

**E-Learning Platform Development  
for ASEAN Digital Literacy Programme  
REQUEST FOR QUOTATION**

**ABOUT ASEAN FOUNDATION**

Three decades after ASEAN was established, ASEAN leaders recognised that: there remained inadequate shared prosperity, ASEAN awareness and contact among the people of ASEAN. It was of this concern that ASEAN leaders established ASEAN Foundation in Jakarta, Indonesia, at ASEAN's 30<sup>th</sup> Anniversary Summit in Kuala Lumpur, Malaysia, on 15 December 1997.

The ASEAN Foundation is an organisation from and for the people of ASEAN. The Foundation exists because of one vision: to build a cohesive and prosperous ASEAN Community. As an ASEAN body, the Foundation is tasked to support ASEAN mainly in promoting awareness, identity, interaction, and development of the people of ASEAN. For more information, visit: <https://aseanfoundation.org>

**OVERVIEW**

The ASEAN Digital Literacy Programme under the ASEAN Foundation aims to educate the ASEAN citizens to be more digitized and critical to the information they obtain, including the source, integrity, and bias of the information. This programme seeks to strengthen the involvement of youth, teachers, parents, elderlies, community leaders and government officials in countering misinformation and disinformation in the region.

The ASEAN DLP has five key activities which are capacity building of Training for Trainers (ToT), ASEAN Youth Advisory Group, awareness raising campaign, research development on digital literacy in the regional scope, and the e-learning platform. The ASEAN Foundation has been delivering the 4 key activities and will commence to develop an e-learning platform to ensure the sustainability of the digital literacy learning materials can be accessible for the ASEAN citizen.

In search of the Consultant to develop an e-learning platform, the ASEAN Foundation sets up the following **Request for Quotation** for interested vendors and potential partners. The expected platform should go live in August 2023. This online platform will allow users and ASEAN citizens to access learning materials to learn more about media and digital literacy.

1	RFQ No.	006/AF/RFQ/2023
2	Issue Date	15 February 2023
3	Title	E-Learning Platform Development for ASEAN Digital Literacy Programme
4	Email Address for Submission of Quotation	<a href="mailto:procurement@aseanfoundation.org">procurement@aseanfoundation.org</a>
5	Closing Date and Time for Receipt of Quotation	1 March 2023



6	Questions Regarding the Request for Quotation	All communications regarding this request are to be made solely through email no later than 27 February 2023 at 1700 hours (GMT+7).
7	Contact Person	Ms. Cresentia Novianti
8	Anticipated Award Type	<b>Fixed Price Purchase Order</b>
		Issuance of this Quotation in no way obligates the ASEAN Foundation to award a subcontract or purchase order and offerors have no right to receive reimbursements for any costs associated with the preparation of their quotation.
9	Basis for Award	An award will be given to the appointed Bidder who meets the technical requirement and <b>submit their best and final price</b> .
10	General Instructions to Bidders	<ul style="list-style-type: none"><li>• Offerors shall submit the quotation through e-mail to <b><i>procurement@aseanfoundation.org</i></b></li></ul>
		<ul style="list-style-type: none"><li>• Offerors shall confirm that the offeror fully understands that their quotation must be valid for <b><i>6 months</i></b>.</li></ul>
		<ul style="list-style-type: none"><li>• Value Added Tax (VAT) shall be included, and the offeror is responsible for any taxes that might be levied on payments.</li></ul>
11	Requirements and Criteria	Refer to ANNEX B – Criteria and Specification for E-Learning Platform Development for ASEAN DLP
12	Term of Payment	<ul style="list-style-type: none"><li>• Payment will be made after satisfactory acceptance by the ASEAN Foundation</li><li>• Payment will be made following the deliverable agreed in the Terms of Reference</li><li>• Passing all testing</li><li>• Each payment will be completed within fourteen (14) working days counting from the submission of the receipts, original invoice, and other relevant supporting documents satisfactorily.</li></ul>
13	Goods/Service Specification and Price	Offerors should send their own quotation template or fill/modify Attachment A.

