



REQUEST FOR QUOTATION

DATE: 13 March 2024

RFQ 1 - 2024

Subject: Content provider for e-learning on behavioral science

1. The United Nations System Staff College (UNSSC) requests your price quotation for the services specified in this Request for Quotation (RFQ).
2. We must receive your quotation via email at the address procurement@unssc.org , on or before **20 March 2024** by close of business in Turin, Italy. Your quotation must be valid for at least 30 days. Your quotation will be reviewed by the Staff College in accordance with the United Nations Financial Regulations and Rules, as well as the terms and conditions contained herein.
3. The Financial Regulations and Rules of the United Nations preclude advance payments or payments by letter of credit. Such provisions in a quotation will be prejudicial to its evaluation by the Staff College. The normal payment terms of the UNSSC is 30 days upon satisfactory delivery of the services and acceptance thereof by the UNSSC. You must therefore clearly specify in your quotation if our payment terms are acceptable.
4. The criteria for awarding the contract is the cheapest acceptable offer. The successful bidder shall be awarded a Purchase Order from UNSSC subject to the United Nations Standard Conditions of Contract for the Provision of Services which are not negotiable.
5. Your quotation must include all the expenses associated with the performance of the services outlined in Annex I of this RFQ. It is recommended that the quotation be broken down by the cost required to perform each of the deliverables listed in Annex I.
- 6. Please note that the Staff College has VAT exemption status and can provide documentation for same. Hence, your quotation should take this status into account.**

TERMS OF REFERENCE

Content Provider: UNSSC Behavioural Science: Fundamentals E-learning Path

Introduction

The United Nations System Staff College (UNSSC) serves as a distinct system-wide knowledge management and learning institution, with a view to fostering a cohesive leadership, management and innovation culture across the United Nations system. The UNSSC has developed a methodology for developing its capacity development programmes that combines:

- Access to the expertise of UN's leaders;
- UN specific knowledge, documents and experience;
- State-of-the-art resources from top universities and consulting firms;
- UNSSC knowledge resources constantly nourished by the interaction with thousands of UN staff that participate in UNSSC's programmes.

Background

“Behavioural science is a critical tool for the UN to progress on its mandate. It can contribute to combating poverty, improving public health and safety, promoting gender equality, strengthening peacebuilding and all the SDGs.

UN Entities are strongly encouraged to invest in behavioural science and work in a connected and collaborative interagency community to realise its tremendous potential for impact.”

António Guterres
UN Secretary-General

The [UN Secretary-General's Guidance Note on Behavioural Science](#) highlights that in various aspects, the UN's mandates are closely tied to changing human behaviour whether it be enabling children to go to school, halting violence, or reducing discrimination, thereby underscoring the importance and need for Behavioural Science across the UN System.

The UNSSC as a whole is working towards training offerings that adjust to the prevailing and growing needs and demands further outlined in the [“UN 2.0 Policy Brief”](#).

More specifically, the UNSSC Knowledge Centre for Leadership and Management (KCLM) is working to nurture behavioural science capacity, by building knowledge of how individuals act, make decisions and react in order to facilitate UN Entities to work with – not against – the grain of human nature.

In this sense, the UNSSC will develop the ***Behavioural Science: Fundamentals E-learning Path***.

Guiding Design Principles

To develop this Programme, the UNSSC will be guided by the following key learning and training principles:

- **User-centred:** To be successful, a learning solution for UN staff must be designed using a user-centred approach; that is involving and taking into account the specific requirements, objectives and feedback of those for whom it is developed.
- **Collaborative:** A consequence of the above, the design, development and delivery processes must rely on both partnership and co-creation strategies. The

UNSSC will engage with key UN stakeholders throughout the learning process to ensure relevance and sustainability of the learning intervention.

- **Data-driven:** Design and development decisions must be informed by hard data from learning needs assessments, users' feedback and collaboration with insights from the UN Innovation Toolkit Analytics. Continued monitoring and transparent data collection strategies will enable short design-review cycles to ensure effectiveness.
- **Impact-driven in an UN-relevant context:** The learning solution must support transformative innovation and leadership efforts, focusing on knowledge transfer and action. To this end, the learning solution will combine exposure to academic research and best practice with the development of social norms about their application to UN agency-relevant scenarios. The learning solution must support individual learners so that they can apply immediately what they have learned in the Programme to their daily work.
- **Accessible and mobile-friendly:** The learning solution must enable an active and geographically dispersed group of staff, spanned across several time zones, to interact and build collective knowledge through an innovative use of web and mobile technologies.

Summary

The ***Behavioural Science: Fundamentals E-learning Path*** is designed to enhance the Behavioural Science thinking capabilities of individuals and teams within the United Nations system. The course will cover the fundamentals on Behavioural Science, including the importance and impact of Behavioural Science within the United Nations; skills required for Behavioural Science; and various Behavioural Science methods and approaches.

