Request for Proposals – Design and Build of Multi-Language SCORM E-Learning Modules for Global Supply Chains

RFP n#: 2026-1-DE-ELEARNING

Location: Remote
Start date: 16 March 2026
End date: 10 July 2026
Technical Team: Supply Chain Operations

All applications must be submitted via this form.

You may submit questions to tender@bettercotton.org – RFP n# 2026-01-DE-ELEARNING" until 22 January 2026, noting that the **final submission deadline for bids is the 30 January 2026**.

Questions, requests and applications sent after the deadline will only be considered in exceptional circumstances.

Important Submission Process Information:

After submitting your details through the form, you will receive a separate email to upload your supporting documents to a secure platform.

AT THE END OF THIS DOCUMENT, THERE IS A QUESTION AND ANSWER SECTION WHICH YOU ARE ENCOURAGED TO GO THROUGH IN PREPARATION FOR SUBMITTING YOUR BIDS

Description

The Better Cotton Initiative (BCI) is the world's largest cotton sustainability programme. Our mission: to help cotton communities survive and thrive, while protecting and restoring the

environment. In difficult times, we are meeting the challenge head on. Through our network of field-level partners we have provided training on more sustainable farming practices to more than 2.9 million cotton farmers in 26 countries. More than a fifth of the world's cotton is now grown under the BCI Standard and our membership network includes more than 2,400 members.

More information about the Better Cotton Initiative can be found on our website: www.bettercotton.org

Background

We are seeking proposals from skilled individuals or organisations interested in delivering a multi-module e-learning programme to support consistent understanding and application of our supply chain requirements. The requirements are based on our BCI Cotton Chain of Custody Standard v1.2 and certification requirements.

To access an example of the e-learning we currently require suppliers to complete, click here.

The modules will support supply chain actors operating across multiple countries, in different tiers of the international textile supply chain, source BCI Cotton and meet the operational and administrative obligations imposed by our chain of custody standard and accompanying electronic platform, the BCI Platform (BCP).

The content of the e-learning modules must be practical, clear, and focused on real decisions and actions to be undertaken by the supply chain. It must work at scale and be easy to maintain (update) over time.

The Better Cotton Initiative will provide:

- Subject matter expertise to develop storyboards, review deliverables, and ensure content accuracy
- Translated on-screen text and translated voiceover audio text
- Translated voiceover audio files

The selected vendor will design, build, assemble, and deliver SCORM-compliant modules in four languages.

Scope of Work

The expected output will be three SCORM-compliant e-learning modules, each of up to 25 minutes in duration, designed and built for a professional supply chain audience and delivered in four language versions (English, Chinese (Mandarin), Turkish, and Portuguese), incorporating medium-level interactivity, knowledge checks, and practical scenarios and illustrations, and ready for deployment within the Better Cotton Initiative's learning management system.

This includes:

- Sound instructional design based on provided content
- On-screen text and voiceover script in English
- Visual and interaction design aligned to BCI brand guidelines
- SCORM build and configuration

- Assembly of four language versions per module
- LMS-ready testing and handover

Languages:

- English – the English module will be used by tens of different nationalities and simple, clear English is essential for our largely non-native English-speaking audience
- Chinese (Mandarin)
- Turkish
- Portuguese

The Better Cotton Initiative will supply all translated text and voiceover files. The vendor will provide the on-screen text and voiceover script and then integrate them once translated and recorded by BCI into the SCORM packages.

An important consideration is the varied educational backgrounds and educational levels of our target audience

Agreed assumptions for this procurement

The following assumptions apply to all proposals and must be priced on this basis.

Module structure

- Three SCORM modules
- Each module capped at **25 minutes** of learner time
- Modules are standalone and may be taken independently

Language versions

- Four language versions per module
- English, Chinese (Mandarin), Turkish, Portuguese
- BCI will supply all translated on-screen text and voiceover files
- The vendor will integrate translations into SCORM packages

Interaction level

- Medium interactivity
- Scenarios, decision points, and knowledge checks
- No advanced gamification, animation, or custom simulations

Reviews and governance

- Two formal review rounds per module
- One consolidated set of comments per review round
- Five working days allocated per review cycle

Out of scope

- Translation and localisation
- Voiceover recording
- LMS administration or learner support
- Bespoke system training beyond agreed scope

Module scope and effort bands

Vendors must price within the effort bands below and clearly state any assumptions.

