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PUBLIC INVITATION TO TENDER **[46D-0124-422]**

enpact e.V. seeks to contract a legal entity for an Accessibility Handbook Development & Dissemination within the period of March 2024 - February 2025

A Project Context

"Persons with disabilities" is a term used to refer to individuals who have physical, sensory, intellectual, or psychological impairments that may impact their daily activities, interactions, or participation in society. Disabilities can vary widely in nature and severity, and they can be temporary or permanent.

Efforts to promote inclusion and equal rights for persons with disabilities often focus on removing societal barriers and fostering environments where persons with disabilities can fully engage, access opportunities, and exercise their rights alongside everyone else.

It's estimated that there are around 9-10 million persons with disabilities in Egypt. However, it's important to note that disability statistics can vary based on definitions, data collection methods, and the specific disabilities being considered. Additionally, accurate and up-to-date disability statistics can be challenging to obtain due to factors such as underreporting, lack of standardized data collection, and the evolving nature of disability.

Despite many legal and regulatory changes in Egypt in the last decade, there are still a lot of challenges for persons with disabilities in Egypt. Many barriers exist, particularly within the employment and education areas. Business owners often have negative views about hiring persons with disabilities. To address these issues, enpact is implementing the 'Empowering Inclusion for Employment' programme in Egypt in 2023 - 2025. The **Empowering Inclusion in Employment** programme is implemented by the nonprofit organisation enpact within the cooperation framework between the **Ministry of Social Solidarity** and the **Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) in Egypt**, which implements on behalf of the **German Government**. The programme is implemented as part of the **Equal Opportunities and Social Development (EOSD) Project**.

B Work Packages & Deliverables

The objective of this tender is to develop a comprehensive handbook and training programme that focuses on creating and evaluating the accessibility of online solutions in alignment with international standards, such as EN 301 549 and particularly the Web Content Accessibility Guidelines (WCAG)

1/1

published by the World Wide Web Consortium (W3C) amongst others. The handbook aims to empower developers, designers, entrepreneurs, company owners and evaluators to ensure that their online solutions are accessible to all users, including those with disabilities, and to foster an inclusive user-centric approach to development.

The handbook shall be developed in a two-round participatory approach with a minimum of 30 stakeholders: end users (focus group discussions with persons with disabilities) and relevant stakeholders from various sectors with the knowledge, tools, and networks necessary to design and implement universally accessible online solutions (e.g., representatives from NGOs and advocacy groups, corporates, accessibility experts, etc.). Engaging these stakeholders will help create a well-rounded and practical accessibility handbook that reflects diverse perspectives and effectively addresses the needs of all users. While enpact will be responsible for mapping, contacting, and selecting end-users and relevant stakeholders, ongoing communication, approvals, and feedback loops among the tenderer, enpact, and GIZ will guarantee a seamless collaboration.

The tender is broken down into the following work packages:

B.1. Handbook Development:

The handbook will be a detailed resource that provides step-by-step guidance on creating and evaluating accessible online solutions. It will encompass two main areas:

- a. **Developing Accessible Online Solutions:** This section will cover design thinking principles for programming, emphasizing the importance of involving end-users, including persons with disabilities, in the development process. It will provide practical strategies to integrate accessibility considerations from the initial design phase, addressing user needs and diverse perspectives. This may include techniques for inclusive design, participatory design approaches, and ways to engage persons with disabilities as contributors to the development process.
- b. **Accessible Programming:** This section will cover a step-by-step outline on ensuring accessible programming, User Interface (UI), and User Experience (UX), following the international standards set out in WCAG and additional outlines. The outline shall be built on programmers who are programming online solutions in Arabic (MSA and Colloquial) and English, thus including writing from right to left and left to right, respectively.
- c. **Assessing Accessibility of Online Solutions:** This section will outline a comprehensive set of criteria to evaluate the User Interface (UI) and User Experience (UX) aspects of online solutions. It will provide detailed instructions on conducting accessibility assessments using the WCAG guidelines as a benchmark. The handbook will include examples, checklists, and real-world scenarios to aid in understanding and applying the assessment criteria.

These work packages include, but are not limited to, the following activities:

- Conduct research on **design thinking principles**, human-centered design, and inclusive design methodologies.
- Include persons with disabilities as part of the end-users through participatory design workshops or surveys to gather insights.
- Compile strategies and techniques to integrate accessibility considerations into the initial design phase.
- Develop content focusing on inclusive design, participatory approaches, and involving persons with disabilities in the development process.

