

## QUESTIONS AND ANSWERS

### Provision of e-learning design and development services to the World Maritime University (WMU/REOI002-2025)

Round 1 - issued 1 April 2025

Nr	Questions	Answers
1	Is there a formal process or any documentation required to register our interest or confirm our participation?	Applicants (companies or individual contractors) are requested to send an e-mail to <a href="mailto:procurement@wmu.se">procurement@wmu.se</a> copying <a href="mailto:outreach@wmu.se">outreach@wmu.se</a> with the documentation outlined under paragraph 7 in the REOI.
2	What is the timeline for submitting questions or requests for clarification regarding the REOI?	Applicants are kindly requested to submit any questions regarding this REOI latest 5 business days before the closing of the REOI.
3	Could you please send us the related documents if any ?	Please note that there are no additional documents in addition to the REOI main document. Clarifications to the REOI will be posted on the WMU website and the UNGM website respectively.
4	Please confirm whether companies registered in Türkiye are eligible to apply.	Yes, companies registered in all countries can submit an application in response to this REOI.
5	Are you able to share some of the typical course topics?	Typical course topics are based on the IMO instruments, please see indicative list of topics available on the WMU website here: <a href="https://www.wmu.se/epdc">https://www.wmu.se/epdc</a>
6	Do you have any examples of existing courses, or courses you aspire to?	Examples of WMU courses are available on the WMU website here: <a href="https://www.wmu.se/e-learning-solutions">https://www.wmu.se/e-learning-solutions</a>
7	Is there a limit to the length of our response? I don't want to send too much information if it is not welcomed, but could include more detail on areas not requested such as:  1. Our process 2. Our team	There is no length requirement to the application, but in principle, information on process i.e detailing the approach to the design and development of the courses as well as team experience form an important part of the evaluation.

8	<p>Would you like us to put together a course concept design for Storyline and/or Rise?</p> <p>a. If so, could you please provide brand guidelines?</p>	<p>There is no need to submit a prototype tailored to WMU at this stage. It is sufficient to share previous experience through samples from similar assignments as requested under paragraph 7 in the REOI.</p>
9	<p>Will you just translate into French/Spanish, or any other languages?</p>	<p>For this REOI, only French and Spanish translation is required.</p>
10	<p>For the quote, could you please clarify:</p> <p>a. The length of course as indicated in Project types 1+2 (i.e. word count/slide no./minutes of learning)</p> <p>b. How the source materials will typically be delivered (i.e. PPT, word doc)</p> <p>c. If we should price as a minimal viable product, with optional extra (i.e. for animation, additional resources etc).</p> <p>d. If you are just interested in Articulate Storyline, or would you also want to see the option to build in Articulate Rise?</p> <p>e. Which currency should we quote in?</p>	<p>a. WMU has a number of translation projects with varied length. Typically they are around 6-10 learning hours per course.</p> <p>b. Typically, the materials are delivered in PowerPoint and Word documents.</p> <p>c. Applicants should include price information in their quotation specifying the scope of the services and additional cost for optional services.</p> <p>d. Applicants are welcome to submit service and production cost for both Articulate Storyline and Articulate Rise.</p> <p>e. Please provide your quotation in USD.</p>

#### Round 2 - issued 11 April 2025

Nr	Questions	Answers
11	<p>Are foreign bidders allowed to bid for this Tender?</p>	<p>Companies registered in all countries can submit an application in response to this REOI.</p>
12	<p>Please let us know where we can get the RFP documents for this project.</p>	<p>Please note that there are no RFP documents issued at this stage but the purpose of this REOI is to establish a roster of prequalified companies and individual contractors. Requests for Proposals (RFP) will then be issued for specific projects to prequalified companies/individual contractors.</p>