Module 1: Better Cotton Initiative Chain of Custody basics
Up to 25 minutes

Scope

- Supply chain overview
- Mass Balance and Physical models
- When certification is required
- When site-specific BCP accounts are required
- High-level role awareness

Expected effort band

- **15–22 working days total**
- Includes design, build, testing, and four-language assembly

Module 2: Buying, managing, and selling BCI Cotton
Up to 25 minutes

Scope

Buying

- Approved sources and certification checks
- Checking volumes, product match, and chain of custody model
- Purchase records and documentation

Managing

- Storage and production controls
- Segregation and blending rules
- Staff training and knowledge
- Inventory management expectations

Selling

- Approved buyers
- Invoicing and transaction controls and record keeping

Management systems

- Required policies and procedures
- Record keeping and controls
- Common failure points

Expected effort band

- **22–30 working days total**
- Includes scenarios, testing, and four-language assembly

Module 3: Using the BCI Platform (BCP)
Up to 25 minutes

Core scope

- BCP purpose, structure and user role/permissions/access management and controls
- How to record buying and selling transactions
- How to manage inventory (including converting Physical BCI Cotton to Mass Balance BCI Cotton)
- How to record production (Physical BCI Cotton only)
- Direction to online written guidance (outside of module) for supplier role-specific scenarios

Optional scope

- Supplier role-specific scenarios (e.g. seed cotton purchases)
- Common mistakes and non-conformities

Expected effort band

- Core scope: **20–28 working days**
- Optional scope to be priced separately as a unit rate

SCORM compliance and LMS compatibility

The solution **must** be fully compliant with SCORM 1.2 and import, launch, track and report correctly within the Trakstar LMS without modification to the LMS.

Acceptance criteria

- SCORM 1.2 package imports successfully into Trakstar.
- Module launches without errors.
- Learner completion is recorded consistently.
- No reliance on SCORM 2004 features.

Packaging and file structure

Each module **must** be delivered as a single SCORM ZIP file.

Acceptance criteria

- ZIP file opens directly into files and folders.
- imsmanifest.xml is present at the root.
- No parent or wrapper folder.
- All referenced assets are included and load correctly.

imsmanifest.xml validity

The SCORM manifest **must** be valid and correctly configured.

Acceptance criteria

- Well-formed XML with no validation errors.
- Clear course and SCO titles.
- Correct launch file defined.
- Unique identifiers for course, SCO and resources.
- One SCO per module unless explicitly agreed.

LMS communication and tracking

The module **must** communicate correctly with the LMS using the SCORM API.

Acceptance criteria

- SCORM initialisation on launch.
- Data committed during progress.
- Clean termination on exit.

Minimum tracking data

- Completion status recorded.
- Session time and total time recorded.
- Score recorded only where assessment is included.

Required SCORM fields

- cmi.core.lesson_status
- cmi.core.session_time
- cmi.core.total_time

Completion logic

Completion rules **must** be explicit, reliable and testable.

Acceptance criteria

- Completion triggered by a defined learner action.
- Accepted triggers include:
    - Reaching final screen and clicking <Complete>.
    - Viewing all required sections.
    - Passing a knowledge check.
- Completion is not dependent on browser close alone.

Resume and suspend behaviour

The module **must** support suspend and resume.

Acceptance criteria

- Progress saved using suspend data.
- Learner resumes at last completed point.
- Resume works across sessions.
- Suspend data remains within SCORM 1.2 limits.

User experience for external suppliers

The module **must** be suitable for external users with mixed digital confidence.

Acceptance criteria

- No internal login or credential capture within the module.
- No personal data stored in SCORM.
- Clear navigation controls.
- Plain language instructions.
- Predictable Next, Back and Exit behaviour.

Browser and device compatibility

The module **must** function reliably in common environments.

Acceptance criteria

- Works in current Chrome and Edge browsers.
- No blocked pop-ups required.
- All assets load over HTTPS.
- Usable on laptop and tablet screens.

Accessibility baseline

The module **must** meet a basic accessibility standard.

Acceptance criteria

- Keyboard navigation supported.
- Logical reading order.
- Sufficient colour contrast.

- Captions provided for essential audio.

Error handling and stability

The module **must** fail gracefully.

Acceptance criteria

- No freezing or trapping on exit.
- Progress saved where possible if connection drops.
- No critical console errors during normal use.

Testing and evidence

Bidders **must** provide evidence of successful testing.

Acceptance criteria

- SCORM package tested in Trakstar.
- Evidence provided in at least one of:
  - Screen recording.
  - Test account access.
  - Test report with screenshots.
- Evidence shows:
  - Import.
  - Launch.
  - Completion tracking.
  - Resume behaviour.