- Review and study the WCAG guidelines and supporting documents thoroughly; understand and reflect on their shortcomings.
- Create a comprehensive set of criteria for evaluating UI and UX aspects using WCAG as the benchmark, divided into 4 criteria: 1) No Accessibility, 2) Poor Accessibility, 3) Good Accessibility, and 4) Universal Accessibility.
- Compile examples, checklists, and real-world scenarios illustrating the application of accessibility assessment criteria.
- Provide best practices and examples concerning already designed and ready-to-use accessible online solutions from all around the globe, specifically with reference to access to employment opportunities, especially in the global south.

The handbook is to be first developed in British English and, once approved, translated into Arabic (MSA). The manual shall be provided in a digital, fully accessible format (following the WCAG 2 standards). In case any videos are produced, these should be done in Colloquial.

B.2. Training & Mentoring of Trainers (ToTs):

Training sessions will be conducted with five selected representatives from the different stakeholders working in entities supporting persons with disabilities. This ensures that these groups and entities develop their knowledge, skills, and capacities to further accessibility of online solutions within their groups and be able to train their peers and communities on the curated handbook content. These sessions will be interactive and practical, involving hands-on exercises, case studies, and discussions. The training will be tailored to various skill levels, from beginners to experienced professionals. The training shall, in all its components, comply with disability inclusion/accessibility and gender-sensitive approaches.

Five Master trainers will be selected to receive this advanced training on the content of the handbook, facilitation techniques, and effective communication strategies. They will then become Master trainers, responsible for cascading the knowledge to a broader audience within their organization or community and further training Junior trainers. Each Master trainer will be training and mentoring five Junior trainers.

This work package includes but is not limited to the following activities:

- **B.2.1.** Curate the selection criteria for the 5 Master Trainers that will receive the training workshops delivered. The 5 Master trainers should be able to conduct the training and mentor further Junior Trainers after the conclusion of the ToT component. This ensures further knowledge transfer and sustainability.
- **B.2.2.** Develop and curate the training facilitation manual, coaching framework, and supporting toolkit for the content of the curated handbook. The handbook shall ensure accessibility by default, thus targeting trainers with and without disabilities equally.
- **B.2.3.** Plan, organize, and deliver a minimum of 6 workshops in Cairo to the selected 5 Master Trainers on how to implement and deliver the content of the curated handbook.
- **B.2.4.** Provide mentoring to the five Master Trainers who have concluded the training as they organize and further train other Junior Trainers.

B.3. Training & Mentoring of Programme Participants:

As part of the ‘The Empowering Inclusion in Employment programme’ implemented by enpact, 15 individuals with ideas on how to develop accessible online solutions that facilitate access and information on employment opportunities for persons with disabilities in Egypt will be selected. These 15 individuals will be part of an Incubator organized by enpact to develop their ideas further and develop prototypes. These 15 individuals will be trained on the curriculum developed in the handbook (B.1.). The 5 Master trainers will support in and shadow the training of the 15 individuals participating in the incubator.

This work package includes but is not limited to the following activities:

- **B.3.1.** Plan, organize, and deliver a minimum of 6 workshops in Cairo to the selected 15 programme participants to understand web accessibility standards and develop web-accessible prototypes and solutions for the employment and education sectors.
- **B.3.2.** Provide mentoring to the 15 programme participants during the seven-month-long incubator with a minimum of 5 hours of mentoring monthly available to participants.

B.4. Continuous Improvement and Support:

After the initial rollout, regular assessments will be conducted to gauge the effectiveness of the handbook and training programme. Feedback from participants and trainers will be gathered to identify areas of improvement. The handbook and training materials will be updated accordingly to stay aligned with evolving accessibility standards and best practices. This will result in the release of the second edition of the handbook that has integrated the feedback and the comments collected over the project period.

This work package includes, but is not limited to, the following activities:

- **B.4.1.** Gather feedback from participants and trainers through surveys, interviews, or feedback sessions.
- **B.4.2.** Update and enhance the handbook and training materials based on the analysis of the feedback collected.
- **B.4.3.** Release of the second edition of the handbook integrating collected feedback and comments over the project duration.