13	Would WMU be open to AI-driven voiceover for course narration? We can provide examples, including AI-assisted dubbing for audio and video. Additionally, we can use AI lip-sync tools to enhance engagement for Spanish and French learners.	WMU is open to AI-driven voice-over. In the case of AI use, all contractors will be requested to provide documentation that demonstrates that necessary licenses have been obtained.
14	For translation, our process involves AI-driven translation of Storyline/Rise project files and audio/video, followed by a human review for quality assurance. Would this approach be acceptable for managing Spanish and French language requirements?	WMU is open to AI-driven translation. In the case of AI use, all contractors will be requested to provide documentation that demonstrates that necessary licenses have been obtained.
15	Could you provide an estimate of the anticipated volume of learning content to be developed over the next year? This would help us plan resources and ensure efficient delivery.	On this REOI, the University is seeking to collaborate with external contractors on about 10-20 projects per year with an average of 5-10 learning hours each.
16	Our training design incorporates real video of Subject Matter Experts (SMEs) to enhance engagement, emotion, and trust in content quality. Would SMEs be available and comfortable participating in video recordings for the courses?	The University undertakes various types of e-learning courses delivered by both SMEs as instructors and by professional Voice-over artists.
17	Is there a set budget or pricing structure, or is the pricing left open for vendor proposals?	This REOI is requesting vendors to propose pricing structures. The University will issue an RFP for each individual project at a later stage which will clearly outline the deliverables for the specific project.
18	What are the specific evaluation criteria (e.g., experience, methodology, cost, past projects)? Are you only looking for vendors who have previously worked with WMU (or any other UN agency) on similar projects?	The University evaluates the submissions based on overall competency including past experiences, skillset, methodology, and cost.
19	Please clarify section 7. REQUIRED DOCUMENTATION TO BE SUBMITTED FOR EVALUATION if we intend to express our interest as a company, just a company registration certificate and a profile information is required, not the CV of the expert that will participate in the production of outputs?	For companies, please note the requirements outlined in the REOI which includes the profile information (e.g. CV, competency profile) of your company that demonstrates the required expert/skill sets.

20	<p>Please clarify section 3. QUALIFICATIONS, if we intend to submit an expression of interest as a legal person (company), how does this section relate to section 7.</p> <p>REQUIRED DOCUMENTATION TO BE SUBMITTED FOR EVALUATION – do the requirements from section 3 have to be fulfilled by the legal entity ie. do we show our company's overall experience and secondly, can the engagement of qualified translators for Project Type 2 be done by peoples other than the expert whose qualifications are listed in section 3 as we intend to apply as a company?</p>	<p>For companies, the evaluation will be conducted on overall competency of the company, and specific qualifications will be requested at the RFP stage.</p>
21	<p>Please clarify section 7. REQUIRED DOCUMENTATION TO BE SUBMITTED FOR EVALUATION, specifically the references or testimonials, do delivery reports authorized by the contracting authority at the end of the implementation period count?</p>	<p>Please submit the references or testimonials you have which demonstrate your experience in delivering the services requested under this REOI.</p>
22	<p>Please clarify section 8. SUBMISSION OF QUOTATION, specifically, „an hourly rate“, „quoted per word“ and „quoted per minute“. Does the quotations document have to be drafted by using the above-mentioned three metrics ie, should it be comprised of these three values in a table?</p>	<p>Please submit a pricing structure referring to the three metrics.</p>
23	<p>Please clarify the following provision: „For video production, the rate should be quoted per minute“. The price per minute differs greatly depending on the quantity and type of multimedia being produced, and there is little to no information. For example, screencasing is cheaper than animated video or live footage production, furthermore, other crucial information is missing – does the video need to be supported by subtitles, do we need to make an English version, etc. Will different audio files need to be produced for the same video? Please add as much information as possible, as price formation is directly correlated</p>	<p>Please provide pricing structure with conditions required for producing varied levels of media, and indicative cost per minute for videos. The detailed pricing proposal will be requested at the RFP stage.</p>

	to this information.	
24	Is this REOI considered a direct procurement notice or a request for pre-qualification to form a roster?	This REOI is considered a request for prequalification to form a roster.
25	Is there a financial proposal form / pricing form or template available? If so, we kindly request that you share it with us. If not, which parameters should we include in the form we will submit?	There is no definitive financial proposal form or template available for this REOI. Please refer to the answer to question 23.
26	Are you expecting a detailed technical proposal at this stage?	This is an REOI to establish a roster, more specific technical proposals will be requested at the RFP stage for each specific project.
27	In the Qualifications section, for Project Type 2, why is native fluency in French and/or Spanish required? Which specific technical process is this related to? Our company produces content in all six UN languages – is the fluency expected at the team member level or at the company level?	The native fluency level in French and/or Spanish is a desirable qualification to ensure the undertaking of the translation tasks are accurately performed.
28	For voice-over services, are you expecting human voice talent or is AI-generated voice also acceptable?	Please refer to the answer to Question 13.
29	When does WMU plan to launch the e-learning project?	The University undertakes a number of e-learning projects throughout the year.
30	Will the Intended Learning Outcomes (ILOs) be provided by WMU, or is the contractor expected to propose them? (Ref: Responsibilities, Milestone 1)	The ILOs are typically drafted by our subject experts, and the University collaborates with instructional designer contractors to consolidate them.
31	What is the level of detail in the source materials provided by SMEs (e.g., PowerPoint only or also detailed text content)? (Ref: Responsibilities, Milestone 1)	The level of detail varies for each project and typically the SMEs provide source materials in Powerpoint/Word for storyboard designers to base on, and closely collaborate with the instructional designers to refine the source materials.