Acceptance decision

A module will be **rejected** if it:

- Fails to record completion reliably.
- Requires LMS configuration changes.
- Does not resume correctly.
- Does not meet all mandatory (must) requirements above.

In addition to skills, competencies and expertise, we will consider value for money and demonstrable commitment to the sustainability field to evaluate applications.

High-level Timeline

22 January 2026	Questions deadline. All questions must be sent only to tender@bettercotton.org with the RFP Reference in the Subject line.
30 January 2026	**Applications deadline** All applications must be submitted via this form.
2 February to 17 February 2026	Applications review & shortlisting / Interviews
By 18 February 2026	The successful applicant will be notified Unsuccessful shortlisted applicants will also be notified
16 March 2026	**Start of the consultancy**
By 10 April 2026	Deliverable 1a: Draft instructional design / storyboards based on provided content with module text and voiceover script in English
By 17 April 2026	Better Cotton Initiative will review and approve draft storyboards, module text and voiceover script
By 24 April 2026	Deliverable 1b: Final instructional design / storyboards based on provided content with module text and voiceover script in English
By 1 May 2026	Better Cotton Initiative will review and approve final storyboards, module text and voiceover script
By 5 June 2026	Better Cotton Initiative will provide translated module text, voiceover audio text, and voiceover recordings
By 10 July 2026	Deliverable 2a: 4 x Module 1 SCORM files: Better Cotton Initiative Chain of Custody basics in Chinese, English, Portuguese and Turkish
By 10 July 2026	Deliverable 2b: 4 x Module 2 SCORM files: Buying, managing, and selling BCI Cotton in Chinese, English, Portuguese and Turkish

By 10 July 2026	Deliverable 2c: 4 x Module 3 SCORM files: Using the BCI Platform (BCP) in Chinese, English, Portuguese and Turkish

Required Skills & Knowledge

Skills, Knowledge and Experience
Essential
Proven delivery of SCORM 1.2 and SCORM 2004 modules.
Experience publishing SCORM content that tracks completion and results in an LMS.
Strong instructional design skills for adult, professional learners.
Experience designing short modules of 20 to 30 minutes.
Design of simple assessments linked to learning objectives.
Use of established authoring tools such as Articulate Rise or Storyline.
Clear project delivery approach with milestones, risks/issues reporting, and named lead.
Ability to learn subject matter quickly, work with subject experts and manage structured reviews.
Ability to develop mobile-friendly, easy-to-use course design.
At least 10 years of experience in developing technical on-line training for professional adult audiences
Bachelor's degree and advanced professional training
Solid knowledge/understanding of specific methods/tools for training adult professional audiences
Native level mastery of English – English is Better Cotton Initiative's language of operation
Strong visual design for explaining processes and rules.
Experience testing and troubleshooting SCORM files in client LMSs.
Optional
Experience building multi-language modules from supplied translations.
Knowledge of supply chains, manufacturing or sustainability standards.
Understanding of LMS reporting and learning data.
Ability to convert technical standards and policies into clear learning content, designing scenario-based learning that reflects real operational decisions.

Application Requirements

Please note that we have changed our RFP submission protocol, and this is now in two phases;

- **Phase 1: Initial details will be submitted on the form found in this link.**
- **Phase 2: You will receive an email with live links to upload relevant documents (please check your Spam and Junk folders)**

Proposals responding to this Request for Proposals should be a maximum of 15 pages (excluding CVs), and include the following:

- Profile and lead contact including:
  - Legal name of organisation and year established
  - Location of primary delivery team
  - Named project lead and back-up contact
  - Brief summary of your core e-learning and SCORM delivery services
- Relevant experience summary, including:
  - A short narrative describing your experience delivering SCORM 1.2 and SCORM 2004 modules
  - Confirmation of experience publishing SCORM that tracks completion and assessment results in client LMSs
  - Confirmation that you design learning modules in the 20–30 minute range for professional adult learners
  - Confirmation of experience using Articulate Rise and or Storyline
  - Total years of experience developing online training for professional audiences
- Two or three case studies, including:
  - Client sector and audience type
  - Learning objectives and module length
  - SCORM version used
  - LMS used by the client
  - Assessment approach
  - Your role in design, build, testing and deployment
  - Any issues encountered and how they were resolved
- Sample work, including:
  - One of the following:
    - A live SCORM package or demo link
    - A screen-recorded walkthrough of a SCORM module
  - The sample should demonstrate:
    - Clear instructional design for adult learners
    - Visual explanation of processes or rules
    - Simple assessment linked to learning objectives
    - Mobile-friendly design
- Proposed delivery approach, describing:
  - Your proposed approach to instructional design, build, review and iteration
  - Key delivery stages and milestones
  - Review and sign-off process with subject matter experts
  - Approach to risk, issue and dependency management
  - Named roles on the delivery team
- Quality assurance and testing approaching, explaining:
  - How you test SCORM packages prior to handover
  - How you validate tracking of completion and assessment results

