

Një projekt i Agjencisë Zvicerane për  
Zhvillim dhe Bashkëpunim SDC



Schweizerische Eidgenossenschaft  
Confédération suisse  
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Agjencia Zvicerane për Zhvillim  
dhe Bashkëpunim SDC

Zbatuar nga:



Save the Children



04 June, 2024

## TERMS OF REFERENCE (TOR no. 2024/ 0249- re-launch)

### **Service provision for maintenance and institutionalization of digital tools, Knowledge Portal, E-Learning Platform, Monitoring and Evaluation Tool in the framework of the project “Shkollat për Shëndetin”**

#### **1. BACKGROUND AND RATIONALE**

In March 2024, Save the Children started the fourth-year implementation of the Swiss Agency for Development and Cooperation (SDC) Project: “*Shkollat për Shëndetin*”.

The aim of the Project is to promote healthy behavioural practices and healthy lifestyle habits in the Albanian population, with a particular focus on schoolchildren (aged 6-16 years) in order to control and prevent effectively the major risk factors for non- communicable diseases (NCDs). More specifically, “Shkollat për Shëndetin” is intended to promote positive behavioural changes among all primary schoolchildren (aged 6-16 years) in Albania, their respective families and communities at large.

Beneficiaries of this project consist of all 9-year schools in Albania (through online interventions). “Shkollat për Shëndetin” is a nationwide project, with beneficiaries consisting of all 9-year schools in Albania facilitated through online interventions. In the first implementation year, five digital tools (online applications) for children were developed. These applications focus on healthy nutrition, physical exercise, no use of sugar, personal hygiene and a dedicated application for children with special needs. Additionally, the project has successfully transformed these web applications into mobile applications available on android and iOS platforms. Furthermore, an e-learning system, a knowledge portal and a digital monitoring and evaluation tool have been

developed.

This TOR includes the requirements for the institutionalization and handover of the digital tools to ensure the sustainability and continuous impact. It also encompasses the implementation of the School Health Index (SHI), Health Behavioural Characteristics of School Children in Albania (HBSC), and Health Literacy (HL) Surveys.

## **2. AIM AND OBJECTIVES OF THE SERVICE Aim:**

The primary objective of this TOR is to outline the requirements for maintaining and institutionalizing the five digital tools developed under the “Shkollat për Shëndetin” project, as well as the established knowledge portal and digital monitoring and evaluation tool, and to develop and maintain an e-learning platform, manage social media implementation, enhance the M&E system, and ensure a smooth handover of these digital tools to relevant stakeholders. Additionally, it includes the implementation and management of SHI, HBSC, and HL Surveys.

### **Objectives:**

- Maintenance and Optimization:
  - Provide regular technical support and updates for five online and mobile applications.
  - Keep the content of applications up-to-date and relevant.
- Knowledge Portal and Website:
  - Regularly update with new resources and information.
  - Collect and report user engagement metrics.
- Monitoring and Evaluation Tool:
  - Maintain and optimize the digital M&E tool.
- E-Learning Platform:
  - Manage user registration, progress tracking, and certification features.
  - Add new courses and update existing modules to enhance learning.
- Surveys (SHI, HBSC, HL):
  - Implement and manage the SHI, HBSC, and HL surveys.
  - Provide support and training for school and ZVA representatives.
- Social Media Communication:
  - Manage social media accounts and develop content strategies.
  - Create and monitor engagement campaigns.
  - Provide regular reports and analytic
- Institutionalization and Stakeholder Engagement:

- Implement the roadmap for the sustainability of digital tools.
- Provide training and a detailed handover plan for stakeholders.

### **3. SERVICE PERIOD**

The duration of the service will be over the period: 14 June 2024 – 13 December 2024. The service provider should ensure timely and effective response to the current needs of the project team. All the communications with the project will be conducting in English or Albanian language according to the request of the project.

The service provider (Company) is required to conduct the following activities:

#### **I. Maintenance and optimization of 5 online and mobile applications (5 android and 5 iOS)**

##### **a. Maintenance**

- Provide regular technical support and software updates to ensure the applications are compatible with the latest operating systems and devices.
- Identify and promptly resolve any technical issues or bugs that may arise, ensuring minimal downtime and optimal user experience.
- Implement and maintain robust security measures to protect user data and comply with data protection regulations.
- Continuously monitor the performance of the applications, using analytics to track usage patterns, detect issues, and improve functionality.
- Collect and report data on the number of users, frequency of use, and other relevant metrics for each application.

