



Creating the
European Nature
Academy for applied
Blended LEarning

LIFE ENABLE

“Creating the European Nature Academy for Applied Blended Learning”

LIFE Preparatory project (Ref. LIFE20PRE/DE/000009)

Invitation to Tender

Procurement - External Service Contract for creation of the European Nature Academy training hub & tools

Issued by: EUROPARC Federation

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Date: 12/10/2021

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The project and all actions are made possible with support from the LIFE financial instrument of the European Community



INVITATION TO TENDER - TENDER SPECIFICATION

TITLE: “LIFE ENABLE” (Ref. LIFE20PRE/DE/000009)

Implementation Action A4

Creating the European Nature Academy for Applied Blended Learning

DATE TENDER ISSUED: 12.10.2021

Closing time & date: 23.59 on 05.11.2021

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1. Summary

This call for tenders is issued within the scope of the LIFE Preparatory Project, ‘LIFE ENABLE: Creating the European Nature Academy for Applied Blended Learning’ (Ref. LIFE20PRE/DE/000009).

For the purposes of this tender, acting on behalf of the project partners, the contracting authority for this Invitation to Tender is EUROPARC Federation, with address: Waffnergasse 6, D-93047 Regensburg, Germany.

The call for tenders is launched on 12 October 2021 and bids must be submitted in the required format and received by 23.59 on 5 November 2021. All bids received will be opened and assessed on 8 November 2021: it is planned to award a contract to the successful bidder by 10 November 2021.

The contracting authority is looking to engage with an experienced external service provider to create the European Nature Academy training hub (the LIFE ENABLE M.O.O.C.) and associated tools (the new version of the eNatura2000 smartphone app). The training hub and tools will function as the project’s digital online platform and portal.

The successful tenderer will be required to deliver the contract to meet the indicative timetable set out in the Section [4a: “Contract timeline”](#)

Indicatively, the maximum value of this contract is €84,000 in gross, inclusive of VAT. The VAT amount and rate must be stated separately on bids submitted. The contracting authority will then make use of the reverse charge rule (intra-community supply of goods or services), and pay VAT in Germany that is non-recoverable.

Above all, the project requires a technical development contractor who is innovative, solution-oriented and able to think with partners. As a minimum, all bidders must have demonstrable experience of working with EU based NGOs or institutions: in particular, they should be able to demonstrate that they have previous experience of delivering learning platforms and networking tools for international users. Previous experience of delivering similar work as an external service contractor within the scope of an EU funded project would be an advantage: those bidding for this contract should be able to demonstrate familiarity with EU funded project

terms and conditions, including in relation to required publicity and the fact that the product must be maintained for a minimum of 5 years post project end (i.e. from July 2024).

2. Background – about LIFE ENABLE

LIFE ENABLE is a forward-looking three-year project designed to build practical nature management capacity among Natura 2000 and Protected Area managers. It aims to equip individuals and their organisations with the competencies they require to meet the challenges and opportunities of nature management in the coming decade. The project will establish an enabling framework to create a training system for professional development that contributes to ensuring progress towards the realisation of the objectives and ambitions of the [EU Biodiversity Strategy 2030](#) and underpinning policies.

LIFE ENABLE is led by EUROPARC Federation with the support of 7 partners from 7 countries:

- [Alfred Toepfer Akademie für Naturschutz](#)
- [E.C.O. Institute of Ecology](#)
- [FUNGOBE, Fundación Interuniversitaria Fernando González Bernáldez para los espacios naturales](#)
- [Metsähallitus, Parks and Wildlife Finland](#)
- [MedPAN Mediterranean Protected Areas Network](#)
- [Propark Foundation for Protected Areas](#)
- [TESAF, University of Padova, The Department of Land, Environment, Agriculture and Forestry](#)

The partners involved in the LIFE ENABLE project recognise the importance of embracing and using new technologies to meet the professional development needs of nature managers. To be able to do this cost-effectively and enable greater numbers of people and organisations to participate, it is necessary not to continue to rely solely on tried and traditional approaches and methods to build capacity, but continuously to seek to provide access to innovative tools and indicate how online and blending learning can generate benefits for Natura 2000 managers, protected area managers and organisations with responsibilities for Natura 2000 implementation.

Further the COVID-19 pandemic and the need to operate safely has (perhaps permanently) changed the ways we interact: this further emphasises the need for quality and effective online functionality across all aspects of Natura 2000 and protected area management, coupled with necessary training and capacity building.

A body of work has already been produced as part of a previous LIFE Preparatory project, [LIFE e-Natura2000.edu](#). This included the development, production and use of [4 Moodle-based learning platforms](#) (*log in as guest>password: life.edu30*) and also the [eNatura2000 smartphone app](#). Two of the 4 Moodles have made content available in Spanish and Romanian with content on the other two Moodles being provided in English.

