UNIVERSITÉ DES MASCAREIGNES

SAVOIR, C'EST POUVOIR

Expressions of Interest

for

The pedagogical design and graphic identity of online training modules on biodiversity conservation in collaboration with the University of Mauritius (UoM) & l'Université des Mascareignes (UdM)

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Procurement Reference No: *UDM/EOI/01/2025-2026*

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Project:

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Client:

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Section 1

Request for Expressions of Interest for The pedagogical design and graphic identity of online training modules on biodiversity conservation in collaboration with the University of Mauritius (UoM) & l'Université des Mascareignes (UdM)

[Authorized under Section 24 (2) (a) of the Public Procurement Act 2006]

1. Introduction

The purpose of this Expressions of Interest is to request for proposals from **National** and **International** qualified service provider for:

The pedagogical design and graphic identity of online training modules on biodiversity conservation in collaboration with the University of Mauritius (UoM) & l'Université des Mascareignes (UdM)

Service Provider shall for the purpose of this procurement mean service provider/individual service provider.

The background of the assignment

Biodiversity is currently declining at an unprecedented rate, particularly in small islands like those in the southwest Indian Ocean, where ecosystems are rich, unique, and vulnerable. In light of this, strengthening human and institutional capacity is becoming a priority to halt this loss and initiate a transition to a "nature-positive" future.

It is in this context that the Universities of Mauritius (UoM) and Mascareignes (UdM), with the support of the regional VARUNA program (implemented by Expertise France, and financed by the AFD), are joining forces to develop **innovative online training**, focused on the conservation, governance and promotion of the living environment.

To ensure this program achieves its full impact, the two universities are seeking to partner with a qualified service provider to ensure **graphic consistency, pedagogical fluidity, and visual appeal** across all modules, while ensuring technical accessibility suitable for teams that are not digital specialists. The goal is to design a professional, coherent, and attractive online training program that is both grounded in regional realities and accessible to a broad and diverse audience, including students, public officials, NGOs, and businesses.

2. Objectives of the assignment

The assignment aims to:

- Provide services to the two university teams for the **production and integration of multimedia content** (recorded videos, interactive quizzes, pedagogical capsules, etc.).
- Create a common **graphic charter** for the modules (fonts, colors, logos, recurring visual elements, layout).
- Design a reusable **PowerPoint/Canva presentation template** for video presentations.
- Harmonize the design of **educational materials** (slides, PDF documents, videos, quizzes, etc.) produced by the two teams.
- Support the **UX/UI formatting** of the content for publishing (via Google Classroom or other LMS platform).
- Propose a **coherent, sober and accessible visual identity**, for promoting the project and its regional scope.
- Support teams in **multilingual adaptation** (EN / FR), anticipating the possibility of bilingual subtitles or visuals.

- Offer a **creative and stimulating presentation**, adapted to a varied audience of learners (academics, public officials, NGOs, private sector), and promoting the appropriation of content through a modern, inspiring and fluid visual format.

3. The scope of the assignment

The assignment consists of the production of 7 online training modules. This 7-module course is intended for a diverse audience – students, professionals, public officials, NGOs, businesses – and aims to make the key concepts and practical tools for biodiversity conservation accessible in a changing world. The program alternates between scientific contributions, management tools, regional case studies, and a critical look at emerging approaches. For more information, the summary of the 7 modules can be found in Appendix 1. The content will be produced by the two institutions, each responsible for certain modules. (UoM – modules 1-4; UdM – modules 5-7).

4. The duration of the assignment

The expected implementation period is six (6) months from the effective date of contract award.

5. Procurement Process for the selection of the Service Provider for this assignment

5.1 This Request for Expressions of Interest is for the shortlisting of a minimum of three qualified service providers who would be invited to submit their proposals for the assignment referred to above.

5.2 The procurement process has been planned as follows:
Closing date for submission of Expression of Interest: **Wednesday 08 October 2025 @ 13.30 hours (Mauritian Time)**
Date of Award of Contract: after acceptance from service provider.

6 Fund for assignment

Université des Mascareignes

7 Client's requirements

- Agency or freelancer specializing in educational design / digital graphics / e-learning
- Proven experience in designing materials for online training (particularly on Google Classroom, Moodle, or equivalent)
- Ability to work remotely and support two university teams

- Awareness of sustainable development / biodiversity / regional cooperation issues is desirable
- Multilingual fluency (FR/EN), with knowledge of the SWIO region is desirable
- At least 3 references of comparable work (links or portfolio)

8 The service provider should be able to demonstrate the following qualifications and expertise:

- At least 5 years of experience in conducting similar assignments backed by letters from clients testifying that the assignments were carried out to their satisfaction
- Demonstrable experience with innovative tools
- Experience working in collaboration with other partners such as public institution (e.g. a ministry) and academia (e.g. university) for the production of multimedia resources.

