



Implementation Toolkit | Request for Proposals

Background

In 2022, under the LEGO Foundation-funded [Play to Learn \(Ptl\)](#) project, Sesame Workshop (SW) created a library of newly produced modular, play-based, and globally relevant animation videos for children 3 to 8 years old. [Watch, Play, Learn \(WPL\)](#) includes 140 segments that are 5-minutes each and span four thematic early childhood development (ECD) areas: Science, Math, Social-emotional Learning, and Health, Safety & Child Protection. The production of WPL videos is based on the belief that, in humanitarian contexts and beyond, adaptable, evidence-based media interventions can support children's learning and development at scale across a multitude of learning domains. The videos are an innovative global learning resource that can support direct service delivery across multiple sectors and settings, to reach children affected by conflict and crisis around the world.

In addition to WPL video content, SW developed delivery materials including facilitation and curriculum guidance, and an Android-based offline application to support effective implementation by service providers. SW is testing these materials in an ongoing and initial pilot phase with partners, where the content is integrated into education, child protection, and caregiver psychotherapy interventions in Dadaab, Kenya, Cox's Bazar, Bangladesh, and Jamundi and Tumaco, Colombia, respectively.

Monitoring data from direct service pilots (Cox's Bazar, Kenya, Colombia) as well as findings from humanitarian response programs (Ukraine, Nigeria, Pakistan, and Afghanistan) using WPL content, which includes findings gathered from parents, project staff and government partners, reveal an expressed need for (enhanced) guidance and instructional materials on technology integration, classroom and play space activities, scaling, and costing.

To meet this need, SW is seeking consultants to update and expand programmatic materials, creating a cohesive, user-friendly and adaptable compendium of resources – the WPL Implementation Toolkit (Toolkit).

Description of Work

The Toolkit will support front-line service providers to effectively use the WPL video content in humanitarian and development settings. The first iteration of the Toolkit will be designed for ECD-focused implementers: governments, community-based, and international organizations. Future iterations of the Toolkit may benefit from an expanded list of resources (tip sheets, activities, instructional aids) for individual and self-guided use by parents, caregivers, and/or educators. Currently, existing tools include a Facilitator Guide, a Curriculum Guide, a Technology Decision Making Roadmap and video content. The Toolkit will be developed in written English and translated into SW's working languages.

Toolkit Development

The consultant team will be responsible for managing and creating the WPL Implementation Toolkit.

Overall responsibilities include:

- Finalize the scope, topic, and format of the Toolkit, in collaboration with relevant SW teams and any other relevant stakeholders.
- Develop a workplan aligned to the phases and deliverables listed below.
- Conduct and summarize background research, including secondary data collected from ongoing pilot projects, about specific needs of key audiences and demand for key resources (Facilitator and Curriculum Guide, Training Guide and Job Aids) as needed to highlight the contributions that the resulting Implementation Toolkit makes to early childhood development in conflict and crisis.
- Review and synthesize information from SW projects related to global use of tools and resources.
- Update existing tools and create new assets, integrating regular input from SW and external stakeholders.
- Finalize tools and protocols, incorporating feedback on each tool.
- Contribute to a dissemination plan, in collaboration with SW and with relevant global stakeholders.
- Ensure the quality and ease of use of all products.

Deliverables

Phase I. Review of Existing Information (July-August 2023)

Deliverable 1: Review and Summary of Feedback – The WPL team continues to collect data to inform the design of the Toolkit. Current data sources include but are not limited to the following:

- Monitoring data from direct service pilots (Cox's Bazar, Kenya, Colombia) as well as other humanitarian interventions in Ukraine, Nigeria, Pakistan, Afghanistan and other instances of WPL use across SW.
- An independent global performance evaluation, which will provide a synthesis of lessons learned regarding technology distribution, partnership models, costs, technical integration approaches, and other technical and operational areas.

