

The Business Integrity Initiative (BII) E-Learning Proposal

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Technical Bid

The Business Integrity Initiative (BII) has invited proposals from contractors to create an E-learning module to be used as a tool for British companies looking at doing business in Kenya. In response to this invitation, Aragami Tech and Digital Limited, an E-Learning platform generation consultancy, has created this proposal in conjunction with InCA Africa Ltd, which has competencies in both factual film production and human resource consultancy. Our prospective roles are described below.

In the event of being contracted, Aragami Tech and Digital would be the designated supplier, subcontracting InCA Africa Ltd to fulfill the functions described in this proposal. Below is our technical bid, based upon the terms outlined in page 5 of the tender document.

1. Credible, practical and evidence-based methodology for the scope and deliverables outlined

We propose the E-Learning content be delivered as follows:

Section A: E-Learning Web Portal

This online landing portal will host the interactive eLearning module and present an outline of the training programme, set out in the following sections:

- Brief Welcome and Introduction
- Outline of Learning Objectives
- Brief instructions on accessing and navigating the interactive module
- Link to the self-contained interactive eLearning module
- Project Team Member Profiles if required
- Link to course feedback survey
- Links to related sites, further reading and other resources

We propose that the portal be hosted on the very well-known [Moodle Online Learning platform](#). The Moodle platform provides:

- Username and password protected access to the portal for the learners, their managers, tutors and other stakeholders
- Tracking of learner activity (activity completion, etc)
- Robust security features for the portal and its content
- Reasonably customisable platform to match project look and feel (logo, colours, etc)
- Custom domain name (BII project domain name or BCCK sub-domain names)
- Options for learner interaction via online forums, online webinars and user feedback, should these be required.

Section B: Interactive E-Learning Module

We propose that this interactive content be developed using the excellent [Xerte](#) content authoring tool. Xerte will allow us to create interactive, rich media and dynamic content. Its responsive design produces modules that are accessible on PCs, tablets and even smartphones. Users will be able to navigate through the self-contained module which can include videos, online articles, and interactive quizzes. The tool is SCORM-compliant, and has been used extensively to create content for university courses; and even community and offender learning. It has accessibility options for creating inclusive content for users with learning difficulties. Best of all, Xerte has British roots! The project began in 2004 at the University of Nottingham and is now used by educators all over the world.

Video content: The talks on integrity should include contributors from several different sectors of the economy, as well as those at BHC/BBAK-BCCK. The video component should **not** just comprise talking heads, which would be very boring: we have an extensive archive depicting economic activity in agriculture, manufacturing and service industries. This can be interwoven with appropriate graphics to make the video content memorable and engaging.

2. Summary of expertise and experience that will be made available for the project

Helen Nekesa Brookes (Aragami Tech & Digital Limited)

Helen Nekesa Brookes (E-Learning and Technical Training Consultant) has almost two decades' experience developing and delivering training for corporate clients all over the world, a career that has included work as an eLearning training consultant on a BBC training project. A dual Kenyan/British citizen, Helen Nekesa Brookes is currently the director of Aragami Tech & Digital Limited, which offers web-based eLearning training for technical certification exams.

Number of days and resources allocation:

Task	Days
Storyboarding	2
E-Learning module: <i>Content, learning path and progression, user interaction, quizzes</i>	12
Portal: <i>Customisation of portal to match project branding; platform upload to designated BII hosting server; layout, content and links</i>	3
User guides: <i>Portal administration, E-Learning module administration</i>	3
Total	20

Richard Vaughan (InCA Africa Ltd)

Richard Vaughan is a documentary film-maker with a thirty-five year track record at an international level. He has won awards on four continents and had films broadcast in more than a hundred countries around the world. Trained at the BBC in London, he has worked extensively on anti-corruption initiatives in the past, with clients including the Kenya Anti-Corruption Commission, Transparency

International and the British Council. He has also worked both in film and print for the Kenya Human Rights Commission. A British citizen who immigrated to Kenya in 1994 in order to found InCA Africa, Richard Vaughan has worked continuously since that year in Kenya’s business environment.

Number of days and resources allocation:

Task	Days
Pre-production	2
Filming	2
Post production, including video editing, graphics and audio dubbing	4
Consulting on content	6
Total	14

Third party resources include: camera, lighting and equipment hire (2 days); camera operator, sound recordist and production assistant (2 days); video post-production editor (4 days).

Details of the costings for this time allocation are described in Commercial Bid.

CVs of both consultants are available as Appendix II

3. Examples of E-Learning projects undertaken by the service provider in the past 3 years

<p><i>E-Learning Training Consultant</i> <i>MeteoGroup for the BBC</i> Nov 2016 to Jan 2017 London</p>	<p>Project: <i>WeatherPresenter eLearning module</i> Client: MeteoGroup for the BBC Target Audience: BBC weather production staff Location: London Delivery Mode: SCORM-compliant E-Learning module developed on Adobe Captivate for BBC Academy LMS</p>
<p><i>E-Learning Content Developer</i> <i>BPP University</i> May 2017 to present London and Nairobi</p>	<p>Project: Development and delivery of blended learning content for degree and apprenticeship courses Client: BPP University DTS Target Audience: BPP University students Location: London and Nairobi Delivery Mode: Online content for Virtual Learning Environment (videos, podcasts, webinar slides and curated supporting material)</p>
<p><i>Blended Learning Platform Development</i> <i>Aragami Tech & Digital Ltd</i> Aug 2018 to present Nairobi</p>	<p>Project: MEF Network Foundations Professional Certification Course blended learning module Client: Aragami Tech & Digital Ltd Target Audience: MEF-NF certification candidates Location: Nairobi Delivery Mode: Online content for Virtual Learning Environment (videos, podcasts, webinar slides and curated supporting material)</p>