



REQUEST FOR PROPOSAL (RFP) FOR THE CONSULTANCY FOR INSTRUCTIONAL DESIGN AND E-LEARNING DEVELOPMENT OF THE ASLM ACADEMY DIGITAL CURRICULUM

RFP No. ASLM/BEACOI/IDEL-ASLMACAD/04/09/26

CLOSING DATE: 22 APRIL 2026

When responding to this RFP Mention the RFP Number in the subject line

1.0 INTRODUCTION

The African Society for Laboratory Medicine (ASLM) is a Pan-African professional body, working to advocate for the critical role and needs of laboratory medicine and networks throughout Africa. For more information, please visit our website: <https://aslm.org>.

2.0 OBJECTIVE OF THE ASSIGNMENT | SCOPE OF WORK | EXPECTED DELIVERABLES

Background

Antimicrobial resistance (AMR) is a major health and economic threat in Africa, yet the use of economic evaluation to guide AMR planning, prioritization, and financing remains limited. In response, the African Society for Laboratory Medicine (ASLM) is implementing the Building Economic Assessment Capacity for One Health AMR Interventions in Africa (BEACOI-Africa) project. The project will develop a bilingual regional curriculum, associated learning materials, and a blended learning program to strengthen African capacity to design, conduct, interpret, and use economic evaluations of AMR interventions across human, animal, and environmental health sectors. The curriculum comprises 10 modules organized across four domains, supported by African case studies, practical tools and templates, and competency-based assessment materials.

The ASLM Academy is a continental digital learning ecosystem supporting laboratory and public health workforce development across Africa. The platform delivers CPD-accredited courses, interactive SCORM-compliant e-learning modules, multilingual learning (English, French, Portuguese), automated certification, competency-based assessment, and learning analytics. The Academy is built on Moodle LMS and uses industry-standard e-learning authoring tools

including Articulate Rise 360, Articulate Storyline 360, H5P, and Camtasia for multimedia production.

To convert expert-authored content into engaging digital courses that can be delivered at scale, ASLM requires dedicated instructional design and e-learning production support. This consultancy will help transform technical module content into interactive, accessible, and standards-compliant online learning experiences for professionals across Africa.

Purpose of the Consultancy

ASLM seeks two instructional design and eLearning development consultants to convert curriculum content into production-ready online courses for the ASLM Academy Moodle platform. The consultants will focus on instructional design, digital course authoring, multimedia production, and platform deployment; they will not be responsible for developing subject matter content.

Objectives of the Consultancy

- Transform the 10 expert-developed modules into learner-centered digital courses aligned with the program's competency-based certification model.
- Develop SCORM-compliant interactive content using Articulate Rise 360, Storyline 360, H5P, and related multimedia tools.
- Configure, test, and deploy bilingual English and French course tracks on the ASLM Academy Moodle learning management system.
- Ensure all digital courses meet ASLM standards for accessibility, learner engagement, quality assurance, and long-term maintainability.

Scope of Work

Each consultant will perform the following tasks across the assigned modules:

- Review module packages and create detailed storyboards that define lesson flow, navigation, interactions, multimedia placement, and assessment points.
- Build responsive and interactive learning modules using Articulate Rise 360 and Storyline 360, including knowledge checks, branching scenarios, and applied exercises.
- Develop H5P learning activities and formative assessments that integrate directly into Moodle course pages.
- Edit lecture videos, screencasts, captions, visual aids, and graphics using Camtasia or equivalent tools, optimized for desktop and mobile delivery in low-bandwidth settings.

- Upload and configure courses on Moodle, verify SCORM tracking, grading, completion rules, conditional access, browser compatibility, and bilingual navigation.
- Provide organized source files, published packages, and technical handover notes for future course maintenance and updates.