## Attachment A

### Criteria and Specification of Consultant for E-Learning Platform Development for ASEAN DLP

No	Criteria	Remarks
1	Website interface and interactivity	User-friendly and can be used in multiple browser (pc, mobile phones, tablet)
2	Information structure and online-based learning journeys	Capacity Building/Learning courses <ul style="list-style-type: none"> <li>• Incorporation of main modules by ASEAN Foundation and partners</li> <li>• Lesson plan and video</li> </ul> Gallery/Library <ul style="list-style-type: none"> <li>• A compilation of ASEAN Youth Advisory Group's awareness campaign (key visuals, infographics, posted videos, etc.)</li> <li>• Photos of ASEAN DLP's activities</li> </ul> Connectivity to other existing platforms owned and managed by AF <sup>1</sup>
3	Three design recommendations	<ul style="list-style-type: none"> <li>• Submitted the mock design for review from AF</li> <li>• Abide by the rules and regulation from AF and Google</li> <li>• Adjusting to the colour scheme and palette from the two organisations</li> </ul>
4	Visual elements that are inclusive and gender responsive	<ul style="list-style-type: none"> <li>• Design of the website should ensure to pay attention to photosensitivity element</li> <li>• Accessible for PWDs (colour blind, hearing and visual impairment, etc).</li> <li>• Accessible in multiple languages within ASEAN</li> <li>• Comments submission for PWDs (using voice feature?)<sup>2</sup></li> </ul>
5	Performance, quality and responsiveness of platform	<ul style="list-style-type: none"> <li>• Able to be accessed and used by high number of users as the website is designed for ASEAN region</li> <li>• Include secure coding for standard security measure.</li> </ul>
6	Maintenance and training to the Staffs	Training for the staffs around the maintenance and the use of the platform
7	Strong Project Management with sufficient team capacity	The Consultant need to work closely with the ASEAN Foundation ADLP project team to discuss the e-platform development, validate critical objectives, and develop a plan to guide the e-learning platform through completion.
8	Proven experience in web development, design, and support in the international development sector	The Consultant must attach their portfolio by submitting: <ol style="list-style-type: none"> <li>1. Three (3) sample of their work</li> <li>2. Five (5) client references</li> </ol>
9	Definition – Team Personnel	<ol style="list-style-type: none"> <li>1. Project Manager will be the leader of the e-learning platform development for managing the team of content and the e-learning platform developer. PM will prepare detail design of the product development plan.</li> <li>2. UI/UX Designer will design an interactive visual e-learning display and design the effective user experience and journey. This role will design the appearance of the e-learning platform in the planning stage before it is developed by the developer.</li> <li>3. Back End Developer engineer will work and develop the system logic, the database and system integration process. This role is important to</li> </ol>

<sup>1</sup> ASEAN Foundation (AF)

<sup>2</sup> People with Disabilities (PWDs)



		<p>continue the process of designing into programming which includes the relations of database.</p> <ol style="list-style-type: none"><li>4. Front End Developer will synchronize the design by the UI/UX designer with the actual appearance of the e-learning website to be in accordance to the ASEAN DLP curriculum – defined by AF team.</li><li>5. Infrastructure Engineer will design, supervise and participate in the implementation of technologies and platforms that support data and network infrastructure. In addition, the infrastructure engineer also plays a role in identifying and solving problems that affect the operation of data infrastructure, maintaining website servers, assisting with system planning, and implementation and network integration.</li><li>6. System Analyst will bridge the user and team developer to ensure the flow of learning journey is smooth.</li><li>7. Admin officer is the one responsible to manage project documentation, updating calendar, scheduling presentation and meetings, and support with financial requirements.</li><li>8. Content planner and developer will manage the content planning according to requirement in the Term of Reference and in consultation with ASEAN Foundation. The officer will then be responsible to develop the content with writers and editors (including editing, re-writing and proofreading).</li><li>9. Translator will work on translating the content of the e-platform into 8 ASEAN local languages: Lao, Thai, Burmese, Khmer, Vietnamese, Tagalog, Malay (for Brunei and Malaysia) and Indonesian. Chinese dialect (used by part of Singapore and Malaysia citizen) is subject to be added on demand. Please use English as the main working language (for conceiving, drafting and approval processes).</li></ol>
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**Attachment B**
**Goods/Service Specification and Price**

Please complete the item(s) and price below and print them on your business letterhead.

No	Specification	Unit	Duration	Total
<b>Personnel</b>				
1	Team leader/Project Manager			
2	UI/UX designer			
3	Back End Developer			
4	Front End Developer			
5	Infrastructure Engineer			
6	System Analyst			
7	Admin Officer			
8	Content planner/developer			
9	Supporting designer/illustrator for content team			
10	Editor & writers			
11	Translator			
	Others			
<b>Activity</b>				
12	Meeting expenses (coordination meeting, interviews, presentation, etc.)			
13	Communication			
14	Admin supplies			
15	Travel (if needed)			
	Others			
<b>Maintenance &amp; Training</b>				
16	Technical maintenance (1 year after launching)			
17	Training to staff			
	Others			
<b>TOTAL</b>				

\*Domain, hosting and SSL will be provided by ASEAN Foundation

Compliment :  
 Warranty :  
 Shipping cost :  
 Others :

I, the undersigned, provide the attached corporate rate in accordance with RFQ No. 006/AF/RFQ/2023 issued on 24 February 2023.

I certify that the prices provided are valid for a period of **6 months** and shall be binding upon us subject to the modifications.

I understand that the ASEAN Foundation is not bound to accept any corporate rate/quote it receives.

Signature :  
 Name of Professional :  
 Title :  
 Address :  
 Telephone :  
 Email :