TERMS OF REFERENCE (TOR)
CONSULTANT FOR DESIGN AND DEVELOPMENT OF THE PELUM KENYA ACADEMY (ONLINE LEARNING PLATFORM)

1.0 Introduction

Participatory Ecological Land Use Management (PELUM) Kenya is a national network comprising 68 member organisations in 47 Counties. The 68 members of PELUM Kenya are distributed across the four (4) PELUM Kenya zones: Nairobi and Central, Rift and Western, Lower Eastern and Coast, and Upper Eastern and Northern. Participatory Ecological Land Use Management (PELUM) Association is an indigenous African network with over 250 Civil Society Organizations (CSOs) from 12 African Countries, namely Kenya, Uganda, Tanzania, Ethiopia, Zambia, Zimbabwe, Lesotho, Botswana, South Africa, Malawi, Swaziland and Rwanda.

The vision of PELUM Kenya is to empower prosperous, healthy and resilient communities in Kenya. The Mission is to promote agroecological principles and practices through member organizations for the sustainable livelihoods of smallholder farmers and pastoralist communities in Kenya. It is, however, essential to note that PELUM Kenya does not work directly with the farmers but through the member organizations.

2.0 Background of the Consultancy

PELUM Kenya operates as a national network bringing together diverse member organizations, partners, and stakeholders working to advance agroecology and sustainable food systems. As the organization's work, partnerships, and knowledge products continue to grow, there is an increasing need for a modern, engaging, and well-structured website that effectively communicates PELUM Kenya's mandate, programmes, and impact.

The Knowledge Centre for Organic Agriculture and Agroecology in Africa (KCOA-KHEA) Project is in its second phase of implementation for the 3ʳᵈ Phase. KHEA Project Phase III is part of the initiative by the German Ministry of Economic Cooperation and Development (BMZ) through its executing agency GIZ to support a network of regional knowledge hubs for organic farming in Africa. Biovision Africa Trust (BvAT) is the lead coordinating agency of the project in Eastern Africa, with a co-hosting arrangement with Participatory Ecological Land Use Management (PELUM) Uganda. PELUM Kenya is the County Implementing partner of the project in Kenya.

The **expected outcome** of the hub stakeholders involved in value chain processes, including agricultural production, processing, marketing and consumption do better harmonize these processes and maintain balance in natural resource use through ecological intensification of their actions and improved consumption behaviours.

The five (5) key focus areas are;
1. Knowledge Management and Dissemination
2. Entrepreneurship and Market Development.
3. Networking and Linkages
4. Policy and Advocacy
5. Capacity Building

To strengthen capacity building, knowledge management, and digital learning, PELUM Kenya intends to establish an **online learning platform – PELUM Kenya Academy**, anchored on the **PELUM Kenya website**. The Online Academy will provide structured, accessible, and interactive online learning/refresher modules for multipliers, farmers, trainers, youth, women, policymakers, and agroecology practitioners. The purpose of this assignment is to **design, develop, test, and deploy** an integrated online learning platform that delivers agroecology and organic agriculture training through multimedia content, learner engagement tools, assessments, certification, and digital knowledge sharing. The specific objectives are to:
1. Develop an online academy fully integrated into the existing PELUM Kenya website.
2. Provide structured learning modules using videos, presentations, and transcripts.
3. Enable interactive learning through quizzes, discussions, and evaluations
4. Support certification, digital badging, and learner progress tracking
5. Ensure the platform is secure, scalable, and accessible in low-bandwidth contexts

3.0 Scope of Work

The consultancy scope of work is as follows:

1. Platform Design and Development	1. Design and develop the **PELUM Kenya Academy** as a robust Learning Management System (LMS) 2. Integrate the Academy seamlessly into the existing PELUM Kenya website 3. Ensure mobile responsiveness and compatibility with common browsers 4. Develop role-based access (administrator, facilitator, participant) **Hosting Note:** PELUM Kenya already has an established web hosting service**.** The selected IT Developer will be required to deploy and transfer the completed platform to PELUM Kenya's existing web host**,** working closely with the hosting provider and PELUM Kenya's ICT focal point. No independent hosting arrangements shall be made without approval from PELUM Kenya
2. Key Platform Features	Each module must support pre-recorded videos (Zoom/YouTube), PowerPoint presentations & downloadable and viewable transcripts. PELUM Kenya will recruit facilitators who will be able to be engaged by the consultant in developing the video content. The facilitators/Master Trainers will prepare presentations and provide links to references that will be incorporated into the Online Learning Platform. The consultant will be expected to work with the facilitators/Master Trainers to integrate training videos on the online learning platform The platform shall host the following modules:

