

TERMS OF REFERENCE (TOR) FOR AN INDIVIDUAL CONSULTANT TO DESIGN A WEBSITE FOR THE ACCELERATING INCLUSIVE GREEN GROWTH THROUGH AGRI-BASED DIGITAL INNOVATION PROJECT (AGriDI) IN WEST AFRICA.

Project Name: Accelerating inclusive green growth through agri-based digital innovation in West Africa (AGriDI).

Grant No.: FED/2020/420-491

Expected duration: 25 person days (over 2 months)

Expected start date: 15/12/ 2021

Application deadline: 19/11/2021

1. Background

The 4-year intervention will be implemented in the ECOWAS states in Western Africa region and is expected to lead to; (i) increased uptake of agri-based digital technologies by farmers and SMEs especially women and youth in the region; (ii) strengthened linkages between research communities, industry and policy actors in digital innovations in the region and (iii) a strengthened policy environment for scaling agri-business digital innovations in the region. The implementation model involves a competitive grants scheme that will award grants to academic and research institutions, ministries, departments, and government agencies responsible for ICT or science, technology and innovation, farmer cooperatives, SMEs and civil society groups in the region. The project will also provide technical assistance and know-how to the project grantees for the development and scaling the use of the digital technologies. The intervention is jointly implemented by the icipe as the Lead and its partners, the University of Abomey Calavi, Benin, Agropolis Foundation, France and Gearbox Pan African Network, Kenya. (AGriDI) is one of the eight (8) granted projects financed under the ACP innovation Fund, OACPS Research and Innovation Programme. A programme implemented by the Organisation of African, Caribbean and Pacific States, with the financial contribution of the European Union.

2. Objectives of the assignment

The objectives of the assignment are:

- i. To design a dynamic and user friendly AGriDI project website
- ii. To train project staff on how to use and update the website
- iii. To offer technical support regarding the application and use of the Website

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3. Scope of the assignment

The consultant will work closely with *icipe*, through the guidance of the AGriDI Manager and the Regional Scholarship and Innovation Fund (RSIF) technical team to achieve the deliverables under section 5. The consultant will implement the assignment within the framework of the website development requirements. The consultant is also expected to employ relevant innovative measures to deliver a website that will provide information about AGriDI project activities, updates on its activities, information on Consortium partners, grantees and other key stakeholders. It will promote visibility for AGriDI and allow engagement, collected feedback, access to information such as partner websites, grantee projects, press releases and events updates.

Description of the assignment

The Consultant is expected to:

- i. Collect website content from the AGriDI team and other sources as directed
- ii. Present a proposed plan for implementation of website build
- iii. Develop a wire frame and at least 3 prototypes for the website which communicates the AGriDI brand clearly and compellingly
- iv. Maintain an inventory of deliverables
- v. Suggest and implement a user-friendly Content Management System (CMS);
- vi. Develop a user guide for the website and the CMS, complete with the most common troubleshooting guidelines
- vii. Work with ICT team through the web hosting needs and security setups/controls
- viii. Train a minimum of three AGriDI support staff on how to manage the new website CMS
- ix. Adjust the website prototype and brand deliverables based on feedback
- x. Implement a valid HTTPS certificate on the new website
- xi. Design of the project logo
- xii. Website Maintenance (for at least 6 months), post implementation

Responsibilities

Individual Consultant

- i. Prepare and submit a technical and financial proposal.
- ii. If successfully selected, