KNOWLEDGE	SKILLS	COMPETENCIES
DAY 2 Between entry level in Veterinary Services and intermediate expertise	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

The e-Module will have to be uploaded for use and delivery into WOAH Training Platform (<https://training.woah.org>), 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, Safari). The LMS allows participants' registration, management and support, it releases completion certification and addresses customer satisfaction.



3.2 LOT 2 – PROVISION OF TWO ELEARNING MODULES ON SURVEILLANCE, PREVENTION, AND CONTROL OF AQUATIC ANIMAL DISEASES

WOAH advocates for a holistic approach that includes the development of intergovernmental standards, guidelines, and recommendations aimed at improving the health management practices of aquatic animals. These efforts are supported by a robust framework that promotes the responsible use of veterinary practices and the adoption of sustainable management strategies. By working collaboratively with veterinary authorities and other stakeholders under a One Health approach, WOAH aims to ensure the health and well-being of aquatic animal populations, thereby contributing to the resilience of aquatic ecosystems and securing the livelihoods that depend on them.

The tender procedure referred to Lot 2 is an invitation for interested service providers to submit a proposal regarding the development of two e-modules on surveillance, prevention, and control of aquatic animal diseases in compliance with WOAH standards and guidelines, to be included in the online catalogue of the WOAH Training Platform, under the Competency Package 15.

The two modules will target an intermediate level of expertise (Day 2) and will have to ensure an adequate level of knowledge, skills and competencies, as described in the table below:

LEVEL	KNOWLEDGE	SKILLS	COMPETENCIES
DAY 2 Between entry level in Veterinary Services and intermediate expertise	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

The e-Modules will have to be uploaded for use and delivery into WOAH Training Platform (<https://training.woah.org>), 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, Safari). The LMS allows participants' registration, management and support, it releases completion certification and addresses customer satisfaction.

3.3. PROJECT ORGANISATION AND METHODOLOGY FOR BOTH LOTS

3.3.1. Planning and implementation schedule

The requested services will have to be delivered in a 12 months period, starting from the contract signature date, as explained in detail in paragraph 3.4. The awarded tenderer will have to demonstrate a robust capacity to deliver complex e-Learning projects to develop quality e-modules, adopting advanced risk management methodologies.

3.3.2. Governance

WOAH intends to supervise the project development and works closely with the management team. This project will be coordinated by Barbara Alessandrini, Head of the Capacity-Building Department. Hana Abdelsattar, Senior Training Programme Manager, 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 for each lot will be responsible for the deliverables' validation. The tenderer will have to appoint a project manager to coordinate the project itself and lead all communications with WOAH.



3.3.3 Methodological approach

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

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);
- [Guidelines for the development of WOAHA e-modules: core requirements](#)
-
- WOAHA standards and guidelines as relevant for the achievement of the established Learning Objectives;
- WOAHA Standard Operating Procedure for e-Modules’ Development (to be provided by WOAHA to the awarded tenderer);
- WOAHA Brand manual (to be provided to the awarded tenderer);
- WOAHA Style Guide ([Publications Unit - WOAHAStyle_Guide_English.pdf - All Documents \(sharepoint.com\)](#));
- WOAHA e-modules visual identity (to be provided to the awarded tenderer);
- Any other reference provided by WOAHA.

Moreover, the tenderer is requested to consider the [Guidelines for the development of WOAHA e-modules: advanced requirements](#), and indicate in the proposal which standards it is available to apply.

3.4 SCOPE OF THE SERVICES

3.4.1 Outputs, target audience, learning outcomes, and other specifications (for lot 1)

Output: The e-Module will be part of the Competency Package 7, dedicated to animal welfare. This CP intends to equip the veterinary workforce of the WOAHA Members’ Competent Authorities with essential knowledge, skills and competencies to uphold and advance animal welfare Standards as outlined in Section 7 of the WOAHA Terrestrial Animal Health Code (TAHC), thus enabling countries to improve their animal welfare practices aligning them with the International Standards. Support the sustainable development of animal welfare Standards and an improved ethical treatment of animals across global supply chains, is therefore the expected objective of CP7.