LIFE ENABLE is in the early stages of implementation, but priority is being given to the creation of the learning hub (the European Nature Academy M.O.O.C.) and the networking tool (the further development of the eNatura2000 app). Additional information about the LIFE ENABLE project, the European Nature Academy (ENA) online learning platform (the ‘ENA M.O.O.C.’) and the new smartphone tool (the App) are described in more detail in [Annexes 1 to 4](#) in this Invitation to Tender. The annexes also provide an initial list of features, content and functions expected to be developed during the project, as well as the audiences of users targeted through LIFE ENABLE. These annexes are integral to this Invitation to Tender.

3. Contract purpose

This external technical assistance contract requires the following three main deliverables:

- The creation of a new online learning platform (the European Nature Academy’s training hub);
- The migration of content (a mix of learning materials, tailor-made videos and recordings and presentations) from the existing Moodles and other online sources which will be adapted to fit the new online platform;
- The further technical development of new functions to be made available through the existing smartphone app.

Within the scope of this contract, all content on the European Nature Academy training hub and functions provided by the smartphone app must be made available (desirably automatically) as cost-effectively and easily as possible, in as many languages of the EU as possible. All bids

submitted must clearly describe how this can be achieved within the scope of this LIFE ENABLE contract as that will be a key factor to be considered in awarding the contract.

The hub to be created will be published on a domain owned by EUROPARC Federation. The necessary hosting, optimisation, debugging and maintenance services of the ENA platform should be covered by the bidders until 31 July 2029. With inputs from all project partners, the hub will be developed to offer:

- LIFE ENABLE’s MOOC-based modular learning capacity building programmes, including the competence-based approach and certification processes
- Training and capacity building assessments (TNAs), as well as information on capacity development initiatives across Europe
- Insight to capacity building plans for those countries where these have been developed
- A library of learning opportunities from all over Europe – both at academic and non-academic levels – as well as links to useful national-level resources.

Above all, the project requires a technical development contractor who is innovative, solution-oriented and able to think with partners. Of course, it is essential that the contractor is fully competent in the necessary technical development services but, equally, is able to anticipate and incorporate advanced new technologies to future-proof the technical products created by this contract and ensure their sustainability and longevity. This will help to ensure that the European Nature Academy training hub and the digital functioning of the tools are capable of meeting users’ needs and expectations now and in the future. The required characteristics of those bidding for this external technical services contract are described in [Section 5: Tender submission & return process](#)

a. Contract requirements

Specifically, the contract requirements of this external services technical support contract are to:

- Create, host and maintain the European Nature Academy training hub for a period of 5 years after the end of the project. The European Nature Academy will consist of an online platform which will:
 - Be used by a minimum of 5,000 users
 - Give access to the project’s competence-based learning opportunities for 150 (minimum) participants in 10 planned courses

- Support the establishment of a network of European Training Sites
- Deliver the further development of an existing smartphone app (eNatura2000). The planned new functions of the smartphone app to be developed under this contract include:
 - To function as a portal to the European Nature Academy learning platform
 - The possibility for users to self-create and work in small groups
 - A job vacancy upload and search service for nature conservation employers and app users respectively – the app will hold:
 - An easily navigable, well-structured section containing short descriptions of new vacancies. Descriptions will be:
 - Provided and uploaded by employing organisations with links to their own websites
 - Filterable by country, type of vacancy, date of upload, still available etc. fields.
 - The possibility for users to respond to vacancies directly from the app – that is the app acts as a portal to full job descriptions and application processes held elsewhere.
 - Activity records where data shows, for example, numbers of respondents to vacancies, numbers of vacancies uploaded.
 - Strict safeguards for potential employers and vacancy search users – for example, confidentiality and quality assurance/ abuse avoidance controls.

Both the training hub (the online platform) and further developed smartphone app must provide new and innovative ways to users (including project partners) to connect and network. Together, the tools to be created and developed through LIFE ENABLE must be designed to boost the community of nature managers, grow numbers and stimulate interactions.

Equally, the successful bid must demonstrate how the LIFE ENABLE online platform and smartphone app can be fully integrated with EUROPARC's other digital platforms including in particular, the EUROPARC website (www.europarc.org). This is necessary in order to ensure that a fully integrated data management functionality will be delivered: this includes ensuring that all reportable statistical data about the project and also that the contracting authority's other project-based (and in particular, communications activities) can be produced, filtered and interrogated on demand and as required. Therefore, the successful contractor must be able to

work together with the EUROPARC staff responsible for all communication activities and be available as necessary to cooperate with EUROPARC's other external technical service providers who, for example, support the EUROPARC website.

b. Additional technical support services required

The European Nature Academy training hub and tools will be developed by a contractor with relevant technical expertise and with experience in the field of knowledge transfer. The content of the M.O.O.C and the smartphone app tools will be prepared by the contracting authority and its partners. An essential part of this service contract therefore includes the provision of responsive support services to be provided through the contract to train the contracting authority's and partners' staff who will be responsible for the data management, administration, content uploads and editing processes in both the M.O.O.C. and the smartphone app. Equally, the successful contractor will be required to create and produce easy-to-use integrated data management features for management and activity reporting purposes. Attractive presentation of data and ease of production, interrogation and manipulation for tailored reporting purposes will be essential contract requirements.

