**Terms of Reference**

**E-learning curriculum for the *Walk Wise* Project**

1. **Background**

Every year, nearly 1.3 million people die globally as a result of a road traffic collision – more than 3000 deaths every day. Children are particularly vulnerable, both as pedestrians and as passengers on a motorized vehicle, and road related trauma is the greatest cause of injury and death of children aged between 5 – 19 years.

Over the next 10 – 15 years, the Chuandongbei (CDB) project implemented by Chevron will develop natural gas in several remote areas in Sichuan Province and Chongqing municipality, China. As the project will involve significant logistical movement and use of local roads, Chevron sought to increase road safety in the project area by implementing a road safety project through local schools.

AIP Foundation was engaged by Chevron to partner on a pilot road safety project, *Walk Wise*, in Gaoqiao, Kai County, which commenced in May 2012. Following this successful 12 month pilot in two schools in Gaoqiao township, AIP Foundation will expand this project in the next four years to cover a wider geographical area and deliver a greater scope of activities for students, parents, teachers, and local community members.

The second and third stage of the *Walk Wise* Project contains the following components according to the annual work plan:

* + - Revise the curriculum based on comments from schools, educations departments and other related stakeholders;
    - Re-train the master trainers, and train more master teachers to train the other school teachers;
    - Increase ownership and capacity building of stakeholders, through the establishment of a Kai County road safety working group
    - Conduct community education and public awareness advocacy
    - Implement road treatments
    - Carry out monitoring and evaluation of all activities

1. **Consultancy**

In the first component, an E-learning curriculum for primary schools will be developed. The AIP Foundation online learning software for grade 1 & 2 will be modified to relate to the context of the CDB area. Four additional E-learning components on pedestrian safety, car safety, motorcycle safety, and public transportation safety will be developed for students of grade 3,4,5, and 6. Each lesson will follow the below requirements:

* + - Duration: 40 minutes/period/lesson with topics.
    - Content: specified topics, 6 – 8 games, and 30 seconds of animation. Below is the description of the main content for each E-learning lesson.

| **E-Learning Lesson** | **Content** |
| --- | --- |
| Stage 2 (Grade 2 & 3) | |
| Stage 2 pedestrian safety (safe walking) | **Introduce:** how to walk safely along the roads  **Build:** students’ knowledge of the “Dos” and  “Don’ts” of safe walking  **Reinforce:** students’ practical knowledge of safe routes for walking |
| Stage 2 Safe crossing | **Recal**l: unsafe places to cross and be seen by traffic (areas covered in grades 1 and 2)  I**ntroduce:** safe/unsafe crossing behaviours  **Build: s**tudents’ understanding of what is considered safe and unsafe behaviour  **Reinforce:** practical skills to recognise and identify safe and unsafe places to cross |
| Stage 2 motorbike/bicycle safety | **Recall**: helmet use and laws regarding passenger age, road user age.  **Introduce:** bicycle safety behaviour  **Reinforce:** students ability to recognise and choose safety precautions when riding a bicycle |
| Stage 2 car safety | **Recall**: seat belt use, how it protects and correct procedures  **Build**: students’ knowledge of safe passenger behaviour  **Reinforce:** Students’ ability to recognise unsafe behaviour and to choose actions that represent safe passenger behaviour |
| Stage 3 (Grades 5 & 6) | |
| Stage 3 pedestrian safety (traffic signs and crosswalks) | **Recall:** students’ knowledge of basic traffic signs and how to use a cross walk  **Introduce: t**raffic signs students will use as a road user (pedestrian and bicycle)  **Build**: students knowledge of appropriate reactions to traffic signs  **Reinforce:** students’ ability to act accordingly to a variety of signs, traffic light, and cross walk scenarios  **Extension:** provide students with a scenario where they have to respond to a driver ignoring cross roads/traffic signs |
| Stage 3 safe road use | **Recall:** safe ways to walk/cross the road  **Build**: students’ ability to recognise their position on the road in relation to the type of vehicle  **Reinforce**: Provide an environment where students are given scenarios with different roads and situations and they have to choose the most appropriate response to the conditions |
| Stage 3 motorbike/ bicycle safety | **Recall**: motorbike/bicycle laws, safe helmet use **Build**: students’ understanding of safe actions and behaviours as a motorbike passenger and a bicycle user.  **Reinforce**: Students ability to evaluate and recognise unsafe riding conditions and select an appropriate action in response. This may be completed through a possible highlight activity and typing or choosing the correct response |
| Stage 3 Public transport safety (bus and train safety) | **Recall**: prior knowledge of public transport from classroom activities  **Build** students’ knowledge of appropriate behaviour on public transport and why it’s needed  **Reinforce**: students’ ability to choose a safe action in response to typical public transport scenarios they may face, e.g. peer pressure to place their feet on seats |
| Voice-over | Native English speakers from AIP Foundation HCMC office will use in house equipment to record an English audio script |

