

Technology for Responsible Accountability in Corporate ESG (TRACE)

Terms of Reference

Engagement of consultant for ESG platform product design quality assurance and e-learning content development

1. INTRODUCTION

Swisscontact was established in 1959 as an independent foundation by notable figures from the worlds of commerce and science in Switzerland. It is exclusively involved in international development co-operation and has carried out its own and mandated projects since 1961. Swisscontact's working principles include inclusive systems development, learning culture, evidence-based adaptive management, and private sector engagement. In addition, the organisation's sustainable criteria comprise of gender equality and social inclusion, financial capability, environmental responsibility, and good governance.

2. OVERVIEW OF THE PROJECT

The Ready-Made Garments (RMG) sector of Bangladesh employs 3.3 million workers (52% women)¹. The sector is vital to Bangladesh's economy, representing 84.5%² of total exports of the country. Followed by EU Green Deal, the global apparel industry is undergoing a significant transformation due to increasing demands for ESG compliance, supply chain transparency, and carbon reduction mandates like the Corporate Sustainability Due Diligence Directive (CSDDD)³. However, ESG reporting is currently fragmented, manual, and costly, which leads to inefficiencies and unreliable data. Many factories, particularly Small and Medium Enterprises (SMEs), lack access to technical expertise, digital tools, and affordable services to improve their sustainability performance. At the same time, unsustainable production practices contribute to environmental pollution, climate risks, and poor working conditions, affecting workers and surrounding communities. As a result, factories often comply with multiple, overlapping global frameworks and buyer-specific standards, leading to fragmented data systems, manual reporting processes, audit fatigue, and rising compliance costs. Without a structured and scalable solution, these challenges limit industries' competitiveness, reduce market access, and hinder Bangladesh's transition towards sustainable and inclusive economic growth.

Swisscontact implements the Promoting Green Growth in the Ready-Made Garments Sector through Skills (PROGRESS) project with funding from the Embassy of Sweden and the Embassy of Switzerland in Bangladesh. This project empowers Ready-Made Garments (RMG) factories to navigate the green transition, enhancing both their environmental resilience and global competitiveness.

Based on the learning of the PROGRESS project, Technology for Responsible Accountability in Corporate ESG (TRACE) has been introduced which supports the development and operationalisation of a digital platform for better clarity, coordination, and harmonisation of ESG reporting among the key RMG stakeholders. The objective is to enable the factories in RMG supply chain to streamline ESG data management in line with regulations such as the EU Corporate Sustainability Reporting Directive (CSRD), Corporate Sustainability Due Diligence Directive (CSDDD), emerging carbon pricing

¹ Bangladesh Garment Manufacturers and Exporters Association (BGMEA) estimates in June 2024

² 'The Garments and Textile Sector: A Change Maker for Bangladesh's Economy', available at: <https://ficci.org.bd/en/blog/the-garments-and-textile-sector-a-change-maker-for-bangladeshs-economy>, accessed 24 March 2025.

³ Corporate Sustainability Due Diligence', available at: Corporate sustainability due diligence - European Commission, accessed 29 July 2025

mechanisms, etc. The platform has potential to support as a versatile, sector-agnostic system capable of empowering any industry committed to environmental sustainability, social inclusion, robust governance compliance, and responsible business practices. This future-proof architecture ensures that any domestic or international sector can leverage the platform to transition from passive compliance to active local impact.

3. PROBLEM STATEMENT

As sustainability becomes a central pillar of global trade, Bangladesh's RMG sector is navigating a transformative shift in regulatory frameworks and buyer expectations. The transition from voluntary sustainability disclosures to mandatory prerequisites—driven by the Corporate Sustainability Reporting Directive (CSRD) and the European Sustainability Reporting Standards (ESRS)—now dictates market access. However, the industry's ability to comply is hindered by a deeply inefficient and fragmented ecosystem.

The current landscape is characterised by three critical systemic failures:

Information Asymmetry: There is a significant disconnect between the data factories produce and the specific insights required by brands, investors, and regulators. Lower-tier factories often lack clarity on the technical nuances of global standards, while stakeholders lack visibility into the granular sustainability performance of the supply chain.

Limited Unified Solution: The reporting environment is highly fragmented, forcing factories to navigate multiple, redundant reporting formats for different buyers. This lack of harmonisation creates a high administrative and financial burden, leading to "audit fatigue" and inconsistent data quality that fails to meet audit-grade requirements.

Coordination Gaps: There is currently no local, context-specific centralised solution for RMG factories to avail the exchange of high-integrity ESG information. This lack of a structured solution prevents the efficient matchmaking between factories needing improvements and specialised service providers (e.g., energy auditors, green financiers) who can provide technical solutions. Consequently, data remains siloed, and its potential to catalyse sector-wide green investment remains untapped.

