



Terms of Reference

Consultant/Consortium for the Design and Development of Shipping and Trade Logistics Training Manuals for Online Short Courses (60 Days Assignment)

1. Background:

The Intergovernmental Standing Committee on Shipping (ISCOS) is looking to engage a consultant or a consortium to design and develop training manuals for online short term refresher courses in shipping and trade tailored for the Eastern and Southern African region. The manuals should have a hybrid of delivery including illustrations and in some cases short videos to complement.

ISCOS is a regional body established by Treaty in 1967 by the Governments of Kenya, Tanzania, Uganda and Zambia to oversee, among other things, their common interests in shipping, ports, and trade and transport logistics. The organization collaborates with a wide range of stakeholders both regionally and internationally with a view of promoting and protecting the interests of shippers (importers and exporters) in the region. ISCOS' main objective is to serve the region and the international community as a one-stop centre of excellence for regional maritime matters and total logistics.

One of the objectives of ISCOS is to conduct research on contemporary emerging issues and enhance capacity building for shippers through awareness training workshops and seminars. The shippers are located in a wider geographical area of which outreach is limited due to a number of factors including cost and time availability in order to access and benefit a good number of shippers in the Eastern and Southern Africa region. The advent of the COVID 19 entails developing new ways of doing things especially online training in this case.

The shippers include micro, small, medium and large business entities. Shippers need to seamlessly acquire regular updated information as they go about their businesses due to rapid changes in the environment pertaining to completing international trade transactions and transport logistics requirements.

ISCOS has in the past conducted training workshops on topics ranging from International Commercial Terms (INCOTERMS), Supply Chain Risk Management, Marine Cargo Insurance (MCI), International Trade Financing, The Blue Economy and other Trade Facilitation topics. It is therefore, imperative that existing training programs are enhanced and also identify new learning interventions (digital) and packages to meet learning needs of shippers through a seamless dialogue.

2. Justification

In order to take the training to as many people as possible, ISCOS conceived an idea of coming up with an online training platform with green content that enhance learners' skills, knowledge and understanding of the Maritime and Shipping Industry. The online training platform is coined as "ISCOS e-Learning" and the purpose of this consultancy is to create green training content (manuals) and videos compatible with the Thinkfic online training platform.

Scope and Specific Tasks

- I. The Consultant or Consortium is specifically required to design and develop **Training Manuals and Videos** compatible with the Thinkfic online eLearning platform which is web based with SCORM (Sharable Content Object Reference Model) characteristics.
- II. The Consultant is required to develop training modules that are original and professionally referenced, simplified and compatible with the Learning Management System (LMS) as regards to fundamentals of trade, transport and shipping which should clearly bring out the theory, practical opportunities, challenges and solutions for the region. The modules should have well researched case studies as well as tailored questions and answers.

a. **Fundamentals of Trade and Transport Logistics**

- I. Introduction to Trade and Transport Logistics and the Supply/Value Chains
- II. Managing Freight Transport, Modes, Rates and Best Practice
- III. Managing the Commercial Aspects of International trade
- IV. Introduction to Trade Policy
- V. Using Customs Tariffs during Export, Transit and Import
- VI. Introducing the World Trade Organization (WTO) Trade Facilitation Agreement (TFA)
- VII. Sustainable Development Goals (SDGs) in relation to Trade and Transport
- VIII. Introduction to the Blue Economy
- IX. Evaluating Legal Aspects and liabilities
- X. Africa's Economic Integration through Trade and Transport

b. Trade and Transport Legal Foundation

- I. Trade and the sale of Goods – Legal and Contractual Frameworks
- II. Standard Trade Terms
- III. Carriage of Goods by Sea
- IV. Carriage of Goods by Road, Rail, Air and Intermodal Transportation
- V. Legal Aspects of Trade Finance
- VI. Dispute Resolution
- VII. Electronic Commerce

c. Performance of Transport Systems in Sub Saharan Africa: Global Issues and Future Innovations

- I. The current state of transport
- II. Challenges facing the transport sector
- III. The changing nature of society and how transport is adapting
- IV. The cost of transportation – vehicle noise, emissions and the effect of public health e.g. COVID 19

d. Business Fundamentals: Effective Communication

- I. Making effective phone calls and writing emails
- II. Online communication in a professional context
- III. Delivering effective presentations
- IV. Writing professional reports and proposals
- V. Conducting productive meetings
- VI. The future trends in professional communication