c. Other technical specifications

(include, but are not restricted to):

- The main language will be English
- Users to be able to:
 - Create individual profiles (with password)
 - Upload news, photos and videos (subject to an approval/ verification/ quality control process which must be time efficient for learning platform and smartphone administrators)
- Be used by a minimum 5,000 active users of the M.O.O.C. and minimum 3,000 active users of the smartphone app.
- Built-in feedback and question and answer features for users on the learning platform and smartphone app.
- Smartphone app (installation and updates) to continue to be available in Android and iOS
- Usable on tablet devices if cost permits in Android and iOS

- Continued updates, maintenance and support for at least 5 years after project end (i.e. to 31.07.2029)
- Means to generate integrated data management and user statistical analysis data (i.e. similar to Google Analytic)
- Optimal maximum storage capacity – limits must be maximised (within reasonable costs) and alerts generated when 80% of maximum storage capacity reached.

The contractor must ensure they create the necessary interface to display the information of the platform into EUROPARC website. The result must offer a dynamic section on EUROPARC website, including filters or the necessary functions that allow website users to select the different courses, modules/resources according to:

- Topic
- Target audience
- Type of resources
- (Other dimensions to be created)

In order to do so, the bidders must include any additional development of programmes or functions (such as APIs) in order to make this integration possible. For it, the bidders must be able to directly liaise and work with EUROPARC website developers to produce this integration.

4. Contract period

The successful contractor will be required to support, maintain and update the online platform and smartphone app throughout the full period of the LIFE ENABLE project to 31 July 2024. At this date, the contractor will provide full and permanent access rights to the technical specifications of the online platform and smartphone app to the contracting authority. Additionally, as required by all project funded through the LIFE programme, the contractor will be required to maintain the online platform and smartphone app to be fully functional and useable for a minimum of five years following the end of the project (i.e. from 31 July 2024 until July 31st 2029).

a. Contract timeline

This external service contract has five main phases – following the contract award, these are as follows:

1. **Phase 1** – Planning and development of the MOOC and App demo versions
2. **Phase 2** – Development and production of an Alpha test version: based on feedback gathered to resolve technical bugs, produce a Beta test version of the MOOC and App for launch at the EUROPARC Conference in October 2022.
3. **Phase 3** – Trial and test the Beta test version of MOOC & App with a wider group of users: based on their feedback, further developed and de-bugged ‘good to go’ versions of MOOC and App produced for release and public use by no later than 31 January 2023
4. **Phase 4** – Routine feedback gathering to continue further development and refinements of MOOC and App to 31 July 2024
5. **Phase 5** – Post 31 July 2024 five year support, maintenance and updates of MOOC and App.

These phases are further detailed in the following table:

1	Call for tender issued	12/10/2021
2	Tender submission deadline	05/11/2021
3	Contract awarded	08/11/2021
4	Contract phase 1 - contract start date (date from which eligible expenditure may be incurred)	10/11/2021
5	Contractor to prepare and present a detailed development and delivery plan to EUROPARC during an online meeting (date tbc), including planned costs per phase of the contract’s development and delivery	(no later than) 17/12/2021
6	Demo versions of the MOOC and App to be developed and available to be presented (online) to project partners	(no later than) 28/02/2022
7	End phase 1 contract milestone - Demo versions of MOOC and App to be presented during the 2 nd technical meeting of the project (date tbc)	(no later than) 31/03/2022
8	Contract phase 2 - Alpha test versions of MOOC and App developed incorporating feedback from project partners & trialled by 60 ‘test users’	30/06/2022
9	Test users’ feedback gathered and used to de-bug and develop to develop and produce improved Beta versions of MOOC and App	(no later than) 30/09/2022

10	End phase 2 contract milestone - Beta test versions of MOOC and App launched during the 2022 EUROPARC Conference	4 to 7 October 2022
11	Contract phase 3 – MOOC and App released for Beta test with approx. 2000 users – feedback and comments gathered by 30/11/2022, further bugs identified and problems addressed by 31/12/2022	07/10 to 31/12/2022
12	End phase 3 contract milestone – contract meeting to conclude 1 st development stage of MOOC and App development, evaluation of contract results & products. All significant bugs must be resolved by this date.	(before) 31/01/2023
	Contract phase 4 - MOOC and App further development and refinement – includes development and use of a feedback gathering process to routinely identify bugs, technical issues and solve problems.	31/12/2022 to 31/12/2023
	Updated versions of MOOC and App developed and available for use by 31/12/2023	(no later than) 31/12/2023
	Continuation of users’ feedback gathering and problem solving to conclude by 30/06/2024	(no later than) 30/06/2024
13	End phase 4 contract milestone - External service contract end date. All rights for the work on the app will be transferred to the contracting agent by this date, as a criteria for final payment. N.B. - All invoices, including the invoices for 5 year-post contract ongoing technical support, maintenance and cloud-based user fees must be submitted for payment before 15/07/2024.	31/07/2024
14	Contract phase 5 – post project support (i.e. post 31/07/2024) maintenance and update phase for MOOC and App	01/08/2024 to 31/07/2029

5. Tender submission & return process

(required format for submissions, conditions to be adhered to etc.)

