



**REQUEST FOR PROPOSAL:
INSTRUCTIONAL DESIGNER CONSULTANCY
No. HPI20250102US**

RFP Release Date:	July 25, 2024
Question/ Inquiry Submission Deadline:	August 1, 2024
Proposal Submission Deadline:	August 15, 2024
Performance Period:	6 Months
Electronic submission to the attention of:	Senior Program Manager
Contact information for inquiries about this RFP:	RFP@Heifer.org

Terms of Reference

III. General Information

Heifer International's mission to end hunger and poverty and to care for the earth has been in operation for almost 80 years. Heifer works in 19 countries in 3 regions of the world: Africa, America, Asia. The 12 cornerstones for Just and sustainable development are the foundation of Heifer's work and big component of Heifer's values based sustainable development work. All project participants and to certain extent Heifer employees take part in the cornerstones training. However, there is not a current common curriculum that can be imparted to Heifer and employees nor project participants.

The cornerstones: 1)passing on the gift, 2)accountability, 3)sharing and caring, 4)sustainability and self-reliance, 5)improved animal as resource management, 6)nutrition and income, 7)gender and family focus, 8)genuine need and justice,9) improving the environment, 10)full participation, 11) training, education and communication and 12)spirituality have been redefined to intentionally include components of diversity, equity, inclusion and belonging into it and the new training material will include these components.

IV. Objective

To develop an effective and engaging Heifer Cornerstones training manual for in-person and online use that fosters diversity, equity, inclusivity, and belonging. This will be based on prior developed material, cornerstone definitions, principles used by country offices, and other relevant training materials.

V. Scope

Nepal current cornerstone manual, online cornerstones material, diversity training, cornerstones definitions and principles, and any other relevant material.

Using experiential training methodologies, develop a comprehensive, immersive training curriculum that can be adapted to different audiences which include Heifer employees and project participants. Covering topics related to each of the Heifer cornerstones, which is mainly a process of self-reflection. Self-reflection conducted to identified DEIB topics such as unconscious bias, cultural competence, and inclusive leadership and personal value identification among others.

Organize content into modules with clear learning objectives and outcomes. Detailing modules per cornerstone, and sequencing with relevant case studies, scenarios, and examples. Creating visual storyboards to outline the structure, content, and interactions of each module. Ensure that all materials are accessible and user-friendly. Design interactive exercises, and reflection questions to encourage active participation and self-reflection.

The manual can be adaptable to each country's context and can be modified for online use at a later stage. Propose appropriate metrics to measure employee's personal agency before the training and a year after the training.

VI. Collaboration

- **Team Collaboration:** Work closely with Heifer International subject matter experts, trainers, and stakeholders to ensure content accuracy and relevance.
- **Regular Updates:** Conduct regular meetings and updates to keep stakeholders informed and engaged.
- **Project Management:** Create and manage project timelines, milestones, and deliverables. Monitor budget and resource allocation to ensure cost-effective delivery.

VII. Deliverables.

- Regular updates to the Heifer team.
- Draft training curriculum (manual) that can be contextualized for Heifer employees and project participants. The curriculum should be a self-reflective course based on Heifer-defined cornerstones and DEIB principles.
- Pilot the manual with a small group of employees and incorporate feedback to achieve a final product.
- Develop a short guideline for the Training of Trainers (TOT).
- Create an online version of the training after completing the in-person version.
- Develop a before and after training evaluation.
- Advise on methods and tools to measure employees' change (level of agency) before and after the training.

VIII. Timeline:

The project is expected to be completed within 20 weeks from the start date, with regular progress updates every week. The in-person guide is expected to be completed in 12 weeks. The online tool is expected to be completed in the remaining 8 weeks.

IX. Experience

- Proven experience in designing adult training materials
- Proven experience in Diversity Equity Inclusion and Belonging methodologies for self-reflection
- Experience working across geographies where Heifer works (Central and South America; East, Southern and Western Africa; South and Southeast Asia; and United States.)
- Professional fluency in Spanish (oral and written) language is preferred.



X. Submission Requirements:

All interested firms will submit their organization’s profile with the following information:

Please provide one electronic copy of no more than 3 pages response to the RFP with the following information:

- Name and contact information
- Qualification developing training material for adults both in person and for online platform use
- Summary of similar work conducted, highlighting specific accomplishments.
- A narrative description of the proposed process, activities, including evaluation approach
- Proposed timeline for the work.
- Fee & budget (identifying anticipated expenses in addition to fees);
- Two or more business references.

The technical and financial proposals should be submitted by 15th August 2024 at 5:00 pm CST to Senior Program Manager via RFP@heifer.org Please quote “**INSTRUCTIONAL DESIGNER CONSULTANCY**” in the subject line. Written inquiries may be made and should be directed to the following email: RFP@heifer.org on or before August 9, 2024.

Heifer retains the right to terminate this RFP or modify the requirements upon notification to the Offerors. Please note that all final soft copy designs will be submitted to Heifer International after contract execution.

IX. Selection Criteria

Submitted proposals must clearly demonstrate alignment with the scope of work outlined above and with the appropriate level of detail. Heifer’s goal is to ultimately sign on with the Offeror whose proposal best follows the instructions in this RFP, includes the strong evaluation team, and is most cost-effective. Proposals will be evaluated according to the following criteria:

Proposal evaluation focus	Percentage
Completeness of proposal according to the RFP (business profile, activity plan, budget, team expertise, etc.)	20%
Accuracy and relevance of the proposed technical delivery approach	20%
Financial proposal (detailed and reasonable budget)	20%
Proposed Delivery Schedule (timely delivery)	20%
Evidence of Similar Work Done	20%

The selection committee will evaluate the technical proposal based upon the criteria listed above and they will evaluate the financial proposal based on cost reasonableness and cost-effectiveness in the budget.

X. Validity of Proposals

Proposals submitted shall remain open for acceptance for 14 days from the last date specified for receipt of the proposal. This includes, but is not limited to, pricing, terms and conditions, service levels, and all other



information. If your organization is selected, all information in this document and the negotiation process are contractually binding.

XI. Award Process and Contract Mechanism

No.	Activity	Due date
1.	Proposal reception	August 15 th 2024
2.	Selection Committee review	August 19 th , 2024
3.	Short List Interviews/Presentations	August 27 th – 30 th 2024
4.	Notification of Award /Negotiation	September 4, 2024
5.	Signing award	September 10 th 2024

Heifer will issue a fixed award agreement based on the submission and Heifer’s acceptance of deliverables. Once an award is issued, it will include the payment schedule with the deliverables specified above.

XII. Limitations

This Request for Proposal does not represent a commitment to award a contract, to pay any costs incurred in the preparation of a response to this RFP, or to procure or contract for services or supplies. Heifer reserves the right to fund any or none of the applications submitted and reserves the right to accept or reject in its entirety and absolute discretion any proposal received in response to the RFP.

XIII. Diversity and Inclusion

Heifer International values diversity, equity, inclusion and belonging (“DEIB”), and believe that effectively accessing and managing diverse talent leads to improved outcomes. HPI takes a broad view of diversity, and inclusive of varied backgrounds including, but not limited to, age, experience, race, ethnicity, sexual orientation, gender, gender identity, disability status, national origin, and culture. HPI expect third-party providers to respect and reflect HPI’s value of DEIB. HPI’s ongoing monitoring of third-party service providers incorporates an assessment of vendors’ commitment to, adherence with, and track record of accessing and retaining diverse and inclusive workforces.