- III. The Consultant's work will be to develop all materials through a mixture of methodologies that will be placed on the ISCOS LMS (online question and answer tests, video of shippers discussing/illustrating learning and practices, webinar using mix presenters | facilitators for exchange and learning, use of reading materials, and links to other learning resources)
- IV. ISCOS will own copyright for all materials developed or included in the online program. All source materials for the developed products must be delivered to ISCOS upon completion of the project.
- V. Specifically the consultant will perform the following tasks
 - a. Participate in an initial kick-off meeting to meet with the ISCOS team to discuss the project, validate critical objectives, agree on the content, and develop a project plan to guide the project through completion.
 - b. Continuous updates to the ISCOS e-learning Manuals project team on progress of assignment.
 - c. Collaborate with ISCOS to manage the content reviews.

VI. ISCOS E-Learning Platform, Content Design and Development

- a. Work with ISCOS Project team on the requirements of the LMS and understand existing content and to instructionally design the content into storyboards to meet the agreed learning objectives
- b. The content should as much as possible have visuals-flow charts/decision trees/sketches/infographics/interactive image maps/ Videos/ to make learning more interesting.
- c. Any identified deficiencies in the selected design identified during the validation process will be corrected by the consultant, and approved and accepted by ISCOS.
- d. The consultants need to ensure the following points while developing the e-learning modules:-
 - Each module of the training is expected to take no more than 45 minutes to complete, which should be further broken down into topics of no more than 15 minutes each. It is expected that the entire Course Content will be 7 module long for example;
 - i. **Course 1**
 - Module 1: 15 mins
 - Module 2: 45 mins
 - Module 3: 30 mins
 - ii. **Course 2**
 - Module 1: 15 mins
 - Module 2: 45 mins
 - Module 3: 30 mins
 - Training should also direct the learners to the links for additional reading resources
 - A case study with closed-ended questions will be part of the overall training module
 - Number of assessment questions “check-for-understanding” embedded in each module
 - It should be compulsory for learners to take part in class discussions which should form part of the assessment
 - 3 attempts should be given for taking tests and the pass mark should be pegged at 80% and above. The highest mark achieved will be given as final mark
 - To ensure accurate reflection of learner status (lesson status), the variables “in Progress” and Passed” should be used to reflect incomplete and complete status.

3. Duration/Timelines

The work is expected to start once the contract is signed by the consultant, it is expected to be completed in approximately 60 working days.

4. Expected Background and Experience of Consultant/Consortium

A consortium of skills is desirable to deal effectively with specialised areas of study, explainer video creation and knowledge of the online **Thinkfic** platform. The Consultant to undertake the work should have the following profile:

I. Qualifications/Requirements

A Masters University degree in one or more of the disciplines: Transport Economics, International Affairs, Trade and Transport Law, Education and Online Curriculum Design, Video Editing, Social Sciences or related area or equivalent.

II. Experience

At least five years of progressively responsible professional experience in designing online learning courses and curriculum. The strength should be in transport and trade in Sub Saharan Africa.

III. Technical knowledge and skills

Strong knowledge in producing Shipping and Trade Logistics Training Manuals tailored for Online Courses as highlighted above including video editing. The consultant should be well vested in research methodology and professionally completed content referencing.

IV. Personal skills

- a. Capacity to establish and maintain productive relations with different stakeholders
- b. Ability to write clear and concise reports and communicate effectively
- c. Excellent analytical skills and a constructive approach to problem solving
- d. Ability to deliver outputs by agreed deadlines – sometimes at short notice
- e. Fluency in written and spoken English is required

5. Application Process

Qualified and interested applicants may send applications to opportunities@iscosafreshipping.org by 31st March, 2021 by 17.00hrs East African time, quoting “**Consultancy for Design and Development of the ISCOS e-learning Training Manuals**”. The hard copies should be clearly labelled and sent to The ISCOS Secretariat, Nyali off Links Road [Next Nyali Healthcare Ltd] P.O. Box 89112-80100, Mombasa, Kenya.]

Kindly include cover letter, CV and expected rate to deliver.