9. Deliverables

1. **Audiovisual production**: provide technical support for content/video capture if needed – in Mauritius only, due to the centralization of technical and human resources available on site - (filming, formatting, titling, light graphic design, subtitling), by offering lightweight solutions adapted to the resources of universities. This support is not aimed at professional documentary-type production, but rather technical supervision to ensure a smooth, clear, and visually consistent result.
2. **Complete graphic charter**: colours, typography, common logo (if necessary), icons, formats, screen variations, etc..
3. **Templates** (source documents) :
    - Presentations (PowerPoint or Google Slides)
    - Pedagogical materials (Word, PDF, infographics)
    - Module information sheets, Unit Zero, guides for participants
4. **Final rendering mockups for at least one complete module** (slides + support materials + integration in Google Classroom)
5. **UX/UI advice for navigation within the platform (typical structure of modules, ergonomics of forums, structuring of units)**
6. **Lightweight communication kit for the launch (web banner, social media visuals)**
7. Integrate an **innovative dimension into the visual design** of the media, with simple interactive elements (animated infographics, interactive diagrams, light animations if possible).

10. Shortlisting criteria

Shortlisting of service provider will be based on:

- **Client's requirements**
- **Qualifications and expertise**
- **CVs of professionals to be involved on the project.**

11. Preparation and Submission of EOI online

The Expression of Interest (EOI), together with all required documentation, shall be submitted in English no later than **Wednesday, 08 October 2025 at 13:30 hours (Mauritian Time)**. **The EOI shall be addressed to the Director General, Université des Mascareignes, Avenue de la Concorde, Roche Brunes, Rose Hill, and deposited in the Tender Box located on the Ground Floor at the above-mentioned address.**

12. Opening of the Expression of Interest

The Expressions of Interest will be opened by the Client on **Wednesday, 08 October 2025 at 13:45 hours (Mauritian Time)** at the **Université des Mascareignes, Avenue de la Concorde, Roche Brunes, Rose Hill**.

Appendix 1 – Summary of training modules

Module 1 – Introduction to the fundamentals of conservation biology

This module provides an introduction to the scientific method and the appropriate use of scientific knowledge and literature to stress that conservation biology is a scientific discipline, rooted in and driven by best available evidence. The ethical principles underlying the conservation of biodiversity are explored and the discipline's dynamic and ever evolving nature is stressed and illustrated. The module then provides a comprehensive introduction of the different components of biodiversity and how these come about including its fundamental drivers like evolution, community assembly and ecological succession. Key concepts about biodiversity and natural interactions that are crucial to conservation managers are covered, such as ecosystem dynamics, keystone resources and keystone species. The main features of the distribution of biodiversity are then explored, including the main types of marine and terrestrial ecosystems most relevant to the SW Indian Ocean, the patterns of biodiversity distribution (e.g. how biodiversity vary with latitude, elevation, and water depth) and the influence of climate, topography, geological age, isolation degree and size of habitat. The concepts of biodiversity hotspots and endemism are covered along with how biodiversity is objectively measured and monitored. The module will end on the need for taxonomical work (discovering and describing new species) along with the crucial importance of natural collections, such as those kept in herbaria, to support and optimize biodiversity conservation objectives.

Module 2 – The multiple values of biodiversity

This module will explore and discuss the direct and indirect use values as well as the ethical values of biodiversity, illustrating a maximum possible with examples from the SW Indian Ocean region. It covers concepts like ecological and environmental economics, cost-benefit analysis of projects, the effects of natural resources loss on wealth of societies as well as the assignment of economic values to biodiversity including of consumptive and productive use values. The importance of biodiversity in providing ecosystem services will be explored, including for ecosystem productivity, carbon sequestration, soil and water protection, waste treatment and climate regulation. The module will end on introducing, explaining and illustrating other concepts such as option value, existence value and ethical values of biodiversity.

Module 3 – Understanding threats driving biodiversity loss

Adequate and effective conservation management rest on a solid grasp of the threats driving the current biodiversity loss caused by human activities. This module will therefore start with exploring the nature of biodiversity loss and explore the various nuances of extinction (local, ecological, economic and global) before linking up with a good understanding of why the vulnerability of species to decline and extinction varies so much between species. This equips the conservationists with predictive value that is essential to help design effective conservation policies. A widely used system of extinction risk assessment, namely the conservation categories and criteria of the Red List of the International Union for Conservation of Nature will be used to illustrate how to incorporate ecological knowledge into sound Extinction risk assessment. The module will then review the variety of threats that emanate from the diverse human activities and that drive the decline of biodiversity, including habitat destruction and fragmentation, habitat pollution and degradation, the influence of the global climate crisis, as well as the influence of overexploitation, of introduced invasive species and of pathogens. The special vulnerability of island systems to a number of these threats is explored, in particular the rapid proportional habitat destruction due to the small sizes of most oceanic islands and the elevated vulnerabilities to the influence of invasive introduced species due to intrinsic biological features of oceanic islands. The variation through space and time of the intensities of the diverse threats will be stressed, along with the concepts of threats synergies and extinction vortices, as these are fundamental for the conservation managers to design the best policies, strategies and management that would optimize the use of scarce conservation resources.

