



**Request for Proposals  
E-Learning Modules Creation and Marketing  
Deadline for submissions: 5 May 2023**

The International Biochar Initiative (IBI) is seeking proposals to create an e-Learning module from the 2023 Biochar Academy, an in-person, two-week education event IBI is holding in New York State 19-30 June 2023.

We are seeking proposals to provide the following services related to creating and launching an e-Learning from the curriculum presented at the Biochar Academy:

- Curriculum design for E-Learning platform
- Filming plan for the Biochar Academy, including potentially additional modules that will not be included in the Biochar Academy curriculum.
- Videography services
- e-Learning platform recommendations
- Financial model examples for the e-Learning course.
- Recommendations about how to create free or low-cost introductory content within the course.
- Marketing plan recommendations.

Please also reference the draft Curriculum attached with this RFP.

The target date for completion of this work is October 2023. The expected budget for this initial scope of work is \$50,000. Please email questions or proposals to [info@biochar-international.org](mailto:info@biochar-international.org)

**About IBI**

IBI is a global platform for fostering stakeholder collaboration, good industry practices, and environmental and ethical standards to support biochar systems that are safe and economically viable. With over 575 members based in 63 countries, IBI members include carbon markets, biochar producers, biochar users, technology innovators, researchers, and other non-profit organizations. Learn more: [www.biochar-international.org](http://www.biochar-international.org)