

PUBLIC CALL

For Engagement of Team of Experts

for Development of E-learning Modules for the Web Platform “Business with Integrity”

Project: “Clean Business North Macedonia – Mobilizing SMEs as Champions Against Corruption”

Date of publishing: 30 June 2026

1. Background

The project “**Clean Business North Macedonia – Mobilizing SMEs as Champions Against Corruption**”, implemented by the Konrad Adenauer Foundation and co-financed by the European Union and the Konrad Adenauer Foundation, aims to strengthen the role of small and medium-sized enterprises (SMEs) in promoting integrity, transparency, and responsible business practices in North Macedonia.

The project contributes to raising awareness within the business community about the importance of ethical conduct, prevention of corruption, and alignment with European standards of corporate integrity. Through capacity building, dialogue, and digital tools, the project aims to encourage SMEs to become active actors in the fight against corruption.

As part of the project, the digital platform “**Business with Integrity**” will serve as a central online resource for SMEs, offering learning materials, tools, and practical guidance on business integrity and anti-corruption.

The purpose of this assignment is to engage a team of experts/company/consultancy/organization responsible for designing and developing five interactive e-learning modules addressing key anti-corruption and business integrity topics for SMEs.

The modules shall support self-paced learning and provide practical knowledge, tools, and case studies relevant to SME managers, owners, compliance officers, and employees.

Eligible to apply are team of experts (consisted of lead expert and 1-2 team members) as well as companies/consultancies/organizations providing with such services.

2. Objective of the Assignment

The specific objectives of the assignment are to:

- Increase awareness and understanding of anti-corruption principles among SMEs.
- Strengthen capacities for implementing compliance and integrity measures.
- Promote practical approaches to corruption risk prevention.
- Support SMEs in aligning their business practices with European standards and principles, including the EU Industrial Strategy.
- Develop accessible digital learning content for a broad range of SME users.

3. Scope of Work

The selected experts shall:

3.1 Develop Five E-learning Modules

The experts shall develop the following modules:

1. Compliance and Integrity Management in SMEs.
2. Corruption Risk Assessment and Prevention.
3. Reporting Mechanisms and Internal Controls.
4. Whistleblower Protection and Safe Reporting.
5. Ethical Governance and Responsible Business Conduct.

Each module shall include:

- Learning objectives.
- Structured learning content.
- Practical examples and SME case studies.
- Interactive quizzes and knowledge checks.
- Recommendations and practical tools.
- References to relevant EU standards and good practices.
- Guidance on the use of the Corruption Risk Assessment Tool.

3.2 Learning Methodology

The modules shall:

- Be suitable for self-paced learning.
- Use practical and easy-to-understand language.
- Include examples relevant to SMEs in North Macedonia.
- Apply adult learning principles.
- Be adapted for online and offline learning environments.

3.3 Cooperation with Technical Team

The experts shall cooperate with the contracted IT specialist responsible for:

- Uploading the modules to the web platform.
- Ensuring mobile compatibility.
- Optimizing user experience.
- Preparing offline versions of the modules.

The topics are indicative. Experts may propose and develop additional topics they consider relevant for achieving the expected objectives. The proposed team of experts must cover all the topics suggested by them, achieving the objectives of the assignment. The team leader will be responsible to coordinate the team experts in delivering the final results and to cooperate with the project team and the IT team. In case of consultancy or organization, they will be responsible to hire additional expert in order to achieve the results. No additional experts will be hired by the project team.

4. Expected Results (Deliverables)

The engaged service provider is expected to deliver the following:

- Five e-learning modules developed and approved.
- Modules published on the “Business with integrity” platform.
- Mobile-friendly learning content.
- Materials suitable for online and offline distribution.

5. Timeline

The assignment is expected to be implemented between July and September 2026, in coordination with the project team.

The estimated level of effort is approximately **16 working days**.

6. Required Qualifications

The experts should possess:

Education

- University degree in law, economics, public administration, business administration, political science, or another relevant field.
- A master's degree will be considered an asset.

Professional Experience

- At least 5 years of professional experience in anti-corruption, compliance, integrity, governance, or related fields.
- Proven experience in developing training curricula, educational materials, or e-learning content.



- Experience working with SMEs, private sector organizations, or business associations.
- Familiarity with EU anti-corruption policies, integrity standards, and compliance frameworks.
- Experience in adult education and online learning methodologies is considered an advantage.

Skills

- Excellent analytical and writing skills.
- Strong presentation and communication abilities.
- Ability to translate complex concepts into practical learning materials.
- Excellent command of Macedonian and English.

7. Remuneration

The expected remuneration must be specified by the applicant in the application form. It is a single expert fee that includes the preparation of the e-learning modules.

The service provider shall propose a gross Expert Day (ED) unit rate (1 ED = 8 hours) including personal income tax. The total gross fee will be determined as ED unit rate × (EDs for preparation + EDs for delivery).

Please specify exactly how many ED you estimate for **preparation**, per expert. The total sum of the offer should cover the whole assignment and all the costs for the team of experts should be included in it.

The terms of payment will be defined in a separate honoraria contract.

8. Application Procedure

Interested candidates should submit:

- A **short technical proposal** using the provided application form
- **CV(s)** of the expert(s)
- A **financial offer** for the assignment (in MKD) using the provided application form

Applications should be submitted no later than **19 July 2026 (23:59)** to: anita.nikolovska@kas.de

9. Ownership and Copyright

All materials produced under this assignment will remain the **exclusive property of the project and the implementing organization**.

The selected contractor may not use or reproduce the materials for other purposes without prior written consent.

10. Selection Procedure

Applications will be evaluated based on a 100-point scoring system, combining technical quality, relevant experience, and financial offer.

To be considered for selection, candidates must demonstrate a strong understanding of the assignment, relevant professional experience, and a competitive financial proposal.

Evaluation Criteria

Applications will be assessed against the following criteria:

Technical Proposal (max. 40 points)

Assessment of the quality, clarity, and relevance of the proposed methodology and content, including understanding of the assignment, feasibility of the approach, and added value. The most comprehensive technical proposal will receive the maximum score, with other offers scored proportionally.

Relevant Experience (max. 30 points)

Assessment of the applicant's professional background, experience in similar assignments, and quality of references, including experience with EU-funded or international projects (considered an asset). The candidate with the most extensive experience will receive the maximum score, with other offers scored proportionally.

Financial Offer (max. 30 points)

Assessment based on cost-effectiveness and value for money. The lowest financial offer will receive the maximum score, with other offers scored proportionally.

Minimum Requirements

To qualify for further consideration, applicants must:

- Achieve a minimum of 60 points overall, and
- Score at least 50% of the points in the Technical Proposal section (minimum 20 points)

General terms

The contract will be awarded to the applicant with the highest overall score, subject to meeting the minimum technical requirements.

The contracting authority reserves the right to:

- Request clarifications from applicants during the evaluation process
- Award the contract to one or more applicants (where applicable)
- Cancel the procedure without awarding a contract

Only shortlisted candidates may be contacted.

The Foundation commits not to use submitted proposals (selected or rejected) for other purposes.

If you require any additional information, please do not hesitate to contact us.

11. Contact information

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