



TERMS OF REFERENCE

LEARNING MANAGEMENT SYSTEM SET-UP, DESIGN AND IMPLEMENTATION OF ONLINE TRAINING ON POLITICAL ECONOMY ANALYSIS FOR CONSERVATION IMPACT (PEACI)

(I) Background

The conservation of nature requires more than a knowledge of natural sciences. It is about addressing the drivers of nature loss, and the social and political processes that impact decisions made every day that affect people and the planet. Furthermore, the design and implementation of conservation interventions need to consider the complexity of the contexts, organizations and people that surround, influence and have an impact on their effectiveness. In this sense, a Political Economy Analysis (PEA) is a tool that is used to understand different contexts, the interactions between groups and individuals in these contexts and helps unpack the arrangement of power (who has power, what determines levels of power and how power is exercised) within these contexts. A better understanding of politics, economic decision-making and power dynamics, and how to influence them, is necessary as more and more are realizing that the binding constraint for WWF (and the world) to achieve their environmental goals are not necessarily scientific but political and economic – and generating the social and political will for greater change.

At the end of 2020 the WWF Governance Practice developed a PEA framework - “**Political Economy Analysis for Conservation Impact (PEACI)**” and implemented an online exchange to create a better understanding of PEA with a broader group of WWF practitioners and decision-makers. The purpose of this online exchange was to inspire, engage and inform WWF staff about how Political Economy Analysis for Conservation Impact (PEACI) can help enhance daily practices, and be used across the network to address or engage with complexity. The Online Exchange used a range of tools for participants to interact and connect: Zoom, Workplace, Google Drive including Google Docs, Forms and Sheets), and Google Jamboard. It brought together 148 participants from 41 different countries. As part of the feedback received from this exchange, it was evident that participants were interested in learning more about PEA, digging deeper into the implementation of PEA tools and learning from different case studies.

WWF is looking to continue its efforts for incorporating PEA across its projects and programmes. Therefore, WWF’s **People Protecting Landscapes and Seascapes (PPLS)**, an initiative designed to support conservation led by Indigenous Peoples and local communities, wants to continue positioning local and regional Political Economy Assessment for conservation Impact (PEACI) in those countries¹ (referred to as

¹ Starter Countries: Colombia, Perú, Ecuador, Bolivia, Madagascar, Democratic Republic of Congo, Tridom (Congo, Cameroon, Gabon), Tanzania, Namibia, Indonesia, India, Pacific, Myanmar, Australia, Canada



Starter Countries) across the globe participating in the initiative. This will enable them to build smarter, better-informed strategies, programmes and interventions for inclusive conservation.

(II) Scope of Work

The objective of this online exchange is to increase the level of applied knowledge and capacities on political economy and systems of power for key practitioners to be able to lead on future PEACI efforts and translate conclusions and recommendations to improve strategy, programmes and programme management, as well as help develop capacities with colleagues and partners. The set-up of the exchange needs to be a ‘training on the job ‘ to make it directly relevant to the office, partners and the PPLS initiative.

WWF is looking for a consultancy firm or team of individuals **to set up an OpenEdX² learning management system, design a learning environment, support e-learning methodology development and implement PEACI online training.**

The expected results of the training are:

- Participants will be able to define key questions for conducting PEACI
- Participants will be able to integrate PEACI tools in project cycle
- Participants will be able to supervise PEACI processes
- Participants will have conducted a practical PEACI exercise for the landscapes and seascapes they will be focusing on through PPLS.
- Participants will actively engage in a PEACI community to exchange and further build capacity and champion PEACI concepts and tools throughout the network.
- Will be able to replicate PEACI analysis and inspire colleagues to engage and build capacities through ongoing exchange.

The target audience would be divided into zones based on location for potentially time-sensitive modules and would include a total of **between 80 and 120 individuals (including WWF staff and IPLC partners)** from the PPLS starter countries. The training will consider the lessons and directions developed in the prior PEA online exchange, while moving beyond those exchanges to explicitly focus on building capacity within each specific country context.

The external consultant(s) will demonstrate a knowledge of online learning trends and tools, should have extensive experience developing online learning methodologies with a strong focus on social learning, and

² This ToR has been written towards this specific LMS after preliminary consultation. Applicants that consider that there is a better choice are invited to explain in their application why another platform would prevail



should have technical knowledge of implementing training on an **OpenEdX platform**. learnt, recommendations for future training and advice on how to organize our knowledge and skills base.

WWF is in the process of hiring a subject expert on Political Economy Analysis for Conservation Impact and training facilitator. The online learning consultants will have to coordinate closely with the subject expert and PPLS team to develop the online learning strategy and coordinate implementation of online training.