Learning Objectives

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Lesson 1: Introduction to the Course
PROPOSED LEARNING OBJECTIVES: By the end of the Session, participants should be able to: <ul style="list-style-type: none"> • Provide an outline of the Course; • Discuss the Learning Objectives of the Course.
Lesson 2: What is Behavioural Science?
PROPOSED LEARNING OBJECTIVES: By the end of the Session, participants should be able to: <ul style="list-style-type: none"> • Define behavioural science • Describe key theories within behavioural science and discuss their applicability to the work and goals of the UN
POTENTIAL RESOURCES: <ul style="list-style-type: none"> • Kahnemann, D. (2011). Thinking, Fast and Slow. • Use cases, case studies and examples of Behavioural Science initiatives within the UN context: UN 2.0 BeSci Portfolio Link; • UN Secretary General's Guidance Note on Behavioural Science Link; • UN Practitioner's Guide To Getting Started With BeSci 2022.pdf • Articles, reports, and other publications on Behavioural Science and Behavioural Science thinking within the UN system; • Resources from UN staff and experts in Behavioural Science.
Lesson 3: The Behavioural Science Process

PROPOSED LEARNING OBJECTIVES:

By the end of the Session, participants should be able to:

- Explain the process through which Behavioural Science can be applied to policy challenges, including:
- Defining and specifying a behavioural challenge
- Diagnosing the behavioural barriers and drivers to a target behaviour
- Designing and implementing behaviour change solutions
- Testing the efficacy of behaviour change solutions
- Describe some of the tools and techniques that can be used in each stage of the Behavioural Science process

POTENTIAL RESOURCES:

- Cane et al (2012) Validation of the theoretical domains framework for use in behaviour change and implementation research. *Implementation Science*, 7, 37. <https://doi.org/10.1186/1748-5908-7-37>

Lesson 4: Application of Behavioural Science

PROPOSED LEARNING OBJECTIVES:

By the end of the Session, participants should be able to:

- Discuss case studies of the successful application of behavioural science to a range of real-world problems including UN's internal challenges
- Apply behavioural science techniques to a specific behavioural challenge
- Discuss the limitations of Behavioural Science, and consider the types of challenges for which non-behavioural solutions are likely to be necessary

POTENTIAL RESOURCES:

- Case study - application to a concrete challenge;
- UN case of application (possibly the implementation of the Values and Behaviours framework).
- Chater, N. & Lowenstein, G. (2023). The i-frame and the s-frame: How focusing on individual-level solutions has led behavioral public policy astray. *Behavioral and Brain Sciences*, 46, e147.

Objectives:

The selected supplier will be responsible for the production of the content in Word documents, as well as video segments for the content provided of the Behavioural Science Lessons outlined above. This services will include:

1. Preparation of Word documents (7-10 pages) with the relevant content per Lesson;
2. Preparation and presentation of one-two minute, high definition video segments in English on the content presented per Lesson;
3. Identification and design of at least two appropriate scenarios (outline, key driving questions and instructions) for Lesson Four: Behavioural Application of appropriate reading materials and other relevant resources for the content provided per Lesson to be used in combination with video segments in Lesson;
4. Provide input to UNSSC instructional designers on the development of the Lessons.

Deliverable:

At completion of the contract, the selected supplier will have delivered:

1. Word documents with the relevant content per Lesson;
2. Recorded high-quality video segments per Lesson on the content provided and in line with indications received by UNSSC;
3. Identification and design of appropriate scenarios (outline, key driving questions and instructions) for Lesson Four: Behavioural Application of appropriate reading materials

- and other relevant resources for the content provided per Lesson to be used in combination with video segments in Lesson;
4. Selected appropriate reading materials and other relevant resources for the provided Behavioural Science content to be used in combination with video segments in each Lesson;
 5. Supported UNSSC's instructional designers in the development of the Lesson.

Indicators for the evaluation of outputs:

1. Word documents with the cleared content per Lesson by the UNSSC;
2. Presentations delivered and recorded in line with guidance received by UNSSC;
3. Design and presentation of pertinent scenario to be included in Lesson 4: Behavioural Science Phases, Tools and Practices;
4. Selection of relevant reading materials as per indications received by UNSSC;
5. Substantive input provided to UNSSC's instructional designer on the outline of the Lesson.

Tentative timeline for the delivery of the terms of reference¹:

Learning Needs Assessment (incl. engagement calls)
Delivery deadline: 1 April
Lesson 1: Introduction to the Course
Delivery deadline: 8 April
Lesson 2: What is Behavioural Science?
Delivery deadline: 15 April
Lesson 3: Behavioural Science Tools and Practices
Delivery deadline: 22 April
Lesson 4: Applying Behavioural Science
Development of High-Quality Video Recordings for Lesson 1, 2, 3, 4
Delivery deadline: 29 April

Eligibility criteria:

In order to submit a quotation in response to this RFQ, suppliers must meet the following criteria:

- Minimum of 10 years of professional experience in the field of behavioural science;
- Prior professional experience in developing materials for e-learning products;
- English proficiency;
- Prior professional experience with the UN System.

Suppliers must submit a company or individual profile in order to demonstrate the possession of the criteria stated above, reference as welcomed but not required. The

¹ The timeline is tentative and may be adjusted during the implementation of the requirements.

UNSSC reserves the right to disqualify quotations from supplier who do not meet the criteria above.

Award criteria

The UNSSC shall award a contract to the lowest-priced technically acceptable offer received in response to this request of quotation.