This deliverable should provide a brief written synthesis of findings thereby demonstrating an understanding of what opportunities, challenges, gaps and needs exist for the Toolkit, which will help guide Phase 2 Toolkit Development.

Phase 2. Toolkit Development (September 2023-March 2024)

Deliverable 2: Core Set of WPL Facilitator Guidance Documents – As previously mentioned, WPL video content¹ and tools² are currently being piloted in Cox’s Bazar, Kenya and Colombia. Based on an in-depth review of feedback from these pilots and other WPL use cases globally, the consultant will revise the tools in collaboration with SW to align with feedback, and create training content such as paper-based job aids and ideas for additional education priority areas.

Deliverable 3: Monitoring and Feedback Resources – Building off existing monitoring frameworks and tools designed during the WPL pilots, the consultant will create and curate data tracking templates, planning worksheets and progress monitoring tools to support a range of WPL delivery approaches (remote-digital, in person, hybrid), and classroom/space monitoring and engagement tools that can be used to assess children's interest and understanding of the video content and make adjustments to the program.

Deliverable 4: Contextualization and Sector Integration – Taking into consideration SW guidance and sample workplans for low- to high-touch implementation of WPL content in partner programming, consultants will develop tip sheets for integrating WPL material into different sectors, including but not limited to education, child protection and health, as well as provide recommendations for adaptation and context considerations.

Deliverable 5: Standard Operating Procedures (SoPs) – Building from what is currently available, the consultant will develop SoPs for setting up WPL programming, including the following resources and tools useful for conducting a technology assessment using the SW-provided Technology Decision Roadmap:

- Program management tools, forms, and templates, including draft workplans, suggested roles and responsibilities and reporting templates (narrative and financial);
- A program planning and implementation guidance that highlights technology integration, how to setup the hard- and software (e.g., WPL App), monitoring and evaluation resources, and risk management considerations;
- Information on human resources and capacity needs for effective WPL integration to meet programmatic objectives.

Budget: Up to \$50,000, including expenses such as travel³.

¹ WPL videos are distributed via low- to no-tech digital technologies such as an Android-based app in Cox’s Bazar, small offline plug-in devices in Colombia and 10-inch Android tablets in Kenya.

² WPL tools being piloted include the Facilitator Guide with sample lesson plans, a Curriculum Guide, training resources for facilitators and educators focused on effectively using videos and technology in programming and a user-friendly manual for using the WPL android-based application (Cox’s Bazar only).

³ Note that any domestic and/or international travel will be determined post-award

In response to this RFP, a proposal package must include:

A proposal narrative in English of no more than 6-8 pages that outlines the applicant's:

- Understanding of the WPL Implementation Toolkit and the work required to achieve it.
- Technical plan, timeline, and approach for producing the deliverables outlined above.
- Knowledge of the types of tools and resources that different actors need and use to resource, plan, and deliver ECDiE services in conflict and crisis-affected settings.
- An appendix that outlines the team's capacity, team structure, key staff, and roles/responsibilities (no more than 4 pages). SW is flexible on team structure and composition. The only requirement for staffing is a team leader position who will be the main point of contact with SW.

A competitive bid will demonstrate:

- Technical expertise in education and particularly early childhood development in emergencies or settings affected by conflict and crisis, including the capacity to develop practical, user-friendly global tools.
- Proven experience in education tool development relevant for users in low resource settings.
- Proven experience working through collaborative and iterative processes.
- Familiarity with delivery of media content in lower resource settings.
- Fluency in written English (noted as a requirement).
- A budget and budget narrative (no page limit; no required format).

Submission instructions: Please submit proposal packages to Leslie Cuellar (leslie.cuellar@sesame.org) by 11:59 pm on May 12, 2023. Use the subject line: **Proposal for WPL Toolkit**.

Frequently asked questions: For any questions about this bid, please email Leslie Cuellar (leslie.cuellar@sesame.org). All questions and answers will be posted on the following document: [FAQ's on WPL Toolkit RFP.docx](#)