Activities³:

1. Work plan with estimated time for each activity and updated proposal. After an Inception Phase, the presented proposal for this Open Call will be adjusted. This should be coordinated with the content experts and WWF's PPLS team, in order to have one coherent work plan for the delivery of the training.
2. Prepare contracting of an OpenEdx implementing certified partner based on a comparison of plans, features, prices, skillset and track record. Set up the OpenEdx environment. Customize and brand platform for training.
3. Contribute to development online learning strategy: provide the subject expert with key information on OpenEdx learning features, participant tracking and evaluation system, contributing to the development of the online learning strategy. Provide summary of key LMS features to be used in the training and participants progress tracking plan.
4. Design OpenEDx platform learning environment, upload content, set up evaluation and learning activities, and final satisfaction survey, in coordination with content experts and PPLS team.
5. Register participants, provide technical support to facilitators and participants, track participants progress and training completion rates. Participants progress information should be provided to the facilitator to be able to follow up with participants if necessary.
6. Provide data regarding participants' interaction with the course, completion rates, and final survey results to the facilitator/content expert. Provide input to the final report and provide an evaluation of the whole process.

(III) Timeline

WWF will act as coordinator between the e-learning expert team and thematic experts to ensure progress and implementation of the project and provide necessary information to ensure deliverables are finalized according to the work plan.

In relation to the above-mentioned activities, deliverables will be as follows:

³ In all of the activities an intern is expected to walk along the process.



Deliverable	Dates
1. Inception phase: Workplan + adjusted proposal	November, 2021
2. Set up of OpenEdx platform based on a featureset study and comparison of possible OpenEdx hosting, ⁴ and customize and brand platform for training.	November, 2021
3. Summary of OpenEdx learning features Participants tracking plan	November 2021
4. Set up of learning environment	December 2021, January 2022
5. Report participant registration, progress, technical support	March 2022
6. Report with data on participant's interaction with content, completion report and final survey. A management letter that evaluates the process.	April 2022

(IV) Key Requirements

It would be expected to have a team ⁵with at least the following roles (but not limited to this expertise and conformation) :

Technical Lead

- At least 3 years of experience setting up OpenEdx Platforms for different organizations.
- Experience developing online learning strategies, especially, social learning strategies (in which people learn from each other through different interactions).
- Know the possibilities, requirements, compatibility and limitations of interoperability standards as Scorm, xAPI, LTI within major LMS and Course authoring software. Is aware of data protection regulations like GDPR in the countries applicable.
- Knows how to deliver the content in a multilingual, multi-platform and mobile environment.
- Experience working with international development/conservation organizations, desirable.

⁴ Selected hosting costs are out of scope of this ToR and will be charged to WWF directly.

⁵ One person fulfilling multiple roles is allowed, or a larger time with different expertise that compliments this.



Instructional Designer

- At least 5 years of experience designing learning environments, of which at least 3 should be in OpenEdx.
- Extensive knowledge of online learning tools and trends
- Understand mechanism for commercialization of high-quality course contents.
- Understanding of learning models, desirable
- Knowledge of other tools for creating content, video, and collaborative learning tools.
- Experience working with international development/conservation organizations, desirable.

Technical / Student support

- 5 years of experience providing operational support in LMS, at least 2 of those using OpenEdx, both on technical as student level (cohorts, enroll, administer)
- Good communication skills, multilingualism is a pre.
- Student service experience, desirable.
- Experience creating concise reports about participants progress and training completion.

V) Consultancy conditions

Payment for the service provided will be as follows:

In relation to the above-mentioned activities, deliverables will be as follows:

Deliverable	Dates
1. Workplan + adjusted proposal	20%
2. Set up of OpenEdx platform	
3. Summary of OpenEdx learning features Participants tracking plan	30%
4. Set up of learning environment	
5. Report participant registration, progress,	50%



technical support	
6. Report with data on participant's interaction with content, completion report and final survey	

It is important to note that for services providers outside Colombia⁶ a 20% withholding will be applied to the total value of the service according to Colombian Law.

VI) Application

Applicants should send:

- a) Short proposal with financial breakdown in USD,
- b) CV of team members,
- c) 3 examples of previous trainings for each role.

The above mentioned documentation should be sent to to licitaciones@wwf.org.co (**subject of the email: PPLS PEACI LMS Set-up and Implementation**) by **November 12, 2021 (5pm Colombian time)**. Questions regarding this process will be received until November 5, 2021 (5pm Colombian time) and will be replied by November 8, 2021 (5pm Colombian time).

******Please note that all financial proposals should be submitted in US Dollars.******

This consultancy will be coordinated remotely and will be supervised by WWF Colombia, specifically by the Inclusive Conservation Academy Coordinator, and in close coordination with the People Protecting Landscapes and Seascapes (PPLS) global Team.

Effective date of the contract: November 19th, 2021

⁶ **Except for the following countries** which have specific agreements with Colombia to prevent double taxation: Bolivia, Canada, Chile, Czech Republic, Ecuador, India, Mexico, Northern Ireland, Peru, Portugal, South Korea, Spain, Switzerland, United Kingdom of Great Britain.



VII) Evaluation

Applications will be evaluated as follows:

Experience	35%
Proposal (technical and financial)	40%
Examples	25%
Total	100%