32	Could you provide more information about the target audience (e.g., professional background, educational level, digital literacy)?	The target audience varies depending on projects. Please refer to WMU's various educational offerings on our website and the answers to question 5 and 6.
33	Will WMU provide templates or examples for assessments (quizzes, tests), or should the contractor propose them? (Ref: Responsibilities)	WMU has standard templates, but is also open to use contractors' templates. Please refer to question 31.
34	Are there any WMU brand guidelines available for Rise or Storyline-based course development? (Ref: Q&A, Question 8a)	There are WMU brand guidelines that the University may request the contractors to follow.
35	Are there any visual templates or style guides to be followed for graphic/UX design? (Ref: Q&A, Question 8)	Please refer to the answer to Question 34.
36	What is the expected turnaround time for feedback during the two feedback cycles? (Ref: Responsibilities, Milestone 2)	It varies depending on the project. Typically we respond to our contractors within 2 weeks upon the receipt of the deliveries.
37	Is there a testing or pilot phase before the course is finalized and published?	Yes, there is testing and pilot phase before the course is finalised and published.
38	Does WMU use any specific project management tools (e.g., Trello, Asana) or methodologies?	WMU uses various institutional project management tools and applies the applicable methodologies suitable for each project.
39	Will you provide the material translated into French/Spanish for us to import?	Typically, for project Type 2, WMU provides translated Storyboards to import.
40	Are the SMEs fluent in French/Spanish?	For courses delivered in French/Spanish, typically WMU works with SMEs fluent in those languages.
41	For the training do you require audio files to be in French/ Spanish or for translated material is it just closed caption?	For project Type 2, WMU will be requesting audio files in French/Spanish as well as generation of closed captions.

42	Could you provide more details about the typical length of e-learning courses (in terms of learning hours) that will be developed?	Please refer to the answer to Question 10a.
43	Does WMU have established design templates or brand guidelines that contractors will need to follow?	Please refer to the answer to Question 34.
44	Will WMU provide access to specific image libraries or should contractors source their own visual assets?	WMU has access to a few image stock libraries that can be utilized by our contractors but typically combines the development with our contractor's library assets.
45	What level of interactivity is expected in the e-learning modules (basic, moderate, advanced)?	The level of interactivity varies depending on the project including basic, moderate and advanced levels.
46	Are there specific accessibility standards (WCAG 2.0, 2.1) that need to be met?	Yes, the University requests for accessibility standards for open-access type courses.
47	Does WMU require responsive design for mobile delivery, and if so, what are the target devices?	Yes, the output should be both desktop and mobile friendly including phones and tablets.
48	Are there bandwidth or technical constraints we should be aware of regarding the learner environment?	Please take into consideration that our learners are situated globally including at sea.
49	What LMS does WMU use?	WMU uses Moodle.
50	What is your typical review and approval process? How many stakeholders are typically involved?	The review process varies by projects, and the approval process includes 3-4 stakeholders.
51	How are Subject Matter Experts (SMEs) typically made available for consultation during development?	Typically our SMEs are available throughout the assignment by emails and video calls.
52	What is the expected turnaround time for SME reviews and feedback implementation?	Please refer to the answer to Question 36.

53	Will WMU provide detailed content outlines, or will contractors be expected to create these with SME input?	Please refer to the answer to Question 31.
54	For translated courses, will WMU provide the translations or is securing translation services part of the contractor's responsibility?	For project type 2, WMU will provide translated storyboards to contractors. When translation services are also required, it will be stated at the RFP stage.
55	Beyond the configuration of learning analytics mentioned in the RFP, are there specific metrics or KPIs that WMU prioritizes?	WMU intends to leverage the user-centric learning analytics.
56	Are there any specific testing methodologies or approaches preferred for quality assurance?	Please refer to the answer to Question 38.
57	Is there an anticipated volume of work (number of courses or learning hours) expected annually?	Please refer to the answer to Question 50.
58	What is the typical payment schedule for milestone deliverables?	Net 30 days upon successful delivery of the assignment.
59	Can you share examples of previously developed e-learning courses that represent your quality expectations?	Please refer to the answer to Question 6.
60	What aspects of your current e-learning offerings have been most successful with learners?	WMU delivers educational and training offers to cater to a wide variety of learners.
61	What improvements are you hoping to achieve with this new roster of contractors?	The University intends to establish a roster to meet the objectives outlined under paragraph 2 of the REOI.
62	List the criteria that will make this engagement successful	Please refer to the answer to Question 18.