PERIOD OF PERFORMANCE AND OPTIONAL PERIODS:

- The consultancy will span up to 18 months, covering the training materials development phase and extending into the initial training delivery phase to support deployment, testing, and iterative refinement of courses based on pilot and cohort feedback.
- Each consultant will provide approximately 25 working days (15 days in Year 1 and 10 days in Year 2), depending on the approved workplan and production schedule (please note that the stipulation is not to convert Firm Fixed Price Contract into Labor Hour Contract but to give an indication on the estimated number of days. It remains deliverable based)
- The work will be conducted remotely. The consultants should have reliable internet access and the ability to access ASLM Academy’s Moodle LMS and Articulate 360 cloud-based tools.

ASLM may exercise its right to extend the contract/ expand scope subject to need, the performance of the service provider and availability of funding. The anticipated Option Periods shall be 2 years.

3.0 MANDATORY REQUIREMENTS

- Company profile with Certificate of Incorporation, Tax Clearance and all other applicable licenses, permit, authorizations, affiliations and certifications required per applicable laws and regulations. The company profile should provide additional information such as Registration name and trading name if applicable, physical address, telephone, contact person, period in business, key personnel/management and line of business.
- Individual consultants can also participate, and the above requirements may not be applicable but should conform to in-country tax requirements

4.0 EVALUATION CRITERIA AND SUBMISSION REQUIREMENTS

ASLM will accept proposals from bidders that provide Best Value and satisfy the requirements stipulated in the solicitation. All submissions/proposals will be evaluated against the set

Evaluation Criteria provided below. Each proposal should contain the items listed in the Submission Requirements column in the following table.

Evaluation Criteria	Submission Requirements	Weight
1. Qualifications & Past Performance	<ul style="list-style-type: none"> • Bachelor’s degree or higher in instructional design, educational technology, learning sciences, multimedia design, information technology, • Minimum 3 years of demonstrated professional experience in instructional design and e-learning course development, with a portfolio of completed projects. Sample of previous work including links required. • Proven proficiency in Articulate Rise 360 and Articulate Storyline 360, with demonstrable ability to produce SCORM-compliant interactive courses. • Working experience with Moodle LMS, including course creation, SCORM activity deployment, H5P content integration, • Experience in multimedia production, including video editing, graphic design, and optimization for web delivery. • Familiarity with H5P content types and their integration within Moodle. • Experience developing e-learning content for public health, or scientific training programs is highly desirable. • Experience working with African or LMIC institutional partners and understanding of connectivity constraints, mobile-first design requirements, and multilingual deployment considerations. • Proficiency in English is required. Working proficiency in French is highly desirable to support bilingual course deployment. 	50%

	Provide Covering Letter, an updated Curriculum Vitae (CV) including 2 contactable references from similar engagements.	
2. Technical Approach & Methodology & Timeline	<ul style="list-style-type: none"> Provide a technical approach and methodology on how you intend to undertake this consultancy work. 	20%
3. Price	<ul style="list-style-type: none"> Provide detailed a Fixed Price for the full Scope of Work and further show cost breakdown, including the daily consultancy rate. 	30%
Total		100%

5.0 CONTRACT TYPE

For this procurement, ASLM will issue out a Firm Fixed Price Contract on its terms and conditions indicating the service provider's quoted firm fixed price, scope of work, deliverables, timelines duration of contract and other instructions.

6.0 SUBMISSION REQUIREMENTS

Completed proposals must be addressed to the Procurement Committee and send electronically on or before the closing date and time to rfpsubmission@aslm.org **ONLY**.

7.0 PROPOSED TIMELINES

Date	Activity
8 April 2026	Release of RFP and publicly posted on ASLM website:
13 April 2026	Deadline for submission of inquiries related to this RFP directed to Email to: JShonhe@aslm.org , SMate@aslm.org , TEndalew@aslm.org and all questions must clearly identified with the solicitation #
	Indicate the RFP number indicated at the top of this RFP (i.e. RFQ #) in your proposals.
14 April 2026	Response to all inquiries released and posted publicly on ASLM website
22 April 2026	Deadline for Proposal submission.
30 April 2026	Final decision announced and Bidders receive feedback

30 April 2026	Contract confirmed & issued out.
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While ASLM is desirous of maintaining the proposed timelines, delays necessitated by unforeseen circumstances may be inevitable.