##### **b. Content updates**

- Ensure that the content of the applications remains up-to-date, relevant, and accurate.
- Update of the content/quizzes of the applications as per request of the project to keep the users engaged.

#### **II. Maintenance and update of Knowledge Portal and website of the project:**

- Regularly update the knowledge portal and the website of the project with new resources, research, materials, information to keep the information current and relevant as per the request of the project.
- Collect and report data on the number of users, types of resources accessed, and user engagement levels.

#### **III. Maintenance and optimization of Monitoring and Evaluation Tool**

- The company will offer a high-quality service in terms of management, maintenance, and modification of the M&E Tool in place.
  - Assist MEAL officer in training and inserting different types of disaggregation for each activity based on the project's requirements as per request.
    - The digital monitoring and evaluation tool will be optimized to enable an easily input of reports, datasheets related to activities, photographs, and other relevant information.
      - Ensure all activities in the system are linked to the project's Logical framework in a manner to produce the Indicator Progress Tracking Table (IPTT).
        - Organize the existing outcome, outputs, indicators, and activities according to the project requirements.
          - Update the graphical reporting to measure indicator's progress against targets/updated targets.
            - Monitor through graphic production to monitor the progress per output and activity.

#### **IV. Maintenance of E-Learning Platform:**

- Manage features for user registration, progress tracking and certification upon course completion.
- Provide ongoing support to ensure the platform runs smoothly and effectively
- Collect and report data on the number of users, course completion according to the template provided by the project.
- Add new modules (courses) into the e-learning platform based on the project requests.
- Update the e-learning modules integrating elements to enhance learning.

#### **V. SHI, HBSC and HL Surveys**

- Provide login credentials for school representatives.
- Create and implement the School Health Index (SHI) Questionnaire in the system.
- Ensure the index calculation engine is operative.
- Conduct training for Local Education Office (ZVA) representatives on using the School Health Index (SHI) system.
- Provide assistance to school and ZVA representatives to fill in the School Health Index (SHI) questionnaire.
- Maintain the School Health Index (SHI) survey database.
- Generate and provide School Health Index (SHI) data.
- Provide assistance to school and ZVA representatives to fill in the Health Behavioural Characteristics of SchoolChildren (HBSC) questionnaire.
- Maintain the Health Behavioural Characteristics of SchoolChildren (HBSC) survey database.

- Generate and provide Health Behavioural Characteristics of SchoolChildren (HBSC) data.
- Create and implement Health Literacy (HL) Questionnaire in the system.

## VI. Social Media Communication Implementation

### 1. Manage all Social media accounts (strategy, engagement, and community management) and developing the content:

- Highlighting the project activities and topics related to our past work (case studies, fields work, whitepapers);
- Meet with the project team once per month to learn about new activities and other topics we would like to highlight on social media.
- Offer excellent management of social media accounts, including but not limited to Facebook and Instagram.
- Provide a monthly content calendar.
- Creation of campaign to generate engagement among social media users.
- Community management of social medias accounts together with the MEAL officer of the project “Shkollat për Shëndetin” (answering queries, filtering spam comments and other necessary tasks related to community management)
- Creation of materials according to the needs and the aim of the project “Shkollat për Shëndetin”
- Provide necessary designs for a variety of posts in both Albanian and English languages.
- Produce high-quality videos and/or photos for publishing on social media channels.
- Provide a monthly status report on each social media channel in a disaggregated method according to the project’s requirements.
- Provide a quarterly report on the total direct and indirect reach.
- Manage the campaign of the digital health competition during August 2024.

### 2. Newsletter and E-card

- Design and deliver two newsletters (Samples of the newsletters can be found on the project's webpage) highlighting the progress of the project (June) and (December) in both Albanian and English languages.
- Design and deliver two E- Cards as per the project requirements.

### 3. Purchasing and Monitoring Paid Social Media

- To propose materials that are suited for social media ads/ paid ads.
- To monitor and report on the direct and indirect reach of the social media ads/ paid ads as per the project requirements.

### 4. Providing Social Media Analytics

- Monitor the performance and progress of all- the official social media accounts using social media tools.

## VII. Institutionalization and Stakeholder Engagement

- Assist to the final roadmap to support the sustainability of the digital tools.
- Conduct 3 workshops to engage with key stakeholders to support the institutionalization process of the digital tools to ensure their support.
- Foster partnerships and identify relevant stakeholders to support the institutionalization process.
- Conduct advocacy campaigns through social media to promote the importance and benefits of the digital tools.
- Develop a plan and conduct onsite training for knowledge transfer to relevant stakeholders and technical stakeholders for regular operation and management and how to effectively use the digital tools.
- Developed a detailed handover plan, including documentation and training materials, to ensure a smooth transition of the digital tools to the relevant stakeholders.
- Conduct 15 training sessions with the relevant stakeholder for the institutionalization of the digital tools.
- Provide support during the handover period to address any issues or questions that may arise.