To address this, Swisscontact TRACE initiative, with support from the Embassy of Sweden, and the Embassy of Switzerland developing a digital ecosystem that streamlines ESG data management, simplifies reporting of different data disclosure standards, eliminates redundancies, and bridges the information gap. TRACE is developing a commercially viable Digital ESG Platform for Bangladesh's RMG sector to streamline end-to-end ESG data management, reporting, and evidence-based insights for factories, brands, service providers, auditors, and other ecosystem stakeholders.

4. OBJECTIVE OF THE ASSIGNMENT

The Digital ESG Platform is progressing with product design and development, requiring quality assurance support to ensure that the emerging product design is practical, user-centered, technically feasible, and learning-enabled for Bangladesh's RMG sector across diverse stakeholder groups and varying levels of digital maturity. As the platform is intended to serve factories, brands, service providers, auditors, green investors and other ecosystem stakeholders, the design must accommodate multi-tier user requirements, complex ESG workflows, and varying levels of ESG knowledge and digital maturity. This design complexity requires independent UX/UI quality assurance to ensure that design outputs are consistent, accessible, development-ready, and aligned with the platform's viability, adoption, and impact objectives. The assignment will also strengthen the connection between product

design and user learning support the development of structured e-learning content, interactive guided learning materials, feature walkthroughs, video learning assets, gamified learning elements, and assessment mechanisms to improve user onboarding, engagement, and continuous capacity building.

Therefore, the project seeks to engage a qualified Product Design QA and E-Learning Content Development Consultant to provide independent quality assurance of UX/UI design deliverables, and design and develop learning materials integrated with the digital ESG platform.

The specific objectives are to:

1. Review and assess UX/UI design deliverables produced by the product design team to ensure alignment with different factory tier user needs, platform objectives, accessibility, usability, and implementation feasibility.
2. Provide structured design quality assurance, recommendations, and improvement guidance throughout the product design and development lifecycle.
3. Design and develop e-learning content for the platform based on approved ESG course content, platform workflows, and user learning needs.
4. Convert ESG course content into engaging video-based learning materials suitable for digital delivery.
5. Develop interactive guided learning materials, feature walkthroughs, tooltips, onboarding flows, and in-platform learning support for platform functions.
6. Design gamification, quizzes, assessments, progress tracking concepts, and learner engagement mechanisms to support effective ESG capacity building and platform adoption.

5. SCOPE OF WORK

The Consultant shall perform the assignment through an integrated approach combining product design quality assurance, team mentoring, e-learning content development, and platform-based guided learning design. This must include, but is not limited to:

5.1 Review and Quality Assurance of product design deliverables

The Consultant shall review:

- User personas, user journeys, service blueprints, and workflow maps.
- Clickable prototype and high-fidelity UI screens
- Accessibility, responsiveness, mobile/tablet usability, and inclusive design considerations.
- Usability testing scripts, findings, design iteration logs, and design handover documentation.

5.2 Design Quality Assurance Framework and review approach

The consultant shall develop and apply a structured design QA framework to guide review and acceptance of product design outputs. The framework should include clear review criteria covering:

- User centered design alignment and design system compliance.
- ESG workflow accuracy and responsiveness across devices.
- Alignment with platform adoption and learning objectives.

5.3 E learning content design and development

The Consultant shall:

- Review existing ESG course content and convert it into digital (text and video) learning modules.

- Structure content into learner-friendly modules, lessons, micro-learning units, and knowledge checks.
- Develop instructional design documents, learning objectives, course outlines, storyboards, and scripts.
- Develop interactive guided learning and platform feature walkthroughs.
- Adapt technical ESG content into simple, practical, and engaging learning materials for factories and other users.
- Ensure that the learning content supports practical use of the ESG platform, including data management, KPI tracking, reporting, audit preparation, and decision-making.
- Ensure that all e-learning deliverables are reviewed, tested, and validated before final acceptance and integration into the Digital ESG Platform.
- Support User Acceptance Testing of the e-learning deliverables with representative users, including factory users, platform administrators, and other relevant stakeholder groups as agreed by the project. The UAT shall assess whether users can understand the learning content, navigate the materials, complete learning activities, answer assessments, and apply the guidance while using the platform features.
- Recommend and develop appropriate formats for text, video, animation, infographic, interactive activity, quiz, case example, and downloadable learning resources.

5.4 Gamification, assessment and learner engagement design and development

The Consultant shall develop:

- Quiz and assessment questions linked to each learning module.
- Scenario-based questions and practical ESG use cases.
- Completion badges, progress indicators, certificates, or achievement logic.
- Learning checkpoints linked to platform feature usage.
- Assessment scoring logic and feedback messages.
- Recommendations for learner progress tracking and reporting.
- Gamified engagement concepts appropriate for professional factory users and platform stakeholders.