The service provider is requested to develop one e-Module on Chapter 7.5 of the WOAHA Terrestrial Animal Health Code on the welfare of animals during slaughter. The module will have to incorporate the new revised Chapter 7.5, adopted during the 91st General Session of the World Assembly of Delegates.

Target audience: The e-module is destined to the veterinary workforce of Veterinary Services, with an intermediate level of expertise (Day 2), directly or indirectly involved in official controls on the welfare of animals at the time of slaughter. WOAHA Focal Points for animal welfare are part of the target audience. This resource is intended for self-learning but may also be used in blended training programmes including synchronous and asynchronous training.

Learning outcomes: This e-Module is expected to bridge the gap between theory and practice, equipping VS workforce with the necessary competencies to effectively implement the standards in their daily operations. The e-Module’s content must be directly relevant and immediately applicable, thereby enhancing the overall training impact and efficacy.

At the end of the e-Module, learners should be able to develop and implement a proper control programme for the implementation of the Chapter 7.5 on the welfare of animals during slaughter of the WOAHA TAHC, as revised in May 2024. Therefore, in the context of the Veterinary Services competencies, the following learning outcomes are expected to be achieved:



VS competencies

- The VS or other relevant Competent Authority legislate and implement effectively the Standards contained in the Chapter 7.5 of the TAHC on animal welfare during slaughter, in consultation and coordination with relevant stakeholders.
- The VS or other relevant Competent Authority develop animal welfare programmes in conformity with the Standards contained in the Chapter 7.5 of the TAHC on animal welfare during slaughter, with the active involvement of stakeholders
- The VS or other relevant Competent Authority perform and document regular audit and control over the effective implementation of Chapter 7.5 of the TAHC on animal welfare during slaughter.

Learning outcomes

After successful completion of the e-Module, learners are expected to:

- Acknowledge the value of implementing animal welfare measures from the arrival of the animals (free-moving and in-containers) to the slaughterhouse, to their killing, and the relevance of applying animal-based measures to assess welfare and providing recommendations and corrective actions
- Identify the hazards to animal welfare during pre-slaughter
- Explain the main provisions of the Chapter 7.5 of the TAHC
- Assess the welfare of animals applying animal-based measures, during pre-slaughter and slaughter processes according to the Chapter 7.5 of the TAHC, and complement such assessment using resource-based and management-based measures.
- Assess slaughter facilities, animal welfare plans and operating procedures in compliance to the Chapter 7.5 of the TAHC.
- Ensure that the provisions of Chapter 7.5 are properly reflected in national veterinary and animal welfare legislation and regulations.
- Design, put in place, and monitor a national control programme for the effective implementation of Chapter 7.5 in slaughterhouses/abattoirs
- Assess the appropriateness and efficiency of general and species-specific restraint methods and equipment
- Assess appropriateness and efficiency of general and species-specific stunning methods and equipment (where applicable)
- Assess appropriateness and efficiency of general and species-specific killing methods and equipment
- Assess appropriateness and efficiency of the procedures for emergency killing of free-moving and in-containers animals
- Communicate effectively with stakeholders during consultations, for the legislation implementation, and during official controls.

Pre-requisites:

Learners should approach this e-Module having a good understanding of the principles of animal welfare and of species-specific animal behaviours. They are expected to be familiar with legislation, regulations, guidelines, and ethical standards relevant for animal welfare purposes.

The service provider is requested to define a learner profile with entry-prerequisites necessary to access the e-Module.