    - Your approach to resolving LMS-specific issues
    - Any client responsibilities during testing
- Skills and capability overview, confirming:
    - Fluency-level mastery of English
    - Capability to learn technical subject matter quickly
    - Experience working with structured SME reviews
    - Visual design capability for explaining operational rules and processes
    - And other essential and optional skills and knowledge criteria
- Detailed and transparent budget, in EUROS, including time allocation and day rates. This includes:
    - Price per module
    - Price per language assembly
    - Optional unit rates for additional scenarios or modules above scope of work
    - Clear statement of assumptions and dependencies
- Pricing must:
    - Reflect the capped 25-minute duration per module
    - Separate core and optional scope

We thank all applicants for their interest; however, only shortlisted applicants will be contacted.

Better Cotton Initiative is committed to good practice and transparency in the management of natural, human and financial resources. All applications will be reviewed in accordance with these principles and with Better Cotton Initiative's policies on equal opportunity, non-discrimination, anti-bribery & corruption and conflict of interest.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

Technical Evaluation Criteria

- Demonstrated understanding of this RFP
- Quality and clarity of the proposed approach and methodology
- Feasibility of the proposed activity plan and timeline, and appropriateness of time allocated to delivering each task
- Relevant professional experience of the proposed consultant(s)
- Quality and relevance of the sample work submitted

Financial Evaluation Criteria

- Quality and clarity of budget provided, and level of detail included
- Alignment of the budget to the activity timeline detailed in the technical proposal
- Value for money
- Adherence to the available budget

Questions & Answers For RFP 2026-1-DE-ELEARNING

1. **Question 1**

We note that the example course you sent is in Storyline. Do you have a preference of Storyline or Rise for the new modules? We are happy to provide a proposal/quote for both options if acceptable?

> We do not have a preference. Please provide a proposal/quote for both option if you are able to.

2. **Question 2**

Could you please confirm if you would like an updated look and feel to align to your new logo/website etc, rather than the existing templates/style as used in the example course?

> The new modules will need to follow our latest brand guidelines which were updated in October 2025. That is why the example e-learning course in the RFP does not reflect our latest branding. You will be asked to format the e-learning modules aligned with our brand guidelines, which will be shared with the successful supplier after contracting.

3. **Question 3**

We have access to your logo guidelines, but do you have full brand guidelines to include information on fonts/colours/imagery etc to help us put together a concept? If not, would you recommend we use elements from your website as a general guide?

> We will share our brand guidelines with the successful supplier after contracting. In the interim, if you would like to prepare a brand aligned concept, please use colours and fonts used on our website. Note that it is not a requirement of the RFP to present a concept in our brand style.

4. Question 4

Do you have any feedback on your current modules to understand what improvements we could potentially make for your users? We have our own ideas, but any existing data is always useful to help us understand your audience.

Users occasionally get "stuck" at the end of a module because they have not completed all the steps within the module, and it can be time-consuming both on our and their part to take them through this module to completion. In addition, the Chain of Custody content is focused on requirements and users would appreciate more real-word scenarios and examples. Users have also given feedback on the duration of the modules which in total can take 2 hours, which they feel is too long.

5. Question 5

Is it a requirement for the modules to be developed specifically in Articulate Rise or Storyline? We note that experience with these tools is listed under required skills, but it is not entirely clear whether their use is mandatory for the modules themselves.

No. If you would prefer to build these modules with other authoring tools, please include these details in your proposal.

6. Question 6

Could you please confirm whether mobile responsiveness is a requirement for the modules? While this is mentioned within the required skills ("ability to develop mobile-friendly, easy-to-use course design"), it does not appear to be explicitly stated as a requirement within the module specifications.

Yes, whilst most users will complete this module on a desktop/laptop, we want these modules to be able to be completed on a tablet/mobile device too.

