

Terms of Reference

Short-term International Consultancy

Development of Franchise models for the African Leadership in ICT (ALICT) course

Building Leadership Capacities for ICT and Knowledge Societies in Africa

Type: Consultancy (Short term)

Start date: 9th November 2015

Finish date: 18th December 2015

Number of working days: 25 (work from home)

Background:

GESCI, the *Global E-Schools and Communities Initiative*, is a non-profit organisation founded by the United Nations ICT Taskforce. GESCI, with its headquarters in Nairobi, Kenya, provides strategic advice to relevant Ministries in developing countries on the effective use of Information and Communication Technologies (ICTs) within the context of inclusive Knowledge Societies. See www.gesci.org.

GESCI in partnership with the African Union Commission (AUC) and other partners developed the African Leadership in ICT (ALICT) capacity building programme which successfully graduated 436 participants across 13 Eastern, Southern and West African countries and from the AUC. The ALICT programme is now being implemented in 3 Francophone West and North African countries. The ALICT course presents a multi-stakeholder approach for capacity building and awareness raising of African leaders on the issues of the Knowledge Society, ICT, Education, Science & Technology and Innovation in support of the AUC Action Plan.

GESCI is seeking an experienced consultant or consortium of individual consultants to develop Franchise models for the ALICT course delivery through partnerships. The consultant/s should have a Master's degree or higher in a relevant field and comprehensive knowledge of and experience in developing Franchise models for Blended Learning/e-learning course delivery.

The Consultancy is required to carry out on the following tasks for developing Franchise Models for the ALICT course:

- Identify and propose relevant franchise/licensing models to GESCI and provide evidence (cases) why these models would be feasible for GESCI
- Provide support and guidelines to build a contract for franchising the ALICT course with a selected

franchisee

- Propose financing model(s) for franchising that have been tested
- Identify the legal issues that will affect franchising as per the proposed model/s
- Identify partner organisation/franchisee and GESCI roles and responsibilities in statutory and non- statutory IPRs
- Identify the rules, restrictions and obligations of the franchiser (GESCI) and franchisee (University/partner) regarding the successful delivery of the ALICT course including the following;
 - Certification
 - Recruitment of students
 - Selection of students, selection by partner and /or GESCI
 - Registration of students: Partner University subject to its academic regulations, including those relating to academic appeals
 - Partner institution's role in the delivery of the programme, the provision of learning resources and student support
 - GESCI's role to provide the partner institution with the relevant capacity building on: use of course content, platform and delivery of the course
 - GESCI branding in franchising contracts and documents that will be used in the different phases of the ALICT course delivery and certification
 - Utilization of the eLearning platform.
- Provide guidelines, how GESCI's IPRs are retained when any improvements/modifications are made to the course content/delivery mechanism and processes.
- Define the process, steps that would lead to franchising a delivery agent, and the documents required for each step
- Develop the criteria that should be considered when selecting franchisee including risk analysis
- Identify the relevant franchise regulations regarding disputes between franchiser and franchisee, terms and conditions of the franchise, as well as the process for termination of a franchising agreement, if necessary
- Develop templates as required for each of the franchise models proposed

Requirements for the consultants:

- Master's degree in Business Administration, Education Economics, Finance, or related field
- Must be certified franchise consultant/analyst
- Minimum 8 years' business management experience in franchising, with 5 years franchising experience
- Franchising experience in the education and training field preferably in e-learning and online education
- Refined analytical skills to identify and interpret financial, legal and developmental requirements for the franchising options proposed
- Demonstrated and successful ability to develop and implement franchising agreements
- Strong oral and written communication skills and excellent critical thinking/problem-solving abilities.
- Must provide 2 related recent references

Deliverables:

- Franchise model(s) with case studies and financing options
- Documentation presenting the process for selecting a franchisee
- Documents / contracts / templates that need to be used at different stages of franchisee

process

- Franchising agreement template

Timelines for deliverables:

- Virtual meetings with GESCI officials and ALICT course Management team to understand the requirements of the course and GESCI context – by end of Week 2
- Submission of the Franchise models – First draft by end of Week 4
- Interactive discussions between consultants and GESCI team including feedback on the first draft – by end of Week 5
- Submission of final document – by end of Week 6

Duration: The time frame for the consultancy assignment is as below:

- Start date: 9th November 2015
- Finish date: 18th December 2015

Consultancy Fee:

The consultancy fee will be Euro 9,500/- (Euro – Nine thousand five hundred only). This amount is inclusive of 20 % withholding tax under Kenyan legislation for external consultants.

Payment schedule:

- 50% upon completion of first draft of Franchising models/options
- 50% upon completion of final report with models/options and other deliverables and approval by GESCI

Confidentiality and Copyright:

The consultant will be required to sign a confidentiality clause whereby information accessed through the development of the ALICT franchising models can only be disclosed and shared with authorized members of GESCI. GESCI will have ownership over any Intellectual Property developed for or derived from this consultancy engagement.

GESCI hereby invites qualified individuals to submit proposals for the franchising models development consultancy of the ALICT course. Proposals are due on or before 4th November 2015. The proposal, with detailed CV should be sent to GESCI Human Resources, to the following email address: hr@gesci.org. Only shortlisted candidates will be notified.