### 4. DELIVERABLES

It is expected from the service provider to submit the following deliverables:

- Final report of the optimization of the mobile and online applications.
- Final report on the update and modification of both the Knowledge Portal and website of the project
- Final report on the maintenance and optimization of Monitoring and Evaluation Tool
- Final report on the E-Learning Platform including analyzing the change in the level of knowledge in different e-learning modules.
- Final reports of SHI, HBSC and HL Surveys
- Final report on the institutionalization of the digital tools developed by the project “Shkollat për Shëndetin” (including Calendar of the training sessions, Agenda for each training session, list of participants signed by each participant for each training session and disaggregated by each category of the participants. (1 hard and soft copy), High quality photos from each training session (jpg format), all presentations and materials used (word, power point, etc. in 1 hard and soft copy)
- Reports on the Social Media Implementation

1. Monthly Communication & Marketing reports and analytics reports presented to the project team with:
  - a. Number of users disaggregated according to the project's criteria of all the social media channels of the project-
  - b. Interactivity and Engagement;  
Profiling of our follower basis on location, age, range, work field, gender.
  - c. Propose content creation and news to highlight for the forthcoming month so the Project team can pull relevant resources accordingly.
2. Social media content creation for Instagram, Facebook, YouTube channel and a significant focus on LinkedIn
  - a. Instagram (2 posts a week + 2 stories a day);
  - b. Facebook (2 posts a week);
  - c. YouTube (1 video a month)
  - d. LinkedIn (1 Post a week);
  - e. \*TikTok- (2 posts a week + 2 stories a day)
3. Social media monthly calendar to be approved by "Shkollat për Shëndetin Project" a month in advance:
  - a. Integrating leads, content, and feedback from the Project team for posts;
  - b. Focusing on relevant content and events in Albania and nationwide;
  - c. The post content should be in Albanian and English language.
  - d. Create a structure for breaking-activities issues to seamlessly integrate into the calendar (ideally creating a template for the "Shkollat për Shëndetin" team to fill and send to the implementing service provider).
4. Two newsletters, 2 E-cards & 1 ads/paid ads on the projects' social media channels.
5. Quarterly reports of social media analytics.

## 5. QUALIFICATION AND SELECTION CRITERIA FOR THE SERVICE PROVIDER

The service provider (company) should have the following qualifications in order to address effectively and timely the specific requirements of this assignment:

- The service provider must be a legally registered Company in Albania and comply with the country's legislation.
- Must have experience with designing, implementation, maintaining and upgrading digital tools and applications, proving a successful experience working in similar projects in Albania in the last five years.
- Experience in the design and/or implementation of information systems supporting

children/vulnerable groups of children in Albania, in the last five years.

- Experience in data analysis; collection, cleaning, exploration, transformation, statistical analysis, machine learning, visualization, and interpretation.
- Experience in social media management and in digital monitoring and evaluation tools.
- Experience in carrying out scopes of work of similar size and complexity in projects for the national and local government.
- Experience carrying out similar scopes of work complexity in projects financed by international donors.
- Experience working with pre-university education level in Albania, in the last five years.
- Experience in providing capacity development, trainings or coaching to local or central government;
- Experience in managing teams of consultants/experts in similar projects, proved with experts' contracts.
- Must prove human resources organizational capacity, having at least 10 employees.
- The service provider should have proven experience in project management.
- Furthermore, the service provider should have proven expertise in Albanian and English report writing.
- The service provider should have proven ability to meet deadlines and work under pressure.
- The service provider should have flexibility in responding to the needs of the contracting agency.
- The project Manager should have a degree in Computer Sciences and have at least 10 years of experience on the field.
- The key staff of the company should be composed of software engineers (min.required 5) with a degree in Computer Engineering or a diploma in a computer-related discipline.
- At least 1 expert, with at least 10 years of experience in project management in the field of information technology and have an internationally recognized certificate for project management such as PMP, Prince2, ITIL or similar.
- Standard Quality Management System, proved with ISO 9001/2015 or later certification.