C Timeline

Work Package	Period	Deadline
B.1 Handbook Development	Mar 2024 - Jun 2024	Jun 2024
B.2 Training & Mentoring of Trainers (ToTs)	Jun 2024 - Aug 2024	Aug 2024
B.3 Training & Mentoring of Programme Participants	Jun 2024 - Aug 2024	Aug 2024

B.4 Continuous Improvement and Support

Oct 2024 - Feb 2025

Feb 2025

D Payment Schedule

The payment schedule will be structured based on the successful completion and acceptance of each work package as highlighted above and outlined in the contract. However, an advanced payment of 20 percent of the total contract value may be provided upon the contract's commencement. Additionally, a final payment of 10% will be withheld and made upon the successful completion and acceptance of the entire project scope according to the terms specified in the contract.

The financial offer must include all costs related to the development and the iteration of the handbook. This includes travel costs to Cairo when relevant, designing of the handbook based on branding guidelines to be provided, and any other additional costs foreseen for implementing the work packages and the deliverables above. However, costs for the Training of Trainers, including training venue, catering, and local transportation for the trainers, would be covered by enpact.

Other terms and conditions will be specified in the service contract to the awarded vendor. Payments will be made in the currency specified in the contract and executed via bank transfers.

The financial offer for this award must include net prices excluding VAT. Upon conclusion of the contract with the contracting party that is awarded the contract, it will be determined, depending on the contracting party's country of domicile, whether enpact or the contracting party is responsible for paying VAT and which tax rate is to be applied. Only if the payment of VAT by the contractual partner is agreed upon will this value also become part of the payment plan.

E Evaluation Criteria & Matrix

All submitted offers that adhere to the specified general requirements and meet the tender deadline will undergo evaluation by two independent assessors. The contract will be awarded based on the tender featuring the best price-quality ratio (BPQR award method). The assessment will be guided by distinct categories: Technical Evaluation will carry a weight of 70% in the overall assessment, while Financial Competitiveness will account for 30%. This dual assessment approach ensures a review of each proposal, emphasizing both technical and financial viability.

E.1. Technical Evaluation Criteria

The quality of the tender will be evaluated based on the criteria mentioned below; the maximum total quality score is 100. Tenders that receive less than 60% of the maximum possible mark for the quality evaluation will be eliminated, and their final score will not be calculated. Tenders not reaching the minimum quality levels will be rejected and not ranked.

Components [max. point value]	Grading criteria [max. point value]	Point value
<p>1. Experience and Expertise [25]</p>	<ul style="list-style-type: none"> ● 1.1 Does the tenderer demonstrate a proven track record of developing accessible online solutions? Does the tenderer demonstrate adherence to WCAG guidelines and other relevant standards? [5] ● 1.2 Does the tenderer demonstrate a proven track record of developing handbooks & manuals and corresponding experience in monitoring and evaluation methodology? [5] ● 1.3 Does the tenderer demonstrate expertise in running Training-of-Trainers (ToT) programs and writing ToT manuals? [5] ● 1.4 Does the tenderer have at least 10 years of experience in education and instructional design? [5] ● 1.5 Does the tenderer demonstrate expertise in human-centered design and accessible/disability-inclusive participatory and design thinking approaches? [5] 	<p>Zero to five points for each criterion</p>
Components [max. point value]	Grading criteria [max. point value]	Point value

<p>2. Methodology and Approach [20]</p>	<ul style="list-style-type: none"> • 2.1 Does the proposed approach fully comply with the objectives and deliverables stated in the tender specifications? [5] • 2.2 Does the proposed approach demonstrate clarity and robustness? [5] • 2.3 Does the proposed approach include inclusive strategies to engage different stakeholders, especially persons with disabilities? [5] • 2.4 Does the proposed approach consider the German Feminist Development Policy¹ and BMZ's Disability Inclusion Strategy² and demonstrate alignment with the concepts of empowerment, gender transformative approaches, disability inclusion, and accessibility? [5] 	<p>Zero to five points for each criterion</p>
<p>Components [max. point value]</p>	<p>Grading criteria [max. point value]</p>	<p>Point value</p>
<p>3. Qualifications and Team Composition [25]</p>	<ul style="list-style-type: none"> • 3.1 Does the tenderer present a team consisting of <ul style="list-style-type: none"> - a project lead/main instructional designer with expertise in instructional design [1] - a consultant with expertise in the field of psychology [1], - a physician/expert who can support with (logistical) aspects regarding the (physical) setup for the ToT (e.g., ergonomics, accessibility of buildings, appropriate training duration, etc.) [1], - a consultant with technical expertise in relevant topics (preferably someone with 5+ years of instructional experience in software engineering) [1], - and a consultant with experience in working with persons with disabilities [1]? • 3.2 Does the tenderer demonstrate expertise and experience relevant to inclusive design and general disability inclusion within the proposed team? [5] 	<p>Zero to five points for each criterion</p>

¹ The objectives of the German Feminist Development Policy are based on three levels: (1) realizing rights, (2) justice in access to resources and (3) improving representation of women and marginalized groups.