8.0 ASLM TERMS AND CONDITIONS

The following are the terms and conditions of ASLM and any exceptions to these should be noted in writing at submission:

8.1. This RFP is not an offer to enter into agreement with any party, but rather a request to receive proposals from companies interested in providing the goods or services outlined in this RFP.

8.2. The specifications prescribed are not in any way limited to any specific tenderer as they are based on generally achievable requirements and thus, participation in this solicitation is open to all legal vendors that are registered and comply with the laws of doing business in the applicable country(ies) where services will be rendered. The necessary legal, commercial, technical and financial requirements should be satisfied.

8.3. ASLM does not bind itself to accept the lowest tender price and reserves the right to reject all submissions, in whole or in part, enter negotiations with any party, and/or award multiple contracts.

8.4. ASLM reserves the right (but is not under obligation to do so) to enter discussions with one or more respondents in order to obtain clarifications or additional details, to suggest service delivery refinements in the proposal or other aspects of the proposal, or to negotiate the cost quotation.

8.5. All quotations/proposals **MUST** be typed, on company official letterhead with full contact details including physical address, contact phone, email. Submissions **MUST** be received on or before the **closing date and time** and all bids received after the closing date and time may not be considered.

8.6. ASLM shall NOT be responsible for any costs involved in the preparation and submission of bids or proposals. All costs to be borne by the bidder and this is irrespective of the outcome.

8.7. Bid validity of quotation/proposals shall be 90 days.

8.8. Unless otherwise specified in the final contract, full payment will be made by ASLM to the Vendor within 30 days of receipt of invoice from the Vendor and either delivery of goods or completion of required deliverable.

8.9 ASLM provides an equal opportunity for any vendor/supplier to participate irrespective of race, colour, religion, sex, or national origin and will receive equal treatment.

8.10. By participating, preparation and submitting this quotation or proposal, you represent that none from your organization has any conflict of interests.

8.11. To the maximum extent practical and possible, ASLM will strive to ensure that the finances provided in this procurement do not support organisations, companies and individuals associated with acts of terrorism, prostitution and drug trafficking.

8.12. ASLM reserves the right to delay, amend, reissue, or cancel all or part of this RFP at any time but feedback will be provided to the vendors who participated. Additionally, ASLM will be under no obligation to reveal, or discuss with any bidder how a quotation/proposal was assessed, or to provide any other information relative to the selection process. Respondents whose quotations are not selected will be notified in writing and shall have no claim whatsoever for any kind of compensation.

8.13. ASLM reserves the right to waive or permit cure of non-material variances in the bid proposal if, in the judgment of ASLM, it is in ASLM's best interest to do so. Non-material variances include minor informalities that do not affect responsiveness; that are merely a matter of form or format; that do not change the relative standing or otherwise prejudice other vendors; that do not change the meaning or scope of the RFP; or that do not reflect a material change in the services. In the event ASLM waives or permits cure of nonmaterial variances, such waiver or cure will not modify the RFP requirements or excuse the vendor from full compliance with RFP specifications or other contract requirements if the vendor is awarded the contract. The determination of materiality is in the sole discretion of ASLM.

8.14. Failure to provide any of the above specifications and requirements may be considered non-responsive and disqualify the bidder from final selection.

8.15. As part of its commitment to engrain a culture of honesty and integrity in all its business processes, unethical conduct such as undisclosed conflict of interests, bribes and kickbacks and other corrupt activities are strictly prohibited and denounced. No employees at ASLM are allowed to use their position to pursue personal and unethical gain. In the same vein, bidders or potential suppliers and contractors are proscribed from offering bribes aimed at influencing the process and the outcome(s). ASLM implore vendors to embrace this culture in their interactions with us. Violation of this ethical principle and requirement will result in the supplier or service provider disqualified and ASLM will not solicit or accept bids in the future from the same. Should you experience or suspect unethical behaviour by an ASLM employee, please reach out to via email: ASLM@tips-offs.com or through the website: <http://www.tip-offs.com/>.