	1. Introduction to Agroecology and Organic Agriculture 2. Farm plan layout 3. Seed Systems and Seed Saving 4. Soil Health and Fertility Management 5. Animal Husbandry and integrated farming systems 6. Integrated Pest Management (IPM) 7. Small livestock enterprises(aquaculture, apiculture, poultry and rabbits) 8. Financial management and record keeping 9. Herbs and spices production 10. Land access and land rights 11. Marketing and Agribusiness 12. Organic and Agroecology Certification 13. Facilitation and Training Methodologies 14. KCOA Digital Knowledge Platform 15. Water harvesting technologies 16. Gender and Youth Integration in Agroecology 17. Policy Influencing and Advocacy in Agroecology 18. Operationalizing Earth Markets/Organic Markets 19. Rangelands Management in the ASAL 20. Value addition of vegetables, tubers, milk, honey and fruits 21. Food handling and safety
3. Key Platform Features	The platform shall include: a) **User Registration and Management** - Online self-registration - Learner profiles and dashboards - Secure login and password management b) **Content and Learning Management** - Module-based learning progression - Upload and management of videos, PPTs, PDFs, and transcripts - Section for links to additional learning resources c) **Assessment and Evaluation** - Quizzes for each module (multiple choice, true/false, short answers) - End-of-course evaluation surveys - Automated scoring and learner progress tracking d) **Certification and Digital Badging** - Automated certificate generation upon successful completion of all modules - Digital badges are issued after completion of each module - Badge sharing functionality (e.g. social media, digital profiles)

	e) **Learner Engagement and Support** • Chat groups or discussion forums per module • Participant support interface (helpdesk, messaging, or ticketing) • Notifications, reminders, and announcements f) **Monitoring and Reporting** • Admin dashboard with analytics on enrolment, participation, and completion • Exportable reports (Excel and PDF)
4. Contact & social media	- Live WhatsApp Chat button - Categorized contact form - Integrate social media icons and links across the website (header and footer) - Design non-intrusive pop-ups encouraging visitors to follow PELUM Kenya on social media platforms and subscribe to updates - Ensure pop-ups are mobile-responsive and do not disrupt user experience -
5. Footer Section	- Funding Partners and Member Organizations - Social media links and policies

4.0. Deliverables

The consultant shall be expected to deliver the following outputs:

1. Learning Management System (LMS) Design & Development
- A fully designed and developed PELUM Kenya Academy LMS with a modern, user-friendly interface
- LMS architecture supporting structured, modular online learning
- System tested for functionality, usability, and stability

2. Website Integration & Hosting Deployment
- Seamless integration of the Academy within the existing PELUM Kenya website
- Successful deployment and transfer of the platform to PELUM Kenya's existing web host
- Full coordination with PELUM Kenya's ICT focal point and hosting provider
- No independent or third-party hosting without written approval from PELUM Kenya

3. Responsiveness & Compatibility
- Fully mobile-responsive platform (smartphones, tablets, desktops)
- Compatibility with major browsers (Chrome, Firefox, Edge, Safari)
- Optimized performance for low-bandwidth environments

5. **Role-Based User Access:** Configured role-based access for:
- Administrators (system management, analytics, moderation)
- Facilitators/Trainers (content upload, learner engagement)
- Participants/Learners (course access, assessments, certificates)

6. **Module Content Framework:** LMS configured to support **multimedia learning content**, including: Pre-recorded videos, PowerPoint presentations, Downloadable and viewable transcripts (Word, PDF/HTML)

7. **Course Modules Uploaded and Structured:** The following modules are fully configured within the LMS:
   1. Introduction to Agroecology and Organic Agriculture
   2. Farm plan layout
   3. Seed Systems and Seed Saving
   4. Soil Health and Fertility Management
   5. Animal Husbandry and integrated farming systems
   6. Integrated Pest Management (IPM)
   7. Small livestock enterprises(aquaculture, apiculture, poultry and rabbits)
   8. Financial management and record keeping
   9. Herbs and spices production
   10. Land access and land rights
   11. Marketing and Agribusiness
   12. Organic and Agroecology Certification
   13. Facilitation and Training Methodologies
   14. KCOA Digital Knowledge Platform
   15. Water harvesting technologies
   16. Gender and Youth Integration in Agroecology
   17. Policy Influencing and Advocacy in Agroecology
   18. Operationalizing Earth Markets/Organic Markets
   19. Rangelands Management in the ASAL
   20. Value addition of vegetables, tubers, milk, honey and fruits
   21. Food handling and safety

Each module is to include structured lessons, resources, and assessments.

