**DRAFT TERMS OF REFERENCE**

**RG-T2470**

**Design, translation, implementation, monitoring, and evaluation of online tutored courses on access, adoption and usage of broadband in Latina America and the Caribbean (LAC)**

1. **BACKGROUND**

There is evidence that the acceleration of broadband penetration, adoption and effective use brings clear social inclusion and economic benefits. In particular, it is estimated that increases of 10% in broadband penetration in Latin American and Caribbean (LAC) countries, on average, have associated increases of 3.19% in GDP, 2.61% in productivity and a net generation of more than 67,000 jobs[[1]](#footnote-1). Additionally, according to a study by Arthur D. Little and Ericsson, 1% increase in broadband penetration can bring 4.3% increase in exports. Unfortunately, the LAC region is lagging behind other regions with regards to broadband penetration and usage. Whereas broadband penetration for OECD countries averages more than 75%, for IDB countries it is barely 18%.

The Bank’s Sector Strategy to Support Global and Regional Integration (GN-2565-4) (Integration Strategy) states that broadband access has profound implications for the achievement of the MDGs and for enhancing business productivity and global integration. In addition, the Bank’s Institutions for Growth and Social Welfare Strategy (GN-2587-2) identifies improving innovation and productivity as a major area where the Bank can help the region overcome the challenges that hinder growth and social welfare.

In 2011, the IDB launched its Bank-wide Capacity Building Program on Integration, a comprehensive effort with the objective of creating and sustaining long-term and multi-sector critical mass of national expertise on regional and global integration that includes high-level executive training, short-term policy advisory services, and support to project identification, design, monitoring and evaluation. The goal of the Capacity-Building Program on Integration is to create and sustain a long-term and multi-sector critical mass of national expertise on integration through high- and technical-level training, short-term policy advisory services, and support to project identification, design, monitoring and evaluation. The specific objectives are: a) Increase understanding through training of government officials and private sector stakeholders related to the global and regional integration agenda; and b) Promote the exchange of knowledge and experiences, and the creation of communities of practice on integration through collaborative learning.

This project will develop content and deliver capacity building to promote access, adoption and usage of broadband in Latina America and the Caribbean (LAC). The capacity building will be delivered to both private and public sector actors in LAC.

1. **OBJECTIVES**

The aim is to hire a firm specializing in E-Learning to deliver the online training courses on access, adoption and usage of broadband in Latina America and the Caribbean (LAC), including translation, adaptation, design, implementation, monitoring and evaluation.

* + 1. **Design and translation**
       - Hiring a translator to translate the online training courses from Spanish to English or vice versa.
       - Training for trainers on how to design online activities that promote collaborative learning between tutors and participants, and among participants.
       - Support dissemination of the online training activities.
       - Provide support to identifying participants who will enroll in the online training courses.
    2. **Implementation, monitoring and evaluation**
       - Following up with participants. The online training courses will be delivered by experts on Broadband.
       - Following up with tutors.
       - Delivering the course contents.
       - Applying the pre-test and post-test at the beginning and the end of the course with the objective of measuring the level of knowledge acquired by participants.
       - Collecting weekly information about the participants’ performance.
       - Delivering weekly reports about the participants and tutors performance.
       - Developing and delivering the final report of the course.
       - Printing and sending the certificates to the participants who passed the course.

1. **COURSE CHARACTERISTICS**
   * + - The courses will be online; so both participants and tutors will be registered on a virtual platform (preferably Moodle).
       - The duration of courses is between 4 and 6 weeks of teaching, 1 week oriented to learning how to use the tools of virtual platform and 2 weeks of break time where participants may retake pending activities.
       - Each course can have up to 30 participants, and all participants start and finish the course at the same time.
       - Both tutors and participants will be monitored weekly by a specialized firm.
       - The activities designed by tutors should promote analysis, critical thinking, and the interaction, communication, exchange of experiences and transfer of knowledge among participants.
2. **COURSE MATERIAL**

**Theoretical part**

* The number of pages per module will range from a minimum of 50 to a maximum of 70.
* The contents will need to respond to the specific circumstances of the professionals towards whom the courses are directed.
* The course contents will be geared towards learning data and concepts, procedures and processes, and critical thinking skills and attitudes.
* The course contents must be educational, so the use of examples, graphics, tables, or knowledge maps that facilitate the reading and understanding of the educational materials will be necessary.

**Practical part**

* Contents and activities will be consistent with the learning objectives of each course.
* The contents and activities will be well planned, setting forth clear objectives and procedures to be followed in carrying out each of the courses.
* The contents and activities will reflect the contextual environment in which participants perform their functions.
* The contents and activities will promote collaborative learning among the participants, and between the participants and tutors.
* The contents and activities will offer a comparative view of good international practices in order to promote the introduction of measures to improve efficiency.

1. **DELIVERY OF ONLINE COURSES**

From 2014 to 2015 (both years inclusive).

1. **LANGUAGE MATERIALS AND DELIVERY OF ONLINE COURSES**

English and Spanish.

1. **DEPARTMENT/SECTOR**

The Institutions for Development Sector (IFD/ICS) and Integration and Trade Sector (INT/INT), in collaboration with the Knowledge and Learning Department (KNL/INDES), will be responsible for supervising the contract.

1. **MINIMUM REQUIREMENTS**

* The firm should have at least five (5) years of specialized experience in E-Learning.
* The E-Learning firm should be able to identify experts on Broadband in LAC.
* The E-Learning firm should have the capacity to design online collaborative activities.
* The E-Learning firm should have the capacity to design outcome-oriented learning processes, developing participants’ competences (knowledge, practical skills and attitudes), and delivering knowledge products that can be disseminated and shared among participants and tutors.

1. **PAYMENT**

The IDB will effect payments by means of electronic transfer to the E-Learning firm’s account:

* 20% of the contract will be paid once the firm accepts to design and deliver the course,
* 30% at the beginning of the course, and
* 50% once the final report of the course has been delivered.

1. García-Zaballos, A. / López-Rivas, R.: Governmental control on socio-economic impact of broadband in LAC countries. IDB, 2012. [↑](#footnote-ref-1)