Baseline documents: The service provider will have to base the e-Module authoring on (but not limited to) the following technical documents:

WOAH Terrestrial Animal Health Code:

- Chapter 7.1. on Introduction to the recommendations for animal welfare
- Chapter 7.2. Animal transport by sea
- Chapter 7.3. Animal transport by land
- Chapter 7.4. Animal transport by air
- Chapter 7.5. on Animal welfare during slaughter

WOAH training materials (which will be shared with the awarded service provider)



- Improved Animal Welfare Programme training package (background documents)
- DVD - WOAH Improved Animal Welfare Programme (background documents)
- OIE 'Train-the-Trainer' workshop on animal welfare during (transport and) slaughter for Balkan countries - training package

3.4.2 Outputs, target audience, learning outcomes, and other specifications (for lot 2)

Output: the selected provider is requested two e-Modules destined to Day 2 veterinarians and aquatic animal health professionals dedicated to:

- E-Module 1 – Aquatic animal health surveillance
- E-Module 2 – Prevention and control of diseases of aquatic animals

The modules will be included in the Competency Package 15 of the WOAH Competency-based training framework.

Target audience: the 2 e-modules are specifically geared for **Veterinary Services** and **Aquatic Animal Health Services** (as per WOAH definition), whether at central, district or field level.

The e-modules will also be made available to other beneficiaries fitting with the entry pre-requisites, which the awarded service provider will have to define and assess through an entry test.

Learning outcomes: The e-modules aim to facilitate the implementation of the relevant chapters of the WOAH Aquatic Animal Health Code (*Aquatic Code*), and other relevant guidelines or documents from WOAH and when necessary from other international organisations, under a One Health approach.

The learning outcomes are tailored to build the foundational competencies in basic surveillance techniques and introductory disease management strategies specific to aquatic environments. Participants will learn to identify and utilize surveillance methods to recognize disease patterns, develop skills to collect and interpret data accurately, and initiate disease prevention efforts with an understanding of biosecurity basics and fundamental epidemiological measures. They will also gain preliminary exposure to evaluating the effectiveness of treatment options using basic scientific approaches.

At the end of each e-Module, learners are expected to have acquired the competencies described hereafter.

Module 1: Aquatic Animal Health Surveillance (based on section 1 of WOAH Aquatic Animal Health Code)

- Describe the principles and methods of surveillance approaches utilised by a Competent Authority to maintain or declare freedom from an aquatic animal disease in a country, zone, or compartment as outlined in Chapter 1.4. of the Aquatic Code, and apply them;
- Identify the most appropriate surveillance programmes integrating the pathway to freedom and inform decision-making processes;
- Determine and consider the disease-specific factors, as described in the disease-specific chapters of the Aquatic Code, that influence surveillance programmes.

Module 2: Prevention and control of diseases of aquatic animals (based on section 4 WOAH Aquatic Animal Health Code)

- Describe and implement the appropriate biosecurity principles and methods to mitigate the risk of pathogen introduction into aquaculture establishments;
- Identify and apply the biosecurity measures during an outbreak needed to mitigate the risk of pathogen spread within and beyond the aquaculture establishment.

Prerequisites: Participants should have an understanding of general veterinary principles, be familiar with common diseases affecting aquatic species, and possess a basic knowledge of epidemiological concepts.

The service provider is requested to define a learner profile with entry-prerequisites necessary to access the e-Module.

Baseline documents: The service provider will have to base the e-Module authoring on (but not limited to) the following chapters and sections from the WOAH Aquatic Animal Health Code:

Chapter 1.1. - Notification of Diseases and Epidemiological Information



Section on notification requirements and epidemiological information necessary for effective surveillance and reporting systems.

Chapter 1.2. - Criteria for Listing Diseases

Sections detailing the criteria for determining the significance of diseases which should be considered in surveillance programs.

Chapter 1.4. - Surveillance

Comprehensive guidelines on implementing surveillance systems, including the design of surveillance programs and the analysis and interpretation of surveillance data.

Chapter 2.1. - Risk Analysis

Sections that outline the principles and methodologies for conducting risk analyses, essential for identifying risks related to disease transmission and for formulating effective control measures.

Chapter 4.1. 'Biosecurity for aquaculture establishments'

Recommendations on the development and implementation of biosecurity measures to mitigate risk of introduction and spread of pathogenic agents in aquaculture establishments.