8. **User Registration & Learner Management**
   ● Online self-registration system
   ● Secure login and password management
   ● Individual learner profiles and dashboards showing progress and achievements

9. **Content & Learning Management Tools**
   ● Module-based learning progression and completion tracking
   ● Backend tools for uploading and managing videos, PPTs, PDFs, and transcripts
   ● Dedicated sections for additional learning resources and external links

10. **Assessment & Evaluation Tools**
    ● Quizzes configured for each module (MCQs, true/false, short answers)
    ● Automated scoring and progress tracking
    ● End-of-course evaluation surveys with exportable results
11. **Certification & Digital Badging**
    ● Automated certificate generation upon successful completion of all modules
    ● Digital badges are issued after completion of each module
    ● Badge sharing functionality (social media and digital profiles)
12. **Learner Engagement & Support Features**
    ● Chat groups or discussion forums per module
    ● Participant support system (helpdesk, messaging, or ticketing)
    ● Automated notifications, reminders, and announcements

13. **Monitoring, Analytics & Reporting**
    ● Admin dashboard with real-time analytics on: Enrolment, Participation and Completion rates
    ● Exportable reports in Excel and PDF formats

14. **Communication & Engagement Integrations**
    ● Live WhatsApp Chat button integrated into the platform
    ● Categorized contact form for enquiries and support
    ● Social media icons and links are integrated into the website header and footer
    ● Non-intrusive, mobile-responsive pop-ups encouraging: Social media following and Subscription to PELUM Kenya updates

15. **Institutional Visibility & Compliance:** Dedicated sections or integrations for: Funding Partners, PELUM Kenya Member Organizations and Social media links and relevant policies (privacy, safeguarding, data protection)

16. **Documentation & Handover**
    ● Administrator and user manuals
    ● System documentation and source code handover
    ● Training session for PELUM Kenya administrators
    ● Post-deployment technical support (as per contract)

6.0. Reporting, Ownership, and Confidentiality
1. The consultant will report to the PELUM Kenya Secretariat through a designated focal person and provide regular progress updates at key milestones.
2. All deliverables shall be reviewed and approved by PELUM Kenya before final acceptance.
3. All outputs produced under this consultancy, including website designs, source codes, content, and documentation, shall remain the exclusive property of PELUM Kenya**.
4. The consultant shall hand over all administrative access, source files, and relevant documentation upon completion and shall maintain the confidentiality of all organizational information. PELUM Kenya will retain copyright of all the works
5. The consultant shall:

    ● Collect only necessary user data for platform functionality
    ● Use data strictly for the purposes of delivering the Academy
    ● Implement secure authentication, encrypted data transmission, and secure storage
    ● Ensure informed user consent and visible privacy notices
    ● Allow users to access, update, or request deletion of their data
    ● Ensure all data and learning analytics remain the property of **PELUM Kenya**
    ● Hand over all data and permanently delete retained copies upon contract termination

7.0. Duration

The consultancy shall be implemented over a period of **one (1) month** from the date of contract signing. The assignment will be undertaken in the following indicative phases:

- **Week 1:** Conduct inception meetings, review the existing website and hosting environment, confirm scope and technical requirements, and finalize the system architecture and work plan.
- **Week 2:** Design and validate the LMS user interface and user experience, incorporating feedback to finalize approved layouts and user flows.
- **Week 3:** Develop and integrate the PELUM Kenya Academy LMS into the existing website, configure modules, roles, assessments, and engagement features, and optimize for low-bandwidth use.
- **Week 4:** Test and deploy the platform to PELUM Kenya's web host, train administrators, and hand over all documentation, source code, and access credentials.

The consultant shall ensure the timely delivery of all outputs within one month, in close consultation with PELUM Kenya

8.0. Qualifications and Experience

The consultant or firm should demonstrate the following qualifications and experience:

- Proven experience in designing and developing Learning Management Systems (LMS**)** or e-learning platforms for NGOs, networks, or training institutions, preferably within agriculture, environment, or development sectors
- A strong portfolio of at least three (3) completed LMS or e-learning projects demonstrating functionality, usability, and learner-centred design
- Demonstrated expertise in web development and CMS platforms such as WordPress or equivalent, enabling seamless integration with existing websites
- Proven experience integrating multimedia learning content**,** assessments, discussion forums, and certification or badging features
- Strong understanding of user experience (UX) and user interface (UI) design principles for online learning environments
- Demonstrated ability to design platforms optimized for low-bandwidth and mobile-first contexts
- Ability to work collaboratively with organizational staff and incorporate feedback within agreed timelines
- Excellent communication skills, strong attention to detail, and the ability to deliver quality outputs within set deadlines

9.0. Application Process/Proposal Submission Requirements

Interested candidates/consultants who meet the above requirements should submit their applications to procurement@pelumkenya.net with the subject **"Online Learning Platform Consultancy Application"** by 8th March 2026 (Kenyan time). The application/submission should include.

1. Combined Technical and Financial Proposal
2. A detailed Curriculum Vitae (CV) or CVs of the lead consultant and other experts, in case of a company or consortium
3. Attach at least three (3) reference letters for similar assignments
4. A Portfolio of similar assignments**,** including links to previously developed websites
5. Additional documents required are: KRA PIN Certificate, Certificate of Incorporation, Tax Compliance Certificate, CR12 and Company profile