6. DELIVERABLES

Deliverable	Description	Expected Output	Deliverable Starting Schedule and Deadline (From Contract Signing)
Deliverable 1: Inception Report and Work Plan	Review assignment scope, design deliverables, ESG course content, platform feature list, and stakeholder expectations.	Inception report including methodology, work plan and deliverable timeline.	1 week
Deliverable 2: Product Design QA Framework	Develop a structured QA framework for	Design QA framework, review criteria,	2 weeks

Deliverable	Description	Expected Output	Deliverable Starting Schedule and Deadline (From Contract Signing)
	reviewing UX/UI design outputs.	acceptance standards, issue log template, and reporting format.	
Deliverable 3: UX/UI Design Review Reports	Review design team outputs and provide structured feedback.	Written review reports covering identified gaps, improvement recommendations, priority issues, and acceptance status.	First Design Iteration through the end of the Assignment. Design Quality Assurance will continue with the phase-by-phase product feature design. Tentative Starting schedule: 1 month after the contract signing.
Deliverable 5: E-Learning Instructional Design Package	Convert Platform feature and ESG course content into a structured digital learning design.	Course outline, module structure, learning objectives, storyboards, lesson plans, and content adaptation notes.	Product feature user guide and e learning design align with the product development timeline. Tentative Starting schedule: 2 months after the contract signing.
Deliverable 6: Video Learning Materials	Develop video-ready learning content and selected video assets based on ESG course content and platform workflows.	Video scripts, storyboards, narration text, screen recording plans, and finalized video learning materials as agreed. Feature walkthrough scripts, tooltip text, guided help content, onboarding flows, contextual learning materials.	User guide and Video learning material aligns with the product development timeline. Tentative Starting schedule (User Guide): 2 months after the contract signing. Tentative Starting schedule (Video

Deliverable	Description	Expected Output	Deliverable Starting Schedule and Deadline (From Contract Signing)
		Task based guided and platform walkthrough micro learning material (Minimum 20 short videos and learning card) Minimum 5 ESG courses will be developed.	Learning): 3 months after the contract signing.
Deliverable 7: Gamification and Assessment Package	Develop learner engagement and assessment mechanisms.	Quiz bank, assessment structure, scoring logic, feedback messages, badges/progress concepts, and certification logic recommendations.	Align with the product development timeline. Tentative Starting schedule: 5 months after the contract signing.
Deliverable 8: E learning QA and UAT report	Develop e learning content quality assurance and user acceptance testing report	Report covering the quality review and user acceptance testing of all e-learning deliverables. The report shall include the QA methodology, review checklist, UAT participant profile, testing scenarios, user feedback, identified issues, severity level, corrective actions taken, final acceptance status, and recommendations for future improvement.	Tentative Starting schedule: 3 months after the contract signing.
Deliverable 9: Final Assignment Completion Report	Summarize work completed, quality improvements,	Final report including deliverable summary, design QA	End of the contract

Deliverable	Description	Expected Output	Deliverable Starting Schedule and Deadline (From Contract Signing)
	lessons learned, and recommendations for future design and learning content management.	observations, learning content package summary.	

7. QUALITY STANDARDS AND ACCEPTANCE CRITERIA

The Consultant shall apply globally recognized product design quality assurance practices to assess the UX/UI design deliverables of the Digital ESG Platform. The assessment shall consider human-centered design principles, usability, accessibility, consistency, workflow clarity, content clarity, responsiveness, and development readiness. The Consultant shall use structured review techniques, including expert UX review, heuristic evaluation, prototype testing, accessibility review, design system audit, user task testing, and developer handover assessment.

All deliverables shall be subject to review and approval by the project. Deliverables will be assessed based on the following criteria:

- Alignment with the Digital ESG Platform's product vision, user groups, and functional requirements.
- Practical relevance for different tier of factories, brands, service providers, auditors, and platform administrators.
- Clarity, completeness, and professional quality of design QA outputs.
- Evidence-based and actionable design improvement recommendations.
- Consistency with user-centered design principles and accessibility considerations.
- Accuracy and usability of ESG learning content.
- Suitability of video, guided learning, gamification, and assessment materials for digital delivery.
- Readiness of materials for integration into the platform or learning management environment.

8. ROLES AND RESPONSIBILITIES OF TRACE

- Share background documents (relevant to this assignment).
- Support consultant in user acceptance testing and conducting field-level activities.
- Facilitate collaboration and coordination among the consultant, project team, technology service providers, stakeholders, beneficiaries, and the development partners.
- Review and share feedback on the deliverables.
- Approve the methodology, implementation plan and deliverables.
- Provide access to the LMS (learning management system) environment to host the e learning content.

- Provide access to the product design tools.

9. ROLES AND RESPONSIBILITIES OF THE CONSULTANT

- Arrange tools and technologies for product design QA and e learning content development.
- Participation in user journey sessions, workshops, and design discussions.
- Mentoring, coaching and capacity development of the product design team and factory users.