Content such as full script, main themes, visual aids describing the games, and other specific requirements for development will be provided by AIP Foundation. Please see the attached documents, “E-learning layout” and “walking safety stage,” for more information regarding the lesson plan. After development, training software will be provided to all targeted schools, and teachers will be trained on classroom implementation.

A consultant or group of consultants is sought to develop this E-learning curriculum. The consultancy will take place from 1st December, 2014 to 31st July, 2015. The consultant(s) will report directly to the Program Manager Bui Diem Hong and the International Partnership Director Nguyen My Linh in consultation with the Country Manager of AIP Foundation’s office in China, Xiaoyan Xu.

The total estimated value of the consultancy will not exceed 60,000 USD.

The table below provides more information about key tasks and their time frames. If you are interested in this consultancy opportunity, please send a proposal which contains the following information:

* + - Three-page introduction about your relevant experience (or your organization’ profile), samples of similar work, and the name and contact information of clients who have contracted you to complete this work.
    - CV of all consultants to be involved, including the name and contact information of the team leader.
    - Quotation for each task and for the consultancy as a whole.

The proposal should be submitted to Bui Thi Diem Hong at [hong.bui@aipf-vietnam.org](mailto:hong.bui@aipf-vietnam.org) before 30th November 2014. Final selection results will be sent to all candidates on 2nd Dec 2014.

If you have any questions, please email: [hong.bui@aipf-vietnam.org](mailto:hong.bui@aipf-vietnam.org).

1. **Specific tasks, timeline and deliverables**

| **No.** | **Item** | **Description** | **Cost** |
| --- | --- | --- | --- |
| 1 | Syllabus & Curriculums | * Create fully story board based on the full script and visual aids provided by AIP Foundation. * The story board must include fully and accurately the content. * Map the topics into 8 lessons for 2 stages (each 40 mins, total 320 mins) * Stage 2 : Grade 3 and grade 4 * Stage 3: garde 5 and grade 6 |  |
| 2 | Lessons | * Transform the content into digital lessons, dividing into topics. * Create ideas, ways of explaining the content and match them with the mapped topics. * Languages: English and Chinese * Lyrics |  |
| 3 | Main theme & storyboard | * Fullscript & main theme to connect each seperated topics into one program. * Storyboard. |  |
| 4 | Images | * Layout for all. * Characteristics. * All the artworks & designs that are used for this program. |  |
| 5 | Sound | * Loop music * Theme song, preferrably song whose lyrics are already available in both English and Chinese. * Sound for animation incl. music. * Sound and voice over for whole program. |  |
| 6 | Animation | * 30s animation for each lesson including scripts, story, music, movement… * Animation for object movement in game |  |
| 7 | Coding | * Fully and accurately perform all functions as required. * Fully and accurately perform all images and buttons as required. * Fully and accurately perform all sounds and music as required. * Fully and accurately perform animation as required. * Fully and accurately perform all games as required. * Games are written on HTML |  |
| 8 | Testing & Warranty | * Testing and revisions will take place from 15th April 2015 until final version delivered around mid of July 2015. * Warranty (not including update) 12 (twelve) months since the Minutes of Taking-Over signed. |
| 9 | Software Manual | * Instructions on how to use the Software. |  |
| 10 | Project Management fee |  |  |