7. Question 7

Regarding testing, would you expect us to test the modules directly within Trakstar, or would testing within our own staging environment (which mirrors a typical LMS) be sufficient prior to handover?

Yes, we expect the modules to be tested within Trakstar prior to handover.

8. Question 8

Could you please confirm whether:

- the existing Phase 2 links will remain valid until 30 January 2026,
  or
- a new set of links will be issued closer to the final submission deadline, or if we can request another submission link closer to January 30, 2026, to submit the complete proposal?

On behalf of the BCI Procurement Team thank you for this question. Based on our security requirements our links only stay valid for 15 days and after that they will become inactive.

The easiest solution is to complete the form again or you can write to us before the deadline at tender@bettercotton.org and we can reactivate the links and share them with you directly.

Although not an ideal system it is a good thing to complete the Form early so we have your details and can easily share any updates to the RFP.

9. Question 9

Are foreign bidders allowed to bid for this Tender? We have offices in Abu Dhabi (UAE), India, Houston, etc. We prefer to bid from the UAE, please let us know if this will be considered

Yes. We welcome bids from any country.

10. Question 10

We have noticed that some of the existing learning modules referenced in the RFP appear to overlap in content (e.g. the Chain of Custody module as well as elements related to the Mass Balance and Physical Models). Does this indicate that the eLearning requested under this RFP is intended, at least in part, as a revision or consolidation of existing modules?

There is some overlap because the Chain of Custody is represented digitally in the transactions completed on the BCI Platform (BCP). You are correct, the RFP is intended to simplify existing modules, to be updated in our new branding, and to include new requirements and updates since the last eLearning update.

11. Question 11

The RFP describes the vendor's scope of work as "Draft instructional design / storyboards based on provided content with module text and voiceover script in English."

At the same time, under "The Better Cotton Initiative will provide", it states "Subject matter expertise to develop storyboards, review deliverables, and ensure content accuracy."

Could you please clarify whether the full training content (e.g. learning objectives, key messages, and subject matter input) will be provided by BCI, with the vendor primarily responsible for instructional design and production? Or is the vendor expected to develop the training content, with BCI providing subject matter expertise for review and validation?

The vendor expected to develop the training content. BCI will provide subject matter expertise for review and validation to ensure the content is accurate and the modules can be developed to avoid post-instructional design/storyboards content correction.

12. Question 12

If the content is expected to be provided primarily by BCI, would you be open to receiving an optional proposal in which the vendor also takes responsibility for content development?

We would prefer proposals that include the vendor taking responsibility for content development. Whilst BCI have the subject matter expertise and will share this openly with the successful vendor, we are not experts in training content development. Therefore we are looking for this from the vendor.

13. Question 13

Are there any lessons learned from the existing modules currently hosted on your LMS that have informed this RFP? Additionally, could you please share the key motivations or objectives driving the development of this new training?

Lessons learning:

- The modules together are too long and users struggle to keep focus for the duration.
- Users sometimes forget to complete an action within the module, and then have to go back to the start to complete it.
- The modules (particularly Chain of Custody) should be more applicable to real-world, operational scenarios. The current content is more theory based and users would benefit from greater operational application knowledge.
- The existing modules attempt to cover every requirement and step in the BCP in detail, when users would benefit more from covering the key/most important areas of these topics and being signposted to further guidance to fill the gaps.

Key Motivations / Objectives driving development:

- The current eLearning modules were created when we first offered the option to source Physical (traceable) BCI Cotton alongside Mass Balance BCI Cotton in November 2023, which including launching our Chain of Custody Standard v1.0 and an updated BCP able to manage both Mass Balance and Physical transactions.

- Since then, we have updated of Chain of Custody Standard to v1.2, updated our brand, and we have become a certification scheme. All of these changes need to be represented in our next version of eLearning.

14. Question 14

Is there a budget range or upper limit we should work within when preparing our proposal?

We are not able to provide a budget range or upper limit. The estimated working days range for each module gives an indication of the level of effort we expect each module to take to create.

15. Question 15

Can you confirm whether the effort ranges shown for each module are intended to cover only the English version, with language assembly effort shown separately in the budget?

Yes. The effort ranges are for the creation of each of the English modules. Language assembly of the Chinese, Portuguese and Turkish modules should be shown separately in the budget.

16. Question 16

Will suppliers have access to a Trakstar test environment during development to validate tracking and completion before final delivery?

Yes

17. Question 17

I've been reviewing the specific milestones outlined in the RFP. To ensure we provide the most thorough and high-quality results, is there any flexibility in the project timeline, or should we treat those dates as fixed?