63	Are we expected to include a list of team members and their CVs in our submission?	Please refer to the answer to Question 20.
64	Please help us understand what is meant by “Working with SMEs to ensure that content created is accurate and error-free”	SMEs helps with reviewing the storyboard/produced materials developed by the contractors and provides the feedback.
65	With reference to the service “Interface with instructional designers, course mentors, subject matter experts, and other stakeholders as required to review and test courseware”. We’d like to understand the type of review and testing needed in detail.	The type of review and testing includes checks for technical content accuracy on the subject matter, instructional quality, accessibility, usability, functionality, etc.
66	With reference to the service “Configure learning analytics for enhancing learning experiences.” please share additional details around this expectation.	The University intends to leverage the learning analytics to support learner engagement, personalization, learner needs, and course improvements.
67	<p>Besides Articulate 360, are there any other specific, (on priority) authoring tools that WMU would like the service provider to prove proficiency in?</p> <p>Please share a list of all authoring tools and other technology that WMU would mandatorily require the service provider to have proficiency in, including for video production.</p>	The University uses Articulate 360, and multimedia design tools such as Adobe Create Suite as priority. The contractors are expected to use such development tools that cater to regular updates and sustainable maintenance of the content.
68	With reference to the request for a “Pricing proposal for the development of e-learning video output as per paragraph 4 above.” We’d like to understand how WMU would prefer this hourly rate.	Please refer to the answer to Question 23.

Nr	Questions	Answers
69	Are offshore companies able to participate?	Yes, companies registered in all countries can submit an application in response to this REOI.
70	Are there any certification requirements?	No, there are no specific certification requirements.
71	Are there any Small Business or Minority Business Enterprise preference clause? If yes, does the SBE or MBE have to hold a certification from Sweden?	Kindly note that there are no applicable preference clauses. The University evaluates the submissions based on overall competency including past experiences, skillset, methodology, and cost.  It is not necessary to hold a certification from Sweden.
72	Is there an incumbent for this contract? If there is, can you tell us who the incumbent is? Can you share the rates you are currently being charged?	There is no incumbent, WMU aims to establish a roster of prequalified companies and individual contractors to support its e-learning development.
73	Can we prepare a proposal for only one of the project types?	Yes, it is possible.
74	What type of content will be provided by subject matter experts (SMEs), and how should it be organized?	Please refer to the answers to questions 5 and 6.
75	What are the specific timelines for each phase of the project?	It depends on the length of the course and project types. Typically, the phases are 3–6 months for a new course development (Type 1), and 1–3 months for Type 2 localization projects.
76	Is there a budget range for the proposal?	WMU does not specify the budget range, but requests that applicants submit their pricing proposals. The University evaluates the submissions based on overall competency including past experiences, skillset, methodology, and cost.
77	Can we prepare the voice-over rate per minute instead of per word?	Please provide the rate for voice-over per word.

78	Could you please provide a sample of an existing e-learning course that you have developed or that aligns with your expectations? This would greatly assist us in understanding the complexity and design elements you are looking for.	Please refer to the answers to questions 5 and 6.
79	Could you please confirm the required number of learning hours, as referenced in Point 4, Milestone 1 below?	Please refer to the answer to question 15.
80	Does the scope of this project include LMS development, such as Moodle installation, setup, and theme configuration?	No, this Terms of Reference does not include the scope of LMS development.
81	Does the scope include creating courses in Moodle LMS and organizing course activities?	Yes, it includes creating course contents in the Moodle and organizing the course activities in the LMS.
82	Does the scope include creating users, managing enrollments, and other user-related tasks within the LMS?	No, the scope of this Terms of Reference is on the course design and development, not on course delivery.
83	Under Milestone 1, it mentions an e-learning course. Is this referring to a course created within the Moodle LMS, or is it developed using SCORM or a similar standard?	The course content development includes creation of course materials within Moodle, as well as the creation of compatible SCORM packages or similar standard-compliant modules, which are then hosted under Moodle.