Module 4 - Approaches to Biodiversity Conservation

The module starts with conservation approaches adapted to the level of populations and species placing special attention on grasping key concepts like minimum viable populations, loss of genetic variability, effective population sizes as well as demographic and environmental variations, and their incorporation into conservation policies, strategy and management. Fundamental concepts of applied population biology is covered, including the importance of collecting relevant ecological information, carrying out population viability analysis and paying attention to the metapopulation concept when choosing conservation management options. The importance of monitoring populations and their ecosystems, especially in the longer-term is stressed and illustrated with key examples of how such monitoring often radically change our understanding of the situation and with it the conservation management approach that is required. The *in-situ* and *ex-situ* conservation strategies is covered along with their respective advantages and limitations before ending the module on the consideration for establishment, design and management of protected areas and the implementation of best practice in ecological restoration.

Module 5 – Governance of Biodiversity

It will start by briefly cover the governance framework that regulates the management of biodiversity, including national and regional policies, regulations and institutional arrangements as well as challenges and barriers that hinder effective and efficient protection of biodiversity. It will also explain how a local governance system is linked with the global biodiversity governance, which articulates the manifestation of the socio-ecological complex. It includes system of social coordination among a multitude of actors (governments, private sector, civil society organisations etc..) for resolving common challenges, such as a system to target the loss of biodiversity, or climate change and other environmental challenges. While initially construed as public administration, global and local environmental challenges have given rise to new approaches to governance. The loss of biodiversity should be taken as collective action problem and how different governance systems (e.g. centralised, decentralised, poly-centric etc.) are applied for managing biodiversity. Given that there are strong linkages between loss of biodiversity and an economic system driven by financial maximization, the involvement of the private sector in biodiversity management becomes important. Case studies of their applications in terms of what works (or does not work), and under which conditions, especially from islands, would enhance participants of the region to better understand their local and regional problems and options. As far as practicable the case studies will draw from national and regional initiatives in the management of biodiversity.

Module 6 – Natural Capital Accounting (NCA)

From an economic perspective, the continued loss of biodiversity and ecosystem services can be explained by the fact that pricing mechanism of goods and services does not account for nature's degradation. When the market does not receive the price signal for loss of nature, there is no feedback mechanism for stopping this degradation. One of the goals of the 2050 Vision for Biodiversity states: "*Biodiversity is sustainably used and managed and nature's contributions to people, including ecosystem functions and services, are valued, maintained and enhanced, with those currently in decline being restored, supporting the achievement of sustainable development for the benefit of present and future generations by 2050.*" More specifically, Target 14 seeks to "*Ensure the full integration of biodiversity and its multiple values into policies, regulations, planning and development processes…..*" In order to properly integrate the monetary and non-monetary values of biodiversity in policy-decision making, there is need to first carry out biophysical accounting of ecosystems and the services that they provide. For this, the United Nations is encouraging countries to adopt the System of Environmental Economic Accounting, including Ecosystem Accounting (SEEA EA) in their national accounts – i.e. translating ecosystem metrics into economically relevant information. This module will introduce NCA and provide case studies of how countries are making use of the approach for conserving and protecting nature and biodiversity, providing a critical overview of the different monetary valuation techniques, limits to valuation of ecosystems and their services (e.g. intrinsic value of

biodiversity, nature life-supporting mechanisms). The application of NCA for public policy planning and decision-making in the private sector will be demonstrated through tangible results generated through Varuna-financed research at UdM. The use of different open-access tools such as InVEST for the monetization of flows of ecosystem services will be demonstrated. The use of NCA to inform the design of financial mechanisms (payment for ecosystem services, biodiversity offset, green finance) to protect and conserve biodiversity will be covered.

Module 7 – Emerging Technologies for Biodiversity Conservation

There is a host of IT-driven emerging technologies that are being used to monitor and evaluate the state of the environment, supporting the process of designing biodiversity conservation and restoration policies, policy implementation and monitoring and evaluation of said policies. For example, deep machine learning or artificial intelligence coupled with remote sensing data from satellites and drones can be used for analysing the drivers of biodiversity loss, identification and geospatial mapping of species and ecosystems, and predictive modelling of the future state of the biodiversity. The emerging technologies for the conservation must be used in a responsible way, and their limitations and pitfalls need to be understood when applied to biodiversity conservation, as well as its governance. The application of emerging technologies by a wide range of actors (government, private sector and CSOs) for biodiversity conservation and restoration will be covered.