Please respond to the RFP to deliver against the timelines given. If during project delivery timeline changes are required, these can be discussed.

18. Question 18

Can you please confirm the format in which translated content will be provided? (DOC, JSON, XLIFF, etc.)

The translated content will be provided in DOC format unless the successful supplier offers an easy-to-use, more efficient alternative for our teams. The audio files will be provided in either WAV or MP3 format – the supplier can specify.

19. Question 19

In the example course you shared, audio narration is enabled by default. Even when disabled, the audio narration appears to control pacing of written content. Is audio narration a strict requirement for this project, or would you be open to alternative approaches that support accessibility and align with adult-learning theory?

We would be open to alternative approaches as long as the learning experience is accessible, with audio as well as visual assets, and available in the languages specified in the RFP.

20. Question 20

As part of the technical information supplied for developing the modules, would Better Cotton be able to provide access to relevant aggregated data sources, such as learner feedback, assessment outcomes, internal technical reviews, audit findings, compliance insights, or auditor observation? We're interested in these related to the current e-learning and also the use of the Better Cotton Standard. We'd suggest this approach as it supports a design that concentrates limited e-learning time on the parts of the Standard where users most often face misunderstanding, inconsistency, or implementation challenges.

Yes, BCI will provide assessment outcomes, feedback from BCI staff who regularly engage with the supply chain, a gap analysis of what is included in the latest CoC Standard versus the version when the live e-learning was created, and an overview of compliance and audit findings to show common areas on non-conformities across the CoC Standard and the BCP.

21. Question 21

We note that BCI will be managing translation of English-language scripts and voiceover content and will return translated materials for integration into the SCORM packages. Are you able to let us know if translations would be produced by human translators, AI or a hybrid approach, and if voiceovers are human or AI voices? We ask, because we'd like to know if BCI would be open to discussing a proposal from Senara Learning that includes providing ready-translated modules (including voiceover and screen text), for your technical/language reviewers to edit and approve?

The translations will be completed with a hybrid approach, firstly AI and then a review by our colleagues who are native speakers in each language. The voiceovers are human, not AI. We would be open to discussing a proposal from yourselves or other companies in relation to providing ready-translating modules, including voiceover and screen text. In your proposal, please provide costings based on including this service, and costing based on excluding this service so we can see the different options clearly.

22. Question 22

For the two optional elements referenced within Module 3, could Better Cotton provide any additional detail regarding:

a. The specific topics or requirements to be addressed

b. The intended learning objectives

c. Any expectations regarding depth of coverage or learner outcomes

d. Indicative duration or relative scale compared to the core modules

For some organisations in the supply chain there are nuanced activities they may need to complete. As we want the module to suit the majority of needs, we need to signpost users who require this nuanced knowledge to relevant guidance which is hosted in the Help section on the BCP. We would like to use this part of the module to highlight what nuanced activities are needed for each organisation type and signpost them to where they can learn more.

For common mistakes and non-conformities, we have a lot of data on this and will share this with the successful supplier. We are open to how this information can be used to structure the learning experience for the user. For example, you could focus the core module content on areas where we see the largest number of non-conformities or present a specific section of the module on common non-conformities.

23. Question 23

Will Better Cotton provide a formal brand and style guide for the eLearning modules, along with graphic assets, such as images and videos, should we source these, or will this be expected to be a combination of the two?

The new modules will need to follow our latest brand guidelines which were updated in October 2025. That is why the example e-learning course in the RFP does not reflect our latest branding. You will be asked to format the e-learning modules aligned with our brand guidelines, which will be shared with the successful supplier after contracting.

We would prefer a combined approach in reference to graphic assets, images and videos whereby we will share what we have available, and we would ask the successful supplier to provide the same where they can source/create more appropriate assets.

24. Question 24

Are required brand fonts available as standard in tools such as Articulate, or will they need to be purchased, to meet brand requirements?

Roundo is our display font. Used for key messaging, headings, and quotes, it is a warm, sans-serif typeface offering subtle personality in a range of weights. Our body font is Plus Jakarta Sans. A modern, clean and versatile typeface, it pairs well with Roundo, offering balance, clarity and a quiet authority to our brand Communications.

If our brand fonts are not available, we have some default fonts that can replace them. Segoe UI is our alternative display font, echoing some of the character and curvature of Roundo. Arial is our alternative body copy font, offering similar legibility and versatility to Plus Jakarta Sans