**REQUEST FOR EXPRESSIONS OF INTEREST**

**(CONSULTANT SERVICES – SELECTION OF FIRMS)**

**Country:** Saudi Arabia

**Project Name:** Development of E-Learning Course Titled “Enhancing Women’s Financial Inclusion Through Islamic Finance

**Sector(s):** Islamic Finance / Women’s Financial Inclusion / Women and Youth Empowerment

**Segment:** Consulting Services to Develop Video-Based Learning Resources for the “Enhancing Women’s Financial Inclusion through Islamic Finance” eLearning Course

**Mode of Financing:** IsDBI Grant

**Financing No:** ZZZ2802

The Islamic Development Bank Institute (IsDBI) has initiated a project to develop and host the “Enhancing Women’s Financial Inclusion Through Islamic Finance” eLearning course on IsDBI’s edX Platform.

The proposed eLearning course shall spotlight Islamic Finance as a pertinent solution to the challenges related to women’s financial exclusion, building upon the previous achievements and successes of Islamic Finance as an appropriate solution for the financial needs and aspirations of Muslims and non-Muslims worldwide.

The proposed eLearning course on enhancing women’s financial inclusion through Islamic Finance is coherently and prudently aligned with three cross-cutting areas of the IsDB 2023-25 Strategy Realignment: namely Islamic Finance Development, Women & Youth, and Capacity Development.

The project is also aligned with the IsDB Institute’s mandate to address the critical knowledge gap that contributes to financial illiteracy of women in the IsDB Member Countries.

The objective of the assignment is to develop various types of learning resources (multimedia elements), including graphic-rich multimedia, animated and static infographics, and illustrated explainer videos and conversational scenarios for the proposed Massive Open Online Course (MOOC) on Enhancing Women’s Financial Inclusion Through Islamic Finance.

The detailed scope of the project includes hiring a consulting firm experienced in the development of eLearning illustrated animation videos and multimedia resources for the proposed MOOC on Enhancing Women’s Financial Inclusion Through Islamic Finance.

The duration of the course is estimated to be roughly around 2 learning hours, and shall include 5 lessons, with each lesson including 5-6 2D illustrated videos (explainer videos and conversational scenarios – without lip synching) and 8-10 graphic-rich 2D images and illustrations. The graphic-rich 2D illustrated images and infographics shall be static and aligned to specific topics and pages of the MOOC. The MOOC storyboards should provide specific details of these static media elements. The duration of each video is expected to range from 3-5 minutes on average.

The consultant assignment is expected to take not more than 3 months starting from **November 2024**.

The draft TOR for the assignment is attached to **Annex-1**.

The IsDB Institute now invites eligible international consulting firms (“Consultants”) to indicate their interest in providing the listed services. Interested Consultants must provide specific information that demonstrates that they are fully qualified to perform the services (availability of appropriate experience and skillful staff confirmed by brochures, description of similar assignments in analogous conditions, etc.) including expertise in developing and implementing similar innovative solutions.

**The shortlisting criteria / sub-criteria are:**

(a) The Consultant should demonstrate experience in providing consultancy services in eLearning solutions development, specifically 2D animated illustration videos for at least ten (10) years. Having experience with edX development and authoring will be an added advantage.

(b) Proven record of successful similar consultancy services (at least 3 in the past 5 years), as follows:

1. Developed graphic-rich 2D illustrated eLearning videos, images, and infographics.
2. Visualized and developed standard and uniform graphic strategy (illustrated genre) for complex eLearning animations and multimedia.
3. Visualized and developed the Creative Design approach for the multimedia
4. Developed indicative storyboards (SBs) for the videos from the given Video Script.

(c) The firm should demonstrate technical and managerial capabilities to successfully execute the assignment through a brief presentation of the firm’s management structure and number of permanent staff.

(d) The firm should demonstrate capabilities and experience in delivering the expectations outlined in the draft TOR in **Annex 1**.

Key Experts will not be evaluated at the shortlisting stage but expected proficiency is available in the draft TOR.

The attention of interested Consultants is drawn to Paragraphs, 1.23, and 1.24 of the Guidelines for Procurement of Consultant Services under Islamic Development Bank Project Financing (the “Procurement Guidelines”), setting forth IsDB’s policy on conflict of interest: <https://www.isdb.org/project-procurement/sites/pproc/files/documents/PPR%20Guidelines-Consultants-ENG.pdf>

Consultants may associate with other firms to enhance their qualifications but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A consultant will be selected in accordance with the Consultant Qualification-Based Selection (CQS) method as set out in the Procurement Guidelines.

Interested consultants may obtain further information at the address below during office hours; **8:30 to 16:30 hours** Jeddah Local Time.

Expressions of interest must be delivered in a written form to the address below (by e-mail) by the date **29 December 2024**.

THE ISLAMIC DEVELOPMENT BANK INSTITUTE

**Attention:** The Islamic Development Bank Institute

**Address:** 8111 King Khalid Street, Al Nuzlah Al Yamania District, Unit no. 1, Jeddah 22332-2444, Kingdom of Saudi Arabia

**Email:** [isdbinstitute@isdb.org](mailto:isdbinstitute@isdb.org) and [info@isdbinstitute.org](mailto:info@isdbinstitute.org)

**Annex-1- Tentative Terms of Reference**

The scope of the assignment will consist of the following:

* Develop a uniform and standard graphic strategy (illustrated genre) for the MOOC
* Visualize and develop the Creative Design approach for the multimedia from the given Video Script after interacting/interviewing the stakeholders and focal points from the IsDBI
* Develop indicative storyboards (SBs) for the videos
* Develop Audio Scripts for voiceover recording
* Develop the specified infographics, conceptual animations, and other multimedia assets as per the SBs
* Source generic images, stock videos, and other media as suggested in the storyboards or as required
* Recreate the generic illustrations as per the developed creative design and visual approach
* Develop the video draft as per the Creative Design and SBs
* Record and integrate professional voiceover (It is estimated that 4 different male and female audio talents would be required for the videos. One of these may be reused as the general narrator when required.)
* Package the video as MP4 or any other format as specified
* Provide the source files for all multimedia (including videos, audio files, etc.) at the end of the project
* Provide downloadable transcripts files (.srt & .txt) to be used in the videos.

**Duration of the Assignment:**

The consultant assignment is expected to take not more than 3 months starting from

**February2025**.

**Key Experts required for the Assignment:**

The proposed project team must be composed of the key experts and specialists as indicated below; however, the Consultant has the option to add more personnel depending on their work strategy:

1. Project Manager: 10+ Years in managing complex eLearning projects and deliverables.
2. Graphics Lead: 10+ Years in production of rich graphics, illustrated videos, and multimedia for eLearning.
3. Senior Graphics Expert: 7+ Years in production of rich graphics, illustrated videos, and multimedia for eLearning.
4. Illustrator: 5+ Years in development of illustration-based images, infographics, and other multimedia for eLearning.
5. Animator: 5+ Years in development of animated videos (illustration-based).
6. Instructional Designer: 7+ Years in instructional design, visualization, and supporting the graphics and multimedia team in effectively developing the required multimedia assets.

All the above-mentioned Key Experts should have experience in at least five (5) similar assignments.

The detailed Terms of Reference (ToR) will be submitted later.