The Manual of Diagnostic Tests for Aquatic Animals (*Aquatic Manual*) contains recommendations for effective laboratory testing capacity and diagnosis for WOA listed diseases. As effective diagnostic capacities are an important component of surveillance systems it is recommended the provisions of the *Aquatic Manual* are reviewed.

3.4.3 Duration, format, and localisation (for both lots)

Duration: the modules will have an overall duration between 5 and 6 hours, including videos, exercises, readings, etc.

Format the service provider is requested to apply the WOA [Guidelines for the development of WOA e-modules: core requirements](#)). The application of the [Guidelines for the development of WOA e-modules: Advanced requirements](#) will be an added value.

An entry test will assess the learner's requirements to access each e-Module; an introduction will present the module and its general learning outcomes. 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 also have to be developed to evaluate learning, coherently with the competency-based learning outcomes. Each unit will contain in-depth materials, references, and other resources. The use of videos and images to strengthen learning is also requested.

In addition, the e-Module structure should facilitate a personalised learning path, i.e. species-specific and/or method-specific.

A learners' guide with clear user instructions and recommendations, a glossary, and standard and advanced navigation buttons will have to be developed. A book-marking system will be put into place to facilitate learners' navigation.

The tenderer must also respect WOA 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 and it will be the basis for integrating localisations into the other two WOA official languages (French and Spanish).

Upon validation of the e-Modules in the three languages by the WOA, all source files have to be delivered in unencrypted version. The WOA will own the legal rights on all specific materials (logos, effects) used in the module. It shall have to be developed with standard authoring languages used on the market. Possible costs for product licenses (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, the necessary software tools will have to be provided to the WOAAH who may wish to appoint other providers for these tasks.

In preparation of the pilot delivery, an enrolment procedure to guarantee global access to the e-modules should be implemented in collaboration with WOAAH. 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 the WOAAH. Answers should be provided within two working days in the three WOAAH Official Languages (EN, FR, SP).

3.4.4 Workplan (for both lots)

The contract will last 12 months, during which the following timeline will have to be respected (red: provider; blue: WOAAH). Please note that the workplan and timeline will be validated at the kickoff meeting and some adaptations, modifications may be required:

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Kick-off meeting, presentation of the e-Learning module(s)' design and customisation of the visual identity, module outlines	Red											
eLearning module(s)' design, visual identity, and module outline validated by WOAAH	Red	Red										
Authoring and harmonization of the training contents in English		Red	Red	Red								
Peer-review of the training contents		Blue	Blue	Blue	Blue							
Implementation of the peer-reviewers' recommendations by the authors		Red	Red	Red	Red							
Training contents validated by WOAAH				Blue	Blue	Blue						
Storyboarding and English proof-reading					Red	Red	Red					
Storyboarding validated by WOAAH							Blue	Blue				
Production of the e-learning module(s) in English							Red	Red	Red			
Light demo production									Red			
Light demo validated by WOAAH									Blue			
Test by the authors and pedagogical peer-review								Red	Red	Red		
eLearning module(s) validated by WOAAH										Blue		
Debug, release and go-live in EN										Red		
Translation of the storyboard in FR and SP							Red	Red	Red			
Review of the translated storyboards by mother tongue experts									Red	Red		
Localisation of the learning objects in FR and ES									Red	Red	Red	
WOAH validation of the localised module(s) in FR and SP											Blue	
Debug, release and go-live in FR and SP											Red	
Enrolment of participants							Red	Red	Red	Red		
EN learning module(s) pilot delivery										Red	Red	
FR and ES learning module(s) pilot delivery											Red	Red
Refinement and maintenance											Red	Red
Hand-over												Red
Hand-over validated by WOAAH												Blue
Final report												Red
Final report approved by WOAAH												Blue



3.5 RESPONSE FORMAT AND STRUCTURE (FOR BOTH LOTS)

3.5.1 Response format

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.