Bids must be submitted in English. Organisations submitting a tender will be expected to set out how they will deliver the contract effectively and efficiently and demonstrate relevant technical knowledge, skills and experience – this must include (but is not restricted to) the following:

- About your organisation - in two-pages maximum:
 - Include a clear reference to the LIFE project - the short title & reference as stated on the cover page to this invitation to tender must be included.
 - A short narrative introduction to your organisation

- Knowledge of and ability to work in related subjects, in particular evidence of previous work of a similar scope and scale. Two case study examples of similar work and scope should be provided.
- Experience of writing insightful and coherent data management and statistical activity reports that can be used project development and reported and can be shared amongst a variety of (non-technical) audiences.
- Evidence of partnership working, engaging with a variety of partners to deliver shared aims and objectives.
- Skills, expertise and experience of your proposed team. This would include a breakdown of the study team by their role, experience and expertise. Short form CVs for each member of the team must be submitted as appendix.
- Your understanding of the external services to be delivered - in four-pages maximum:
 - A detailed description of your proposed approach to meet the requirements of the contract
 - The planned timeline for delivery with key deliverables and contract milestones
 - Project management and risk assessment associated with delivering the contract and how these would be managed.
- Your quote - in two-pages maximum:
 - All costs quoted will be fixed for the period of the contract, in EUROS & inclusive of VAT, which must be shown separately.
 - All bids must:
 - Be sufficiently detailed with clear descriptions and costs for services to be provided - the costs of your bid must be broken down by:
 - Each service element and team member,
 - Time allocations for each team member directly involved in the delivery of the services
 - Day rates per member of the external contracting team – note that one person-day is equal to 8.0 hours.
 - Include and separately detail:
 - Detailed information on the hosting services and means that the contractor will use to develop and host the learning resources (Moodle, Open Edex,...) and the advantages and limitations it presents for the addition of the functions specified in the Annexes 1 and 2.

- The costs of any and all (external) hosting services and/ or licences and maintenance of the MOOC platform and App for the whole 5 year post-project period (i.e. to 31 July 2029). This means that the costs of technical development, production, updates and ongoing maintenance for all services to be delivered by the contractor must include and separately specify those:
 - Within the period of the contract (i.e. to 31 July 2024);
 - For the post-project five-year required operating period (i.e. from 1 August 2024 to 31 July 2029) for technical support, maintenance and essential updates.
- Any anticipated travel requirements and likely costs.

a. Experience required of bidders

Essentially, all bidders must be able to demonstrate experience in developing technological tools that meet the needs of end users (active in whatever field of expertise) and integrated approaches towards the provision of additional information, resources, knowledge sharing and networking functions. An important area of consideration will be the ability and capacity of bidders to make learning platform content and digital tools available that can be accessed in multiple languages of the EU.

The successful contractor must be able to identify with the project goals and objectives and also be able to reflect their understanding of those in (non-technical) language which all partners can grasp. Equally importantly, the contracting authority requires that the new online training hub and smartphone app can work in integrated ways with platforms either currently used or to be developed as part of other projects, as well as the contracting authority's website (www.europarc.org) and social media channels. This is essential in order to maximise the impacts of the technical products created through this external service contract and ensure ease and efficiency of data management, reporting and marketing activities.

b. Assessment & contract award criteria

All bids will be assessed for completeness, quality and cost. To ensure transparency and equal treatment of bids received, all bids will be opened and assessed on the same day and a

confidential written record of the procedure used to assess the bids and the decisions reached will be maintained to ensure that these conditions are applied as part of the tendering procedure.

The contract will be awarded to the most economically advantageous tender as assessed by the contracting authority, which demonstrate technological competence, value for money, added value and the quality of services being proposed.

Note here that 'added value' means the capacity of the tenderer as external assistance provider to complement the expertise and experience already available within the project with specialist professional knowledge and technical skills required for the project.

All bids received will be assessed in terms of their completeness: any bid which does not comply with the tender submission and return process (as specified above) will be automatically excluded.