## 6. PROPOSAL

The *Service provider (company)* is expected to submit a proposal including the following documents:

- Technical proposal
  - Technical proposal/plan of activities and milestones



- Methodology for the institutionalization of the digital tools including feasibility and sustainability of the implementation
- **Financial bid/proposal** including the following elements:
  - Total cost for each type of activity in CHF (Swiss Franc) as per the table provided below. The fees should be categorized based on the specified activities mentioned in the table under section 3: “Service period”. The total cost should cover all costs associated with the activity.

<b>Activity</b>	<b>Type of expertise proposed (name based on CV submitted)*</b>	<b>No of days for each Expert</b>	<b>Daily fee for each Expert (CHF)</b>	<b>Total fee per each activity (CHF)</b>
1. Maintenance and update of Knowledge Portal				
2. Maintenance and optimization of the mobile applications				
3. Maintenance and optimization of digital tools (online applications)				
4. Implementation of the social media communication strategy				
5. Maintenance and optimization of e-learning portal				
6. Maintenance and optimization of Digital Monitoring and evaluation Tool for project’s interventions				
7. Activities related to the institutionalization of the digital tools				
8. School Health Index (SHI) Survey				

\* For each activity, the applicant should specify the name of the key expert proposed for the activity, based

on the CV submission. This will ensure evaluation of the feasibility for each activity cost.

- CV of the Company, as well as CVs of all key experts, including a summary of expertise areas as per requirements of these “Terms of Reference”.
- A copy of the ID cards for the designated representative of the service provider and the key experts proposed.
- Legal registration of the Company (a copy of NIPT).

## 7. AWARD CRITERIA

The award criteria consist of the following:

- Technical proposal: 30%
- Financial proposal: 40%
- Qualification and experience of the experts: 30% The

award criteria are specified in detail in the table below:

CRITERIA	DESCRIPTION	SCORE
<b>Technical proposal</b>	Technical proposal/plan of activities and milestones	10%
	Methodology for the institutionalization of the digital tools	10%
	Feasibility and sustainability of implementation	10%
	<b>Subtotal</b>	<b>30%</b>
<b>Financial proposal</b>	Total cost for each type of activity (based on the table under section 3: “Service period”) evaluation will be done based on formula Score= $P_{min} \times \max.Points / P$ P – Total Price of the fee to be assessed Pmin – Total Price of the lowest Proposal maxPoints – 40	20%
	Financial feasibility	20%

<b>CV of the Applicant</b>	<b>Subtotal</b>	<b>40%</b>
	<i>Company: Previous experience</i>	15%
	<i>Project Manager: degrees, qualifications and experience of the proposed team leader (project manager)</i>	10%
	<i>Experts: qualification and experience of the proposed key experts</i>	5%
	<b>Subtotal</b>	<b>30%</b>
<b>TOTAL SCORE</b>		<b>100%</b>

#### **8. RESPONSIBILITY OF THE PROJECT IMPLEMENTED BY SAVE THE CHILDREN AND THE SERVICE PROVIDER**

In order to respond to the objectives of assignment, the service provider is expected to work closely with the team of the project “*Shkollat për Shëndetin*” implemented by Save the Children Albania.

The project team will monitor, supervise, and facilitate the service provider in every step of the process. No action will be taken without the approval of the project.

The service provider is responsible for conducting all the envisaged activities according to the requirements, and timeline included in these Terms of Reference.

#### **9. PAYMENT MODALITY**

The payment will be done in two installments (August and December) after the delivery the reports (in English and Albanian).

#### **ADMINISTRATIVE ASPECTS**

A contract between the project implemented by Save the Children and the service provider will be established covering the activities defined in these “Terms of Reference”.

Interested service providers (companies) should submit the applications in English in a sealed envelope no later than **10-06-2024**. Financial offer should be submitted in a separate envelope from the technical proposal and state if **VAT** is applicable for such services. On each envelope (technical proposal, and financial offer) it should be written clearly the full name of the current tender/call.

**Note: All companies and NGOs that have previously submitted their applications do not need to resubmit.**

*Address:* The envelopes should be submitted to the following address: Please do not open!

TORs ref. no. 2023-0170

Save the Children Albania national office

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E-mail: [shkollat.per.shendetin@savethechildren.org](mailto:shkollat.per.shendetin@savethechildren.org)

*Late submissions:* Bids submitted after the deadline will not be taken into consideration. They will not be opened and will be destroyed.

Submission of written questions about this call may be addressed to [shkollat.per.shendetin@savethechildren.org](mailto:shkollat.per.shendetin@savethechildren.org), by close of business 06-06-2024. All questions will be responded by close of business 07-05-2024.