10. REQUIRED QUALIFICATIONS AND EXPERIENCES

- Graduate in Information Technology, Computer Science, Data Science, Engineering, Environmental Science, Sustainability, or a related discipline.
- Minimum 8 years of experience in product design QA and e learning development, preferably in the manufacturing domain.
- Experience in UX research and design.
- Experience in writing reports on usability testing, design QA and UAT.
- RMG ESG sectoral knowledge would be highly valued.
- A strong understanding of UX Design principles, ISO 9241-210 for human-centred design, ISO/IEC 25010 for software product quality and WCAG 2.2 for accessibility.
- Strong experience in SCORM compliance and modern e-learning specifications (such as xAPI, and cmi5).
- Demonstrated experience in e-learning content development, instructional design, digital learning material preparation, and video-based learning content.
- Experience in developing interactive guided learning, onboarding materials, feature walkthroughs, quizzes, assessments, and gamification concepts.
- Ability to simplify technical or compliance-related content into user-friendly learning materials.
- Experience with multitenant B2B SaaS platforms.
- In depth experience with tools such as Figma, Miro, LMS platforms, video editing tools, screen recording tools, or similar digital content development tools will be preferred.
- Strong analytical and problem-solving skills, with the ability to synthesize insights and develop innovative solutions.
- Must be willing to visit factories.
- Must be willing to work in a team to meet tight deadlines in a dynamic and fast-paced work environment.
- Must handle and protect confidential and sensitive information with integrity.

11. REPORTING

The Consultant will work closely with the TRACE project team and report to the Team Leader, TRACE.

12. PROJECT WORKING AREA

TRACE IMPLEMENTS its project in Dhaka, Gazipur, Narayanganj and Chattogram.

13. PROPOSAL SUBMISSION REQUIREMENTS

Consultants are required to submit the following:

- A brief proposal with (Aptos 11 point, single spacing, no more than 30 pages) outlines the following:
 - Understanding of the ToR
 - Summaries of the Consultant's previous experiences that would be useful for this assignment.
 - Brief outline of how the Consultant will accomplish the tasks listed in the ToR.
 - Approach (Tools, Techniques, and Systems) to the development of the e learning content.
 - Approach to the development of product design QA framework
 - Clear screenshots or link of previously designed and developed e learning contents.
 - Phased implementation plan.
- CV of the Consultant.
- The consultant must submit a comprehensive financial proposal structured on a daily rate basis for the duration of the assignment. The proposed daily rate and total financial offer must be inclusive of all applicable value-added tax (VAT) and taxes in accordance with local regulations.
- It is mandatory for the bidding Consultant to submit documentary evidence demonstrating their legal, taxation and financial status. This includes:
 - Tax identification number (TIN)
 - PSR (Proof of submission of income tax return)
 - Business Identification Number (BIN)
 - A signed statement testifying that all information contained within the proposal is correct and true.

14. PROPOSAL EVALUATION CRITERIA

TRACE will select the Consultant based on the following criteria:

Criteria	Score
Understanding of the assignment	5
Experience in UX/UI design QA and e-learning, video learning, gamification, and assessment development	20
Relevant experience in digital ESG product design and e learning content development within the RMG sector	15
Proposed Product design QA framework	15
Technical approach for e learning content development, QA, UAT and integration in the platform	25
Financial proposal	20

15. DURATION OF THE ASSIGNMENT

The duration of the assignment is tentatively **1 year**, aligned with project implementation timelines. The Consultant will be engaged on a rolling and need-based basis depending on project requirements and technical priorities.

16. OWNERSHIP, CONFIDENTIALITY, AND INTELLECTUAL PROPERTY RIGHTS

All reports including design QA, UAT, usability testing, e learning contents, user guides, scripts, videos, storyboards, assessment items, gamification concepts, and other outputs developed under this assignment shall be the property of Swisscontact. The Consultant shall maintain strict confidentiality regarding platform design documents, product features, user data, ESG content, stakeholder information, and any other confidential materials shared during the assignment. The Consultant shall not disclose, reuse, reproduced, publish, or distribute any assignment-related materials without prior written approval from Swisscontact.

17. SUBMISSION DETAILS

Both hard and soft copies of the proposal(s) must be submitted to the following address: For soft copy **bgd.trace@swisscontact.org** and for hard copy: Swisscontact Bangladesh, House 28, Road 43, Gulshan 2, Dhaka 1212 by **6 August 2026** addressing Senior Officer, Business Administration, PROGRESS project, Swisscontact Bangladesh. Please mention **“ENGAGEMENT OF CONSULTANT FOR ESG PLATFORM PRODUCT DESIGN QUALITY ASSURANCE AND E LEARNING CONTENT DEVELOPMENT”** on the top of the email subject line and the envelope.