Additionally, to assessing the overall quality of the bids submitted, other important decision-making criteria for the assessment process include the extent to which the bid:

- Meets the requirements of this Invitation to Tender
- Demonstrates clear understanding of the external services to be provided through the contract
- Demonstrates the bidder's ability and capacity to provide all the services required
- Describes technologically innovative approaches to the work to be delivered
- Shows a creative, practical problem-solving and solution-oriented approach
- Willingness to think with the Contracting Authority (and other project partners)
- Commitment to meeting the anticipated needs and expectations of end users of the external services to be provided
- Flexibility in approach

Taking such criteria into account, the scoring criteria are weighted as follows:

- Price 40%
- Quality 60%

The outcome of the decisions reached following the conclusions of the tendering process will be communicated individually to the proposer of each bid received. The decisions reached will

be final and, at no point, will the contracting authority enter in to further discussion about the outcome.

c. Contract terms & conditions

Subject to satisfactory performance and delivery of external assistance services and products required, payment will be made as follows:

- 20% of the total contract value will be paid upon approval by the contracting authority of a draft detailed work plan to be provided by the tenderer.
- 20% of the contract value will be paid on the release of the alpha version.
- 20% of the contract value will be paid on the release of the beta version.
- 20% of the contract value will be paid at the end of August 2023.
- The final 20% of the contract value will be paid on completion of the contract in full (including handover of all technical materials to enable ELO to make any necessary upgrades, maintenance, or OS upgrades) delivered according to the agreed timescales.

d. Additional notes

At no point following the submission of the bids will potential contractors be allowed to make changes to the substance of their proposals. Post-submission, any attempt to contact the contracting authority with a view to influencing the outcome will result in the immediate disqualification of that bid from consideration in the tendering process.

All bids received will be treated as being submitted as ‘commercial in confidence’.

The contracting authority reserves the right not to award a contract should the quality and price of the bids received not meet tender requirements.

6. GDPR compliance & data archiving requirements

All data management must comply with GDPR requirements.

The contractor must treat all contract data in strictest confidence. At no time will the contractor be able to use the data provided, gathered or analysed for any other purpose outside the scope of the external service contract.

All data used and produced via the contract must be handed over to the contracting authority on request and certainly by the end of the contract.

Data will be shared with the project partners for data archiving purposes by the contracting authority.

7. Key relationships – contract management & lines of communication

The main working between EUROPARC Federation and the contractor will be English.

All communications will be conducted online - the contractor should have the necessary means to manage meetings and requests through this mean. Any potential travel and subsistence expenses will be covered by the bidders.

Requests for further information or clarification about the invitation to tender should be addressed in writing to neil.mcintosh@europarc.org with Sandra Grego and Fernando Pinillos in copy (sandra.grego@europarc.org and fernando.pinillos@europarc.org).

Once awarded, the external service contract will be managed on behalf of the project partners by the contracting authority.

It is expected that the contractor will engage with the following organisations in the course of their work: EUROPARC. The contractor will always keep the contracting authority informed of contact with any other project partners.

Where and if necessary, the contractor may be required to participate in other meetings with the contracting authority's other external service providers for other technical developments and potential relevant developments in other projects in which the contracting authority has a stake (however, this will be on a needs must basis and kept to an absolute minimum.)

8. Intellectual property rights & confidentiality of data for products & services to be provided

At the end of the project (31 July 2024), the contractor must provide a full and complete handover of all technical materials related to the services provided.

The contracting authority, as a project beneficiary, retains sole responsibility for the implementation and delivery of any external service contract which may be awarded arising from the invitation to tender: it is expressly stipulated that any external service provider, which may be awarded a contract within the scope of this LIFE project, have no rights vis-à-vis the European Commission.

All products of this external service contract (**the M.O.O.C. and the newly developed smartphone App**) and intellectual property rights arising will belong to the project.

All GDPR requirements must be strictly adhered to - all reasonable precautions to protect user data security must be ensured and built in to the external services provided by the contractor. This includes safeguards for personal data – for example, by using password control processes - to prevent misuse by malicious third parties. Also, the external services contractor must ensure that individual users and project team administrators will be able to upload, edit, or delete any of their own personal data or data relating to any individual users.

A Terms & Conditions ‘Statement of Use’ will be developed by EUROPARC, with support from other project partners and the external services contractor, to be digitally accessible through the M.O.O.C. and the smartphone app. In particular, this will be designed to ensure that all users behave in a manner appropriate for use of the M.O.O.C. and the smartphone app, its features & with full respect to other users. The external services contractor must include the ‘Statement of Use’ so that it can be electronically signed by users.

Quality control of all M.O.O.C. and smartphone app content will be the responsibility of EUROPARC.

Annex 1 – LIFE ENABLE’S European Nature Academy training hub (online learning platform) and tools

The European Nature Academy (ENA) will function as the online learning hub for Europe’s nature management professionals, including in particular forest and marine Natura 2000 managers, future trainers and mentors.

The ENA training hub and tools will upscale and adapt the approaches applied and tested in the [LIFE e-Natura2000.edu](http://LIFE_e-Natura2000.edu) (LIFEedu) project. The LIFEedu evaluated results, especially in regard to the functionality of the mobile phone App and the Moodle platforms utilised and developed in that project, will be used to inform this new project: in particular, the gains in understanding about the necessary technical development of new digital tools (where operating systems evolve at speed) to achieve significant increases in participation and to ensure an effective human /digital interface.