² BMZ's Disability Inclusion Strategy aims at ensuring that the inclusion of persons with disabilities is systematically anchored in German development cooperation in a cross-cutting manner by promoting, implementing, and driving forward disability inclusion and the rights of persons with disabilities in accordance with the UN Convention on the Rights of Persons with Disabilities (UNCRPD).

	<ul style="list-style-type: none"> • 3.3 Does the tenderer demonstrate diversity and multiple strengths within the proposed team? [5] • 3.4 Does the tenderer demonstrate a high proficiency in English? [5] • 3.5 Does the tenderer demonstrate a high proficiency in Arabic (MSA and Colloquial)? [5] 	
Components [max. point value] Grading criteria [max. point value] Point value		
<p><i>4.1 Implementation plan for Work Package 1 (Handbook development) [10]</i></p>	<p>Does the tenderer's project concept provide a detailed and feasible plan for implementing the deliverables:</p> <ul style="list-style-type: none"> • 4.1.1 A strong network of relevant stakeholders from various sectors with the knowledge, tools, use cases, and networks necessary to design and implement universally accessible online solutions (e.g., representatives from NGOs and advocacy groups, corporates, accessibility experts, etc.). [2] • 4.1.2 A clear overview of activities and work steps (incl. participatory design workshops or surveys, initial design phase, content development, evaluation criteria for accessibility assessment based on the WCAG, best practices, etc.). [2] • 4.1.3 A clear overview of milestones (incl. The three main areas of the handbook: (1) developing accessible online solutions, (2) accessible programming, (3) assessing the accessibility of online solutions). [2] • 4.1.4 A feasible timeline. [2] • 4.1.5 A detailed risk assessment and risk mitigation plans for deliverables. [2] 	<p>One to two points for each criterion</p>
<p><i>4.2 Implementation plan for Work Package 2 (ToT) [10]</i></p>	<p>Does the tenderer's project concept provide a detailed and feasible plan for implementing the deliverables:</p> <ul style="list-style-type: none"> • 4.2.1 A detailed description of the ToT concept (incl. training on the handbook, facilitation techniques, and effective communication strategies). [2] • 4.2.2 A clear overview of activities and work steps (incl. selection of trainers, development of training modules, implementation of training sessions). [2] 	<p>One to two points for each criterion</p>

	<ul style="list-style-type: none"> ● 4.2.3 A clear overview of milestones. [2] ● 4.2.4 A feasible timeline. [2] ● 4.2.5 A detailed risk assessment and risk mitigation plans for deliverables. [2] 	
<p><i>4.3 Implementation plan for Work Packages 3 & 4 (Mentoring of trainers & continuous improvement and support) [10]</i></p>	<p>Does the tenderer's project concept provide a detailed and feasible plan for implementing the deliverables:</p> <ul style="list-style-type: none"> ● 4.3.1 A feasible strategy to onboard and update developers, designers, and evaluators on the content and practical application of the handbook. [2] ● 4.3.2 A clear overview of activities and work steps (incl. interactive training sessions at various skill levels, interactive materials, feedback rounds, second edition of the handbook and training materials, etc.). [2] ● 4.3.3 A clear overview of milestones. [2] ● 4.3.4 A feasible timeline. [2] ● 4.3.5 A detailed risk assessment and risk mitigation plans for deliverables. [2] 	<p>One to two points for each criterion</p>

If one or more technical offers are received for individual work packages, all offers, including the ones submitted for the totality of the three work packages, shall be assessed and evaluated per work package. In this case, the general requirements (components 1-3) will continue to have a combined maximum of 70 points in grading, while only the specific requirements (implementation plan) for the respective work package will be considered.

E.2. Financial Competitiveness:

Evaluation is based on each offer's proposed cost and financial aspects, considering the overall budget allocated for the project. The evaluation of financial competitiveness involves comparing each offer's proposed costs against the technical proposal's value and quality.

