



# Congleton Town Council

Historic Market Town

Chief Officer: **David McGifford CILCA**

## Brief: eLearning for SLIC (Sustainable Living in Congleton) Training

This is a briefing document for an eLearning designer to create a digital version of Congleton's SLIC training, to be delivered online. This project is being sponsored by Congleton Town Council (CTC) on behalf of Congleton Sustainability Group (CSG).

### Learning Objective

Learn how to live in a more sustainable way in Congleton, drawing on the experience and expertise of the face-to-face SLIC training that has been successful for some years.

### Requirement

A suite of eLearning modules that can be delivered via a website and emailed as links to participants. A standard learning technology (e.g. Captivate or similar) should be used to deliver the modules, and all code, graphics and access to the components of the training should be delivered as part of the package to CTC/CSG.

The modules will be developed from the content in the SLIC manual (enclosed). There are 7 modules:

- 1 - Introduction – we anticipate this will have to be reworked into an 'overview' of modules 2-6
- 2 - Energy at Home
- 3 - Water
- 4 - Travel
- 5 - Waste
- 6 - Food
- 7 - Conclusion – this may need to be more of a summary of what has gone before, together with a final quiz

### Fidelity

The eLearning modules should include text, graphics, voiceover and interactive elements, to bring the subject to life as an engaging learning experience.

Our inspiration for this eLearning course is the one created by CalmDigital for Middlesbrough Council which you can see described on this page:

<https://www.calmdigital.com/work/case/elearning-for-sustainable-living/>

Our modules should be delivering an experience at least as engaging as that described here.

To achieve this, it is likely some original artwork will be required, or at least the purchase of stock imagery to illustrate the topics. Your quotation should include this artwork/imagery cost.

### Project Deliverables

Per module, we expect to receive the following for approval before moving to the next stage:-

- eLearning outline
- Storyboard and script
- Visual style
- Draft module



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- Module production, with voiceover
- Hosting and delivery
- All assets, graphics and source files to be delivered to CSG/CTC.

## Timelines and Contact

Quotation required by: 17<sup>th</sup> April 2020

Work awarded by: end of April 2020

Modules delivered by: end of June 2020

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