With inputs from all project partners, the LIFE ENABLE will be developed to offer:

- LIFE ENABLE’s MOOC-based modular learning capacity building programmes, including the competence-based approach and certification processes associated with the planned courses (see Annex 3)
- Training and capacity building assessments (TNAs), as well as information on capacity development initiatives across Europe
- Insight to capacity building plans for those countries where these have been developed
- A library of learning opportunities from all over Europe – both at academic and non-academic levels – as well as links to useful national-level resources.
- Other learning modules/courses, either integrating those that exist currently or those to be developed in future after the European Nature Academy MOOC has been created.

The European Nature Academy, with agreed learning approaches, standards, content and delivery, will bring onto one platform (the LIFE ENABLE M.O.O.C.) capacity building methods to develop the common core skills needed by all Natura 2000 and Protected Area managers. Once formed, the ENA will house the various modules on technical site management for forestry and marine governance, stakeholder engagement and communications: additionally, it will include the first online learning hub which will function as a portal for a vast amount of pre-existing and to-be-developed materials from academia, LIFE and other relevant projects.

These innovative LIFE ENABLE tools can be described as follows.

The European Nature Academy training hub – developing the online learning platform (the ENA M.O.O.C.)

The LIFE ENABLE European Nature Academy (ENA) training hub will be developed to provide interactive step-by-step courses aimed at reaching an unlimited number of participants worldwide (but with a focus on Europe) to create a community of lifelong learners. (An outline description of the 10 planned courses is provided in Annex 3.)

Accessing the courses through the project's online learning platform (the ENA M.O.O.C), LIFE ENABLE will assist Natura 2000 and Protected Area managers to learn for free: it will be developed to be flexible for users, fitting around working and personal life, and provide a bridge to academia and other international learners. Therefore, the project MOOC will be developed to be used in a variety of settings and content made available in multiple languages.

The aim of the hub is to support a competence-based, coherent approach to capacity building for Natura 2000 Managers, Protected Area practitioners and other interested professions. It will be developed to be 'a one-stop shop' for all seeking relevant information and training. As the project's training system's primary online resource, the hub will be created to enable the sharing of information on relevant initiatives, projects and programmes around Europe, as well as access to the project's professional development learning programme courses: that includes the courses that deal with management competencies, that deliver ecosystem specific management training and those that enable individuals to design and deliver in country training.

All materials in the hub's 'learning library' will have been assessed and will only be included when that material meets the standards and criteria set by the project. Content will reflect the project's focus on sustainable forest management approaches and marine and coastal management. This will create a huge resource base: being mainly online, with careful use of translation and subtitles, filmed and live streaming from demonstration sites, material will be accessible to all Natura 2000 network managers, from all Member States, from all sectors and biogeographical regions. One size, or indeed one approach, will not fit all circumstance, so a flexible and accessible (M.O.O.C.) portal, courses/modules and structure will be required.

The European Nature Academy's main features are:

- Be able to host a mix of learning materials such as tailor-made videos, presentations and documents in a wide variety of formats, information and pictures;
- Provide an interface build upon the most adequate User Experience design in order to facilitate users the navigation on the site and the selection of learning resources,

including categories, type of resources and the ability to filter them according to different attributes;

- Allow, through the integration of the necessary functionalities, the addition of content both from other existing platforms (Moodle,...) and websites and newly developed content, in the most efficient and automated way. After imported, the resources coming from other platforms and websites must meet the design, format and requirements of the European Natura Academy;
- Be hosted and developed with the necessary means to perform automatic tasks, such as the import of external resources that meet the format of the European Natura 2000, the issue of course completion certificates, send automatic emails and other functions needed for the efficient management of the resources and participants;
- Have the capacity to provide automatic translation and subtitling functions in order to reach audiences on different languages.
- Include the further technical development of new functions to be made available through the existing eNatura2000 smartphone app as a specific contract deliverable.

Over the lifetime of the project, the online learning hub will aim to attract at least 5,000 active users. Of this project participation indicator, a minimum of 50% will be Natura 2000 managers working with either forest or marine ecosystems.

[The further development of the eNatura2000 app](#)

Currently, the [eNatura2000 smartphone app](#) enables Natura 2000 and protected area managers to profile themselves and their Natura 2000 site (s), describe briefly Natura 2000 management issues they have experience of, seek solutions for specific management problems from individuals who have perhaps previously dealt with them, and/ or seek partners for potential collaboration or future joint-working towards a common project.

In LIFE ENABLE, the aim is to let users exchange experiences online in a more informal learning situation and seek to ‘self-connect’ with other Natura 2000 managers with similar expertise, types of sites, management challenges or possible solutions for example.

