

REQUEST FOR EXPRESSION OF INTEREST (ROSTER)

WMU/REOI002-2025

Provision of e-learning design and development services to the World Maritime University

1. INTRODUCTION

The World Maritime University (WMU) was founded in 1983 by the International Maritime Organization, a specialized agency of the United Nations (UN) offering unique postgraduate educational programmes, undertaking wide-ranging research in maritime and ocean-related studies, and conducting maritime capacity building in line with the UN Sustainable Development Goals. For more information, see www.wmu.se WMU is expanding its educational offerings with new e-learning delivery approaches. In the last years, several new postgraduate diplomas and professional development programs and courses have been developed. The WMU development for e-learning is based on internal curriculum design and project management approach, where a mix of internal and external specialists are used to educationally and technically develop the required learning activities and resources, in close collaboration with topic experts.

2. OBJECTIVES

Currently, WMU has strategic and comprehensive e-learning developments in the pipeline and is seeking to expand the pool of specialists that can support its e-learning development. WMU plans to identify and establish a shortlist of pre-qualified companies or individual contractors to provide expert e-learning services to WMU as follows:

- Create exercises and activities that enhance the learning process;
- Create modes of assessment, such as tests or quizzes, to measure effectiveness;
- Work with SMEs to ensure that content created is accurate and error-free;
- Interface with instructional designers, course mentors, subject matter experts, and other stakeholders as required to review and test courseware;
- Configure learning analytics for enhancing learning experiences.

3. QUALIFICATIONS

- Required

- First level degree or equivalent with a minimum of three years of relevant experience in e-learning design and development;
 - Demonstrated knowledge of instructional design, adult learning, and e-learning principles and methodologies;
 - High proficiency in developing interactive and branching elearning contents, assessments and other learning activities using authoring tools such as Articulate 360;
 - High proficiency in graphic and UX design for digital content production;
 - Excellent skills in oral and written communication;
 - Experience with designing and developing SCORM based learning activities in Moodle or similar SCORM-compliant LMS;
 - Ability in managing multiple projects and deadlines, high quality products, keeping attention to detail and working both independently and collaboratively.
- Recommended
 - Native fluency in French and or Spanish is desirable for undertaking Project Type 2.

4. RESPONSIBILITIES / DELIVERABLES

Project type 1: Production of new courses

Milestone 1: Instructional Design

- Develop a comprehensive instructional design for X learning hours e-learning course based on the source materials authored by subject matter experts.
- Consolidate the Intended Learning Outcomes (ILOs) and design the learning activities for self-paced asynchronous delivery.
- Collaborate closely with subject matter experts and stakeholders including participation of online workshops and meetings throughout the instructional design process.

Milestone 2: Storyboarding of E-Lessons and Exercises

- Create detailed storyboards outlining flow, interactions, and assessments integrating effective storytelling techniques and gameful learning principles to enrich learning experience online.
- Ensure a smooth flow and pacing throughout the narrative, keeping the audience engaged from start to finish.
- Suggest ways to humanize the story elements, making them relatable and emotionally impactful.
- Propose edits to enhance clarity in language and content.
- Incorporate two feedback cycles with subject matter experts to ensure content accuracy and error-free materials.

Milestone 3: Production of E-Learning Content in Articulate 360 Format

- Develop visually compelling multimedia e-learning content using Articulate Storyline 360, illustrations and infographics to captivate learners and optimize learning outcomes.

- Integrate feedback from subject matter experts to refine and enhance the accuracy of the content, ensuring alignment with instructional goals.

Project Type 2 - Production of translated courses

- Produce e-lesson packages in authoring tools such as Articulate 360 based on the translated storyboards and Articulate 360 translation import features;
- Sync audio files and closed captions in Articulate 360.

5. TIMELINE

The delivery timeline for completion of the projects usually range from 1 month to 6 months from the date of commencement of contract.

6. REPORTING REQUIREMENTS

The contractor will report to the WMU Project Manager located at WMU in Malmö, Sweden. It is envisaged that all the above requirements can be carried out by working remotely.