3.5.2 Technical Offer : Response structure

3.5.2.1. 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 tender (development of eLearning modules, design, delivery and evaluation of target audience outreach strategies for recruitment and delivery).

c. Experience

- For lot 1 : References related to international eLearning projects carried out in the last 5 years in the veterinary and/or public health, and/or One Health domains, including links to developed e-modules or demos (maximum 5 per company) and on communication initiatives carried out at international level for recruitment and delivery.
- For lot 2 : References related to international eLearning projects carried out in the last 5 years in the veterinary and/or public health, and/or One Health and/or aquatic animals' health domains, including links to developed e-modules or demos (maximum 5 per company) and on communication initiatives carried out at international level for recruitment and delivery.

3.5.2.2. Understanding of the project

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.

3.5.2.3. General methodology and proposed schedule

This section should identify the methodology adopted 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.

The offer should describe the project governance mechanism and a clear rationale on the organisation of the 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, in application of the Gantt chart provided in paragraph 3.4.4.

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 WOAHP Privacy Policy (<https://www.WOAH.int/fr/privacy-policy/>);
- 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 tests in a Moodle compatible standard (XML);
- SCORM 1.2 Compliant (higher standard if required): Technical Interoperability standard for LMS;
- Modules' integration into WOAHP Training Platform;
- 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.

3.5.2.4. 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 module creation, development, review and validation, the cost/effectiveness of the adopted solutions, as well as the continuous relationship with WOAHP 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 (for lot 1): at least 10 years in the management of eLearning projects at international level, in the animal health and welfare domains.

Requested experience (for lot 2): at least 10 years in the management of eLearning projects at international level, in the fields of animal health and welfare and aquatic animals' health and welfare.



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

Requested experience (for lot 1): at least 5 years in the design of eLearning courses and the application of training methodologies in eLearning courses destined to professionals of Veterinary Services.

Requested experience (for lot 2): at least 5 years in the design of eLearning courses and the application of training methodologies in eLearning courses destined to professionals of Veterinary Services and/or Aquatic Animal Health Services.

Subject matter experts:

Requested experience for (lot 1): with minimum 7 years of relevant expertise in the area of animal welfare during slaughter and wide mastering of the WOAHA Standards on animal welfare (Section 7 of the Terrestrial Animal Health Code) . The inclusion in the team of a minimum of three subject matter experts with such expertise, will guarantee the consistency of the learning contents to the reference context. Experience in the framework of the WOAHA context is an added value.

Requested experience for (lot 2): with a minimum of 7 years of relevant expertise in aquatic animal health surveillance and aquatic animals' disease prevention and control and wide mastering of the WOAHA Aquatic Animal health Code are required for the development of the eModules on these subjects. The inclusion in the team of a minimum of five experts will ensure the consistency and relevance of the learning content to the reference context. Experience within the WOAHA context is an added value.

Technological supplier/s (for both lots) will have to assure the learning objects' production respecting the technological requirement standards, including graphic design, technical solutions, etc. as well as the development of the communication tools.

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".

3.5.2.5. 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. A clear risk management plan with risk identification, impact severity, probability, preventive measures and corrective actions must be produced.

3.5.2.6. Additional information

This section should include any additional information not provided for elsewhere that the tenderer deems important for WOAHA to know. Innovative solutions as well as relevant "Best practices" that may not be expressly mentioned elsewhere should be provided here. The description of the standards from the [Guidelines for the development of WOAHA e-modules: Advanced requirements](#) that the provider intends to apply should be highlighted here.



3.5.3 Financial Offer (for both lots)

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

3.5.3.1 Core components

The financial offer should provide on the document C with the following information:

- An overall cost;
- A cost breakdown as follows:
- Project coordination, management and administration
- Outreach strategy
- Authoring and peer review
- Instructional design
- Graphic design
- Multimedia development
- Monitoring, assessment, reporting
- Other costs (should show what other consists of)
- Overheads (7 % limit must not be exceeded)
- Daily rate of Operational team members

3.5.3.2. 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:

- Thirty percent (30%) of the price will be paid once the contract is signed by both parties (month 1);
- Thirty percent (30%) of the price will be paid after the WOAHA validation of the storyboards in English (month 8);
- the balance payment will be issued upon reception and validation by WOAHA of the final report (month 12).

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.