The LIFE e-Natura2000.edu App will be further developed in LIFE ENABLE, with new and enhanced functions, and also increased technical compatibility to promote more extensive use and enable remote networking. The e-Natura2000 App will be developed to become a leading dedicated social networking platform for Europe’s nature managers to act as a portal to the Academy MOOC and its contents. Also, the app will be developed to provide enhanced means

to make professional connections and a mix of new services for users: for example, similar to a simplified Linked-In for Natura 2000 managers or ResearchGate (<https://www.researchgate.net/>). Also, as well as enabling users to connect, exchange experiences and learn from their peers, the developed version of the App will provide users with the opportunity to, for example, working in small self-created groups and upload news about their work and projects.

Annex 2 – Illustrating LIFE ENABLE: indicative project dimensions

The European Nature Academy training hub will be developed to provide access to a wide variety of learning tools, specifically selected and with content created so that they can be accessible by large numbers of Natura 2000 and protected area managers seeking training opportunities. The following list is provided to give potential bidders a feel for the overall project dimensions and planned development of the online learning platform MOOC and eNatura2000 smartphone app – the LIFE ENABLE project will be developed to include (but is not restricted to):

1. A new MOOC platform to function as a purpose-built learning hub which offers free access to relevant training and capacity building courses to Natura 2000 and other nature managers across Europe, created within 9 months of the external service technical development contract being awarded.
2. The MOOC platform will provide a powerful ‘one-stop-shop’ resource library, including links to LIFE and non-LIFE projects, relevant best practices and national-level academic and non-academic learning providers.
3. A minimum of 5,000 active users of the project’s digital tools and capacity building courses, with content developed to be available in multiple languages.
4. A total of three learning programmes designed, created and delivered for a 1st tranche pilot project intake of 50 participants plus a 2nd tranche intake of 100 additional participants who would complete the online courses. The third learning programme is for 20 trainee trainers who would be trained and assessed as qualified to train within the lifetime of the project; an additional 20 trainee trainers would be drawn from the 2nd intake of participants and, although they would be trained to train, in terms of timing they would be applying their

training skills post project. Additionally, all 150 participants from both the 1st and 2nd tranche intakes will complete a new 'Foundation Level' Train the Trainers course as part of Learning Programme 2a.

5. An extensive range of innovative online (especially audio-visual) learning tools including 20 short video presentations and 15 filmed video documentaries.
6. An external evaluation contract awarded and end project report produced to provide evidence-based recommendations: specific focus on core participants' learning experiences in relation to the content of the courses, delivery methods and functionality of the MOOC.
7. A range of promotional tools produced, including the application processes to be developed and applied to select core course participants (A5): along with the accompanying marketing strategy.
8. Creation of a series of 'knowledge bridges' – securing a minimum of 8 talks or presentations at external stakeholder organisations (e.g. academic institutions, interested organisations, project related events or networking events organised in other relevant initiatives).
9. A series of promotional training and capacity building activities where the partners own networks are mobilised – for example, a series of E.C.O. European Park Academy-LIFE webinars; a range of capacity building events reached through the MedPAN network.
10. 10 'So you want to work for Nature' promo films
11. An online 'New start' induction support pack of practical advice and other resources for use with those beginning careers in Natura 2000 management.
12. New facilities on the smart phone app for career seekers and employers

The project's digital tools will also support/ provide access to, for example:

13. 8 (1 minute approx.) 'project taster' video clips produced
14. 100,000 website views across all project partners' websites over the 3 years of the project
15. A minimum audience of 100,000 social media users
16. 3,000 users of the smartphone app.
17. A minimum of 5,000 visits/users of the European Natura Academy learning hub: the MOOC platform is de facto the main communication locus for the courses.
18. 50 project news articles reaching 10,000 readers
19. 20 EUROPARC webinars (independent of the project but available to disseminate results) reaching approximately 4,000 participants

Annex 3 – The European Nature Academy’s Learning Programmes

Learning Programme 1	Learning Programme 2a	Learning Programme 2b	Learning Programme 3
Compulsory for core project participants – 50 in 1 st Tranche + 100 in 2 nd Tranche	Compulsory for core project participants – 50 in 1 st Tranche + 100 in 2 nd Tranche	Optional for core project participants	Compulsory for selected trainee trainer participants – 20 drawn from 1 st tranche of core project participants
Open source – available for all Natura 2000 managers	Initially for 1 st Tranche of 50 core participants and then re-run with 2 nd Tranche of 100 core participants. Refined based on feedback and experiences of project participants and made open source for all Natura 2000 managers	Open source – available for all Natura 2000 managers	For trainee trainer participants only
4 online courses: ● Personal Communication Competencies	2 online courses: ● Tools for Natura 2000 Forest Managers	3 online elective courses – <i>indicatively:</i> ● Project development	1 Practitioner Level online Train the Trainers course

<ul style="list-style-type: none"> ● Stakeholder engagement & governance ● Applied conservation biology ● Competent inclusive communication 	<ul style="list-style-type: none"> ● Tools for Natura 2000 Marine Managers <p>PLUS a new Foundation Level Train the Trainers Course</p>	<ul style="list-style-type: none"> ● Sustainable tourism in Protected Areas ● Involving Youth in Natura 2000 <p>NB! - The final choice of elective courses developed in this programme would be informed by the Expert Groups in Action A1, the Gap Analysis in Action A2 and the results of the Training Needs Analyses in Action A3</p>	
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Annex 4 - Target users & users' profiles

The European Nature Academy's training hub will be created as a large and accessible online platform (M.O.O.C) with registration system and content designed for trainers and managers, the two primary target audiences in the project.

