

# Request for Proposals (RFP)

Seeking an e-Learning design consultant/freelancer(s) to support with the transformation of our Goal Programme coach training programme into an improved online journey

## About Women Win

Women Win is a leading global organisation focused on harnessing a rights-based building block approach to gender equity through sport and economic empowerment. With a global team based largely in Amsterdam, The Netherlands, Women Win collaborates with diverse partners to increase assets, access, voice, and agency for women and girls around the world.

Founded in 2007 with a mission to advance the playing field that empowers adolescent girls and young women through sport and play, Women Win has reached more than 4 million girls and women in over 100 countries. We work globally to 'advance the playing field' that empowers girls through sport and play. Women Win re-grants funds to a large number of local groups and implementing partners; provides technical support to a wide range of programmes globally; promotes sport as a strategy to empower girls and women; and influences other actors to take up this strategy.

In 2018, Women Win merged with Win-Win Strategies (WWS), a non-profit organisation whose mission is to connect the power of business with the deep assets of women's funds and organisations to empower women globally. Driven by the vision of a future where every woman and girl can exercise her rights and experience full economic empowerment, WWS harnesses a holistic building block approach to women's and girls' economic empowerment – one which addresses underlying structural barriers that they face in striving to become full participants in their economies and societies.

## Our Strategy

Women Win delivers on its vision and programmatic missions through two strategic pillars: *Influence* and *Implement*. The Implement team puts women and girl-centred design at the heart of its programmes, creates innovative products and services, and works with a network of implementing partners to deliver and measure impact. The Influence team engages diverse stakeholders in dialogue to make the case for impactful new strategies, while building bridges across sectors and raising funds for innovative initiatives.

Aiming to become an agile organisation, Women Win has recently implemented a more team-based approach that focuses on strategic priorities and considers aligned and cohesive "Work Streams" that collectively manage and deliver on clusters of grants. Also, Special Projects teams have been created to deliver on key strategic priorities that support innovation, enable organisation growth and ensure excellence.

## Background

In particular, the Girls Rights & Sports (GR&S) Work Stream manages and supports a large global portfolio of implementing partners (IPs) to deliver girls' sports and rights programming with quality. One of our key global initiatives within GR&S is the [Goal Programme](#) (Goal). Goal is the flagship education programme within Futuremakers by Standard Chartered, the Bank's global initiative to tackle inequality and promote economic inclusion. The programme uses the fundamental building block approach that supports adolescent girls in reflecting and exploring themselves and their goals, understanding their sexual and reproductive health and rights, and engaging in conversations on gender-based violence. Equipped with these life skills and knowledge, girls conclude the programme by learning about financial literacy. Throughout, they engage in regular weekly sport sessions where the lessons are reinforced through play-based methodology. Between 2006 and 2021, the programme has reached more than 698,782 girls and young women. Its aim is to reach 1 million girls between 2006 and 2023.

## The Assignment

Goal is implemented in 23 countries through IPs; community-based organisations that directly implement Goal in their local communities. In order to deliver the programme, IPs recruit and engage with female coaches locally who facilitate the life skills and sports sessions on a weekly basis. Pre-Covid-19, Women Win largely supported IPs with the capacity strengthening of these female coaches through in-person Goal Coach trainings. The pandemic has revealed many gaps in how global development has developed and evolved, and one of those gaps is the continued reliance on this “parachute in” model of technical support. Moving away from this model requires many shifts —but one way is finding better mechanisms to digitally connect with IPs that does not require travel and in-person convenings.

Due to the advancement and improvement of technology and virtual spaces, Women Win is in the process of transforming our trainings from in-person presentations and tools to digitalised products and online learning experiences. In relation to Goal, this will be a combination of synchronous and asynchronous content and will include the creation of webinar series, online courses and virtual products to support the capacity strengthening of female Goal coaches. ***As part of this work, we are seeking an eLearning designer to support the creation, development and production of an interactive online Goal coach trainer course and accompanying materials.***

It is important to note that the transition of Goal coach training content from in-person delivery to online platforms is not just a momentary reaction to Covid-19 or a short-term solution. It forms part of a longer term strategy where in-person trainings can be supplemented by digital coaching content in the future. We also believe that this model will increase the capacity of Goal IPs to conduct their own trainings and better support coaches through the use of the digital content.

## Outcomes

Women Win is looking for a consultant who will support with the transformation of our in-person Goal coach training programme into an improved online journey. This will include designing the online delivery of content in a digital course format, converting the existing in-person session content to digital versions, designing the online course pathway, and adding content onto the chosen digital platform. The consultant will work alongside Women Win’s Learning and Resource Development (LRD) team who will be leading on the content development and curation. We aim to pilot the courses and content as they are created for an iterative process with ongoing feedback from Goal IPs.

Estimated days:

- Introductory meetings and desk review of existing content: approx 5 days
- 2-3 Pilot Modules for feedback and testing: approx 5-10 days
- Feedback incorporation and updated plan: approx 2 days
- Redesigning remaining modules for an online space: approx 10 days
- (Optional) Web design of Interactive content and uploading online: approx 10 days
- Testing and handover process: approx 5 days

## Technical Requirements

The consultant should have expertise in the following areas:

**Content curation, creation and filtering.** You will need to smartly curate content and filter through existing content to identify what may or may not be useful to support the design and overall project goal, and adapt it and transform it as needed.

**Content management experience.** Previous experience with digital content management tools is desirable. Ideally learning management tools such as Thinkific. Knowledge of other CMS (WordPress for instance) are also an advantage.

**User-centred design and design thinking knowledge.** You are able to put yourself in the shoes of our learning audience and understand what is needed and the context in which they need it. Experience designing training programmes or online courses is desirable.

## Qualities & Skills Requirements

- Knowledge about online course design and online learning experiences and platforms
- Knowledge about digital asset creation
- Experience with play-based activities, sport for development, or girls' rights organisations a plus
- Able to visualise complex ideas simply
- Design skills
- Project Management skills
- Analytical, organised and structured
- Keen eye for detail
- English fluency required; other languages are a plus
- Experience working internationally and in multicultural environments
- Self-starter with the ability to work in a fast-paced environment
- Committed to the rights of women and girls

## Next Steps

Please submit a commercial proposal (no more than 3 pages) with a budget based on your daily rates as well as the resume of the (lead) consultant. Please also include examples of similar work or projects that you and/or your team has conducted.

Please take into consideration that Women Win is a small non-profit organisation in the cost structure of your proposal. The timeframe expected for the completion of this project is August to November depending on the proposed plan.

Key activities for the RFP process are outlined below. Women Win is committed to meeting this schedule, but reserves the right to change these dates at our sole discretion and convenience, without liability. Any date changes will be communicated to all RFP applicants.

Milestone	Date
RFP submission	29 July (close of business)
Invitation to Interview	30 July
Interviews	9-11 August
Winning bid notified	13 August
Initial project implementation	16 August (week of)
Estimated Project End	November/December

## Important Notes

Women, BIPOC, LGBTQ+ folks and other underrepresented groups are strongly encouraged to apply!

This call is open to consultants/freelancers globally. If based in the Netherlands, consultants/freelancers must have permission to work in The Netherlands (e.g. registered agency, *zelfstandige zonder personeel* (ZZP), etc.). Women Win cannot procure a working permit for prospective applicants.

**Please contact us if you need more information and submit proposals to the contact below.**

Suhani Bhushan, Programmes Manager

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