The price used for the evaluation is the total price for all work packages ('financial offer'). The price list with the unit prices of the bidder's services serves only as a reference in the event that a change in the scope of services is necessary at a point in time after the conclusion of the contract; the price list is not considered for evaluating the bid for the award decision.

The evaluation of the price is based on the competitiveness of the total prices: The price evaluation is based on a point scale that represents the distance between the prices of all offers of that of the cheapest offer. The cheapest offer receives 100 points in the price evaluation; the evaluation of the subsequent offers is carried out by dividing the respective offer price by the price of the cheapest offer and multiplying the result by 100 [(CheapestMost Competitive Price / Price of Tender X) * 100].

The net prices excluding VAT are used to ensure comparability of prices. Tenders that are not submitted in euros are converted into euros for evaluation purposes; the exchange rate for the month in which the tender was submitted is used in accordance with the European Commission's publication ('InforEuro'). If prices in foreign currency and euros are stated in a tender, only the euro price will be taken into account.

E.3. Ranking of Tenders:

The contract will be awarded to the tender offering the best price-quality ratio as determined by the formula below. A weight of 70/30 is given to quality (technical evaluation) and price (financial competitiveness). In all calculations, results are rounded to two decimal places.

Score for Tender X = (Cheapest Price / Price of Tender X) * 100 * Price Weighting (30%) + Total Quality Score (out of 100) for all quality criteria of Tender X * Quality Weighting (70%)

The tender ranked first after applying the formula will be awarded the contract. Should offers for individual work packages be submitted, the formula will be applied for each work package (following the application of the quality criteria for individual work packages), even for offers presented for all work packages. The tender ranked first on each work package will be awarded the contract only for that respective work package.

B.3.3. Information to Tenderers on the Final Evaluation

enpact will inform tenderers of decisions reached concerning the award of the contract, including the grounds for any decision not to award a contract or to recommence the procedure. enpact will inform all rejected tenderers of the reasons for their rejection and all tenderers submitting an admissible tender of the characteristics and relative advantages of the selected tender and the name of the successful tenderer. However, certain information may be withheld where its release would impede law enforcement or otherwise be contrary to the interest of the initiative.

Please note: Please submit any questions regarding this call for tenders to es@enpact.org & rb@enpact.org with the subject line referencing 'Tender [46D-1223-422]' until 12 March 2024, at 8 pm (CEST).

Please note: All received questions and answers will be made public on enpact website to ensure equal availability of information to all interested applicants.

F Application & Contracting

Any entity wishing to respond to this call for tenders may submit a financial offer and a technical offer in English, which cover the approach and services they can provide for the expected contract duration.

Accordingly, all offers must include the following components to be eligible:

- A general concept for how the tenderer will deliver on the expected deliverables. This simulation must include a price covering all the services foreseen in the concept. This price shall be considered the price ceiling that the tenderer is proposing.
- A price list, which states the unit price for all foreseen deliverables.

- The tenderer should propose a suitable project team for the contract implementation. A contract manager should be appointed for the entire contract duration and shall ensure the overall management of the contract, including timely completion of the activities and ensuring the required level of quality is met.

It is expected that the service contract will be signed in February 2024 and run until the end of December 2024. The contract shall enter into force on the date on which it is signed by the last contracting party. The duration of the tasks and deliverables shall not exceed February 2025. The execution of the deliverables shall not start before the contract has been signed or before the specific date specified in the contract.

This service contract is open on equal terms to any natural or legal person, regardless of their domicile or seat. Eligibility is solely dependent on the presentation of an offer. Due to the specific nature of the expertise required for the deliverables of this tender, it is expected that the applicant demonstrates the ability to work in English & Arabic and a proven track record of web accessibility, developing handbooks & manuals, in addition to running Training-of-Trainers programs. Moreover, experience in Egypt or the MENA region and access to a substantial network of organizations and accessibility experts relevant to the participatory design process is a plus.

The offer must include:

- **Company Information:** The name, address, and contact details of your company
- **Customer Information:** The name, address, and contact details of enpact.
- **Date:** The date the quotation was prepared should be included.
- **Price:** Include the price for each item or service.

Offers are accepted until Wednesday, 14 March 2024, at 09.00 am (CEST) and must be submitted by e-mail to es@enpact.org & rb@enpact.org with the subject line 'Offer for tender [46D-1223-422] - Company Name'