Users of the European Nature Academy training hub and tools will be nature management professionals from across Europe, as well as a range of relevant nature management organisations (e.g. public authorities and NGOs) working at European, national, regional and local levels. Through this service contract, specific attention will be given to meeting the training, learning and networking needs of Natura 2000 managers and protected area professionals working in forest and marine ecosystems.

In general, target project users can be categorised as follows:

- Core project users will have access to the European Nature Academy and the courses it offers. Access to the courses will be subject to an application and selection process. Once enrolled to a course / courses, project partners must be able to interact timeously and regularly with core project users: this includes providing feedback and evaluation assessments of course assignments. As far as possible, whilst being rigorous and quality controlled, the assessment and feedback giving processes must be time-efficient for project partners: that is, the assessment tools provided for partners and other external tutors who may be engaged to work through the project must be easy to use, flexible and (where appropriate) automated. Core project participants will be experienced Natura 2000 and protected area managers and have full access to the project's M.O.O.C., minus, of course, admin rights.
- Occasional users: This group will be made up of individuals who will have access to only the basic M.O.O.C. content – that is, they will be able to use the project's learning materials according to their skills, abilities and information needs but they will not automatically be enrolled in the European Nature Academy's advanced courses.
- Stakeholder organisations as potential users of the online learning platform.

- Core project users and occasional users' access rights will be administered separately within the scope of the contract. All users will be able to use the smartphone app as a portal to M.O.O.C. learning resources, but only core project users will be able to access the Academy courses and their contents.
- Project partners' staff for both management and maintenance of content and administration processes in both the training hub and the tools.

Both core project and occasional users will be made up of Natura 2000 and protected area managers with various levels of knowledge and experience and will be governmental, NGOs, and private actors who are involved and participate in nature management.

Within and across both groups of target users, a particular feature of the European Nature Academy will be the availability of multiple opportunities to network, share experiences and exchange knowledge between peer professionals. This can be bilaterally or in self-created small groups where individuals 'connect' on the basis of shared interests and specialisms, as well as to explore possible future project ideas. This will enable all users to engage in bilateral or multilateral links between individuals with similar experiences or issues for Natura 2000 management.

Both Core project and occasional users will be routinely encouraged to provide feedback about their experiences of being part of the project and the European Nature Academy. Specific attention will be given to core project users' experiences of the 10 learning courses and how they have or plan to apply their learning: also all users of the smartphone app will be routinely and regularly invited to comment on its features and how it could be improved.

The successful contractor for this contract should take the need for this routine feedback gathering into account in formulating their bid. Also, feedback from the two target groups of users will be dealt with discretely - for evaluation purposes, it must be possible to separately identify to which group an individual user belongs. For example:

- Core Project users (in total, circa 150 members) will be asked for more detailed and technical feedback about their experiences of being part of the project and the European Nature Academy.

- Occasional users, as a much larger group, will be asked for their feedback in more general terms and less intensively.

Users' profiles

In both the European Nature Academy and smartphone app, users will be invited to create personal profiles – these profiles should be interchangeable in the sense that, if a Core project users creates their profile on the Academy M.O.O.C., this can automatically be available in the smartphone app and vice versa.

As an indication, the personal profiles will include but not be restricted to, for example:

- Drop down menu of different types of Natura 2000 managers
- Personal Details
- Contact Details (Email address, etc)
- Photo of user
- Location
- Background info/Areas of interest
- Years of experience with Natura 2000 management
- Types of Natura 2000 sites/species they have experience with
- Other experience (commercial, stakeholder engagement, Natura 2000 management governance processes, communication specialist, etc)

These types of information will allow users to interact, filter for specific user profile features and, where desirable, link or 'self-connect' with other individuals.

Also, as part of the further development of the App, a new feature will be that users will have the opportunity to create their own small groups for chats and information exchanges. The personal profiles should also allow 'Membership' of and 'creators' of such small groups to be visible. Another additional service to be created in the smartphone app is the development of a job vacancy and search function – users, including organisations publishing vacancies and job searchers, respectively, will be able to use this function to increase the number of job applications and identify possible opportunities that meet their interests.

Numbers of users in the European Nature Academy training hub and of the project's tools are planned to grow incrementally as the project is implemented. Indicative (minimum) target numbers of users are 5,000 for the online training system (i.e. enrolled in and using the M.O.O.C.) and (minimum (3,000) smartphone app users. However, with easy-to-use services and accessible tools as created by this contract, it is expected that these target numbers will be exceeded before the end of the project.