7. REQUIRED DOCUMENTATION TO BE SUBMITTED FOR EVALUATION

For companies

- Company's registration certificate and profile information
- References or testimonials from customers. Written comments or feedback from customers in printed journals or websites providing industry-related reviews are also acceptable.
- Samples of recent similar assignments: online portfolios and links to e-learning modules.
- Pricing proposal for the development of e-learning video output as per paragraph 4 above.

For individual contractors

- CV of the consultant including a brief write-up on how the consultant's qualifications and previous experience matches the consultancy objectives
- References or testimonials from customers. Written comments or feedback from customers in printed journals or websites providing industry-related reviews are also acceptable.
- Samples of recent similar assignments: online portfolios and links to e-learning modules.
- Pricing proposal for the development of e-learning video output as per paragraph 4 above.

8. SUBMISSION OF QUOTATION

- Quotations should specify an hourly rate based on the required learning hours for instructional design, storyboarding, and Storyline production.
- For voice-over, the rate should be quoted per word.
- For video production, the rate should be quoted per minute.

9. TERMS OF CONTRACT

All contracts entered between WMU and the supplier are subject to the WMU Terms and Conditions for Contracts, which forms an integral part of the Contract. The Terms and Conditions are attached as Annex. Your attention is drawn, in particular, to clauses 27 and 28 (Settlement of Disputes), as well as 29 (Privileges and Immunities).

This Request for Expression of Interest (REOI) does not constitute a solicitation. WMU reserves the right to change or cancel the requirement at any time during the REOI and/or solicitation process. Submitting a reply to this REOI does not automatically guarantee that the applicant will be considered for receipt of the solicitation documents when issued.

Please submit your application including supporting documents to procurement@wmu.se copying outreach@wmu.se

The deadline for responding to this REOI is on 28 April 2025 by 5 pm CEST. For questions relating to this REOI, please contact the Procurement Officer at procurement@wmu.se copying outreach@wmu.se

WMU General Terms and Conditions

LEGAL STATUS

- 1 The Contractor shall be considered as having the legal status of an independent contractor vis-à-vis the World Maritime University. The Contractor's personnel and sub-contractors shall not be considered in any respect as being the employees or agents of the World Maritime University.

SOURCE OF INSTRUCTIONS

- 2 The Contractor shall neither seek nor accept instructions from any authority external to the World Maritime University in connection with the performance of its services under this Contract. The Contractor shall refrain from any action which may adversely affect the World Maritime University and shall fulfil its commitments with the fullest regard to the interests of the World Maritime University.

CONTRACTOR'S RESPONSIBILITY FOR EMPLOYEES

- 3 The Contractor shall be responsible for the professional and technical competence of its employees and will select, for work under this Contract, reliable individuals who will perform effectively in the implementation of this Contract, respect the local customs, and conform to a high standard of moral and ethical conduct.

ASSIGNMENT

- 4 The Contractor shall not assign, transfer, pledge or make other disposition of this Contract or any part thereof, or any of the Contractor's rights, claims or obligations under this Contract except with the prior written consent of the World Maritime University.

SUB-CONTRACTING

- 5 In the event the Contractor requires the services of sub-contractors, the Contractor shall obtain the prior written approval and clearance of the World Maritime University for all sub-contractors. The approval of the World Maritime University of a sub-contractor shall not relieve the Contractor of any of its obligations under this contract. The terms of any sub-contract shall be subject to and conform to the provisions of this Contract.

OFFICIALS NOT TO BENEFIT

- 6 The Contractor warrants that no official of the World Maritime University has received or will be offered by the Contractor any direct or indirect benefit arising from this Contract or the award thereof. The Contractor agrees that breach of this provision is a breach of an essential term of this Contract.

INDEMNIFICATION

- 7 The Contractor shall indemnify, hold and save harmless, and defend, at its own expense, the World Maritime University, its officials, agents, servants and employees from and against all suits, claims, demands, and liability of any nature or kind, including their costs and expenses, arising out of acts or omissions of the Contractor, or the Contractor's employees, agents or sub-contractors, in the performance of this Contract. This provision shall extend, *inter alia*, to claims

and liability in the nature of workmen's compensation claims and those arising out of the use of patented inventions or devices.

INSURANCE AND LIABILITIES TO THIRD PARTIES

- 8 The Contractor shall provide and thereafter maintain insurance against all risks in respect of its property and any equipment used for the execution of this Contract.
- 9 The Contractor shall provide and thereafter maintain all appropriate workmen's compensation insurance, or its equivalent, with respect to its employees to cover claims for personal injury or death in connection with this Contract.
- 10 The Contractor shall also provide and thereafter maintain liability insurance in an adequate amount to cover third party claims for death or bodily injury, or loss of or damage to property, arising from or in connection with the provision of services under this Contract or the operation of any vehicles, boats, aeroplanes or other equipment owned or leased by the Contractor or its agents, servants, employees or sub-contractors performing work or services in connection with this Contract.
- 11 Except for the workmen's compensation insurance, the insurance policies under this Article shall:
 - name the World Maritime University as additional insured;
 - include a waiver of subrogation of the Contractor's rights to the insurance carrier against the World Maritime University;

The Contractor shall give the World Maritime University thirty (30) days written notice prior to any cancellation or change of coverage that affects the World Maritime University.
- 12 The Contractor shall, upon request, provide the World Maritime University with satisfactory evidence of the insurance required under this Article.

ENCUMBRANCES/LIENS

- 13 The Contractor shall not cause or permit any lien, attachment or other encumbrance by any person to be placed on file or to remain on file in any public office or on file with the World Maritime University against any monies due or to become due for any work done or materials furnished under this Contract, or by reason of any other claim or demand against the Contractor.

TITLE TO EQUIPMENT

- 14 Title to any equipment and supplies that may be furnished by the World Maritime University shall rest with the World Maritime University and any such equipment shall be returned to the World Maritime University at the conclusion of this Contract or when no longer needed by the Contractor. Such equipment, when returned to the World Maritime University, shall be in the same condition as when delivered to the Contractor, subject to normal wear and tear. The Contractor shall be liable to compensate the World Maritime University for equipment determined to be damaged or degraded beyond normal wear and tear.

COPYRIGHT, PATENTS AND OTHER PROPRIETARY RIGHTS

- 15 The World Maritime University shall be entitled to all intellectual property and other proprietary rights including but not limited to patents, copyrights, and trademarks, with regard to products, or documents and other materials which bear a direct relation to or are produced or prepared or collected in consequence of or in the course of the execution of this Contract. At the World Maritime University's request, the Contractor shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and

transferring them to the World Maritime University in compliance with the requirements of the applicable law.

USE OF NAME, EMBLEM OR OFFICIAL SEAL OF THE WMU

- 16 The Contractor shall not advertise or otherwise make public the fact that it is a Contractor with the World Maritime University, nor shall the Contractor, in any manner whatsoever use the name, emblem or official seal of the World Maritime University, or any abbreviation of the name of the World Maritime University in connection with its business or otherwise.

CONFIDENTIAL NATURE OF DOCUMENTS AND INFORMATION

- 17 All maps, drawings, photographs, mosaics, plans, reports, recommendations, estimates, documents and all other data compiled by or received by the Contractor under this Contract shall be the property of the World Maritime University, shall be treated as confidential and shall be delivered only to World Maritime University authorized officials on completion of work under this Contract.
- 18 The Contractor may not communicate at any time to any other person, Government or authority external to the World Maritime University, any information known to it by reason of its association with the World Maritime University which has not been made public except with the authorization of the World Maritime University; nor shall the Contractor at any time use such information to private advantage. These obligations do not lapse upon termination of this Contract.

FORCE MAJEURE AND OTHER CHANGES IN CONDITIONS

- 19 In the event of and as soon as possible after the occurrence of any cause constituting *force majeure*, the Contractor shall give notice and full particulars in writing to the World Maritime University, of such occurrence or change if the Contractor is thereby rendered unable, wholly or in part, to perform its obligations and meet its responsibilities under this Contract. The Contractor shall also notify the World Maritime University of any other changes in conditions or the occurrence of any event which interferes or threatens to interfere with its performance of this Contract. On receipt of the notice required under this Article, the World Maritime University shall take such action as, in its sole discretion, it considers to be appropriate or necessary in the circumstances, including the granting to the Contractor of a reasonable extension of time in which to perform its obligations under this Contract.
- 20 If the Contractor is rendered permanently unable, wholly, or in part, by reason of *force majeure* to perform its obligations and meet its responsibilities under this Contract, the World Maritime University shall have the right to suspend or terminate this Contract on the same terms and conditions as are provided for in the Article on "Termination", except that the period of notice shall be seven (7) days instead of thirty (30) days.
- 21 *Force majeure* as used in this Article means acts of God, war (whether declared or not), invasion, revolution, insurrection, or other acts of a similar nature or force.

TERMINATION

- 22 The time period for termination of the Agreement will be defined in the contract.
- 23 Either party shall be entitled to terminate this Agreement forthwith by written notice. If the other shall knowingly or negligently commit, or suffer to be committed, any material breach of its duties or obligations hereunder, and shall fail to remedy such breach (if capable of remedy) within 28 days of written notice.
- 24 The World Maritime University may terminate forthwith this Contract at any time should the mandate or the funding of the Donor/sponsor be curtailed or terminated in which case the

Contractor shall be reimbursed by the World Maritime University for all reasonable costs incurred by the Contractor prior to receipt of the notice of termination.

- 25 In the event of any termination by the World Maritime University under this Article, no payment shall be due from the World Maritime University to the Contractor except for work and services satisfactorily performed in conformity with the express terms of this Contract.
- 26 Should the Contractor be audited bankrupt or be liquidated or become insolvent, or should the Contractor make an assignment for the benefit of its creditors, or should a Receiver be appointed on account of the insolvency of the Contractor, the World Maritime University may, without prejudice to any other right or remedy it may have under the terms of these conditions, terminate this Contract forthwith. The Contractor shall immediately inform the World Maritime University of the occurrence of any of the above events.

SETTLEMENT OF DISPUTES

- 27 **AMICABLE SETTLEMENT** : The Parties shall use their best efforts to settle amicably any dispute, controversy or claim arising out of, or relating to this Contract or the breach, termination or invalidity thereof. Where the parties wish to seek such an amicable settlement through conciliation, the conciliation shall take place in accordance with the UNCITRAL Conciliation Rules then pertaining, or according to such other procedure as may be agreed between the parties.
- 28 **ARBITRATION** : Any dispute, controversy or claim between the Parties arising out of or relating to this Contract or the breach, termination or invalidity thereof, unless settled amicably under the Preceding paragraph of this Article within sixty (60) days after receipt by one Party of the other Party's request for such amicable settlement, shall be referred by either Party to arbitration in accordance with the UNCITRAL Arbitration Rules then pertaining. The place of the arbitration will be Malmo, Sweden.

PRIVILEGES AND IMMUNITIES

- 29 Nothing in or relating to this Contract shall be deemed a waiver, express or implied, of any of the privileges and immunities of the World Maritime University, provided for in the Convention on Privileges and Immunities of the Specialized Agencies of 21 November 1947, including its Annex XII as amended.

TAX EXEMPTION

- 30 Section 7 of the Convention on the Privileges and Immunities of the World Maritime University provides, *inter alia*, that the World Maritime University is exempt from all direct taxes, except charges for public utility services, and is exempt from customs duties and charges of a similar nature in respect of articles imported or exported for its official use. In the event any governmental authority refuses to recognize the World Maritime University exemption from such taxes, duties or charges, the Contractor shall immediately consult with the World Maritime University to determine a mutually acceptable procedure.
- 31 Accordingly, the Contractor authorizes the World Maritime University to deduct from the Contractor's invoice any amount representing such taxes, duties or charges, unless the Contractor has consulted with the World Maritime University before the payment thereof and the World Maritime University has, in each instance, specifically authorized the Contractor to pay such taxes, duties or charges under protest. In that event, the Contractor shall provide the World Maritime University with written evidence that payment of such taxes, duties or charges has been made and appropriately authorized.

OBSERVANCE OF THE LAW

- 32 The Contractor shall comply with all laws, ordinances, rules, and regulations bearing upon the performance of its obligations under the terms of this Contract.

AUTHORITY TO MODIFY

- 33 No modification or change in this Contract shall be valid and enforceable against the World Maritime University unless provided by an amendment to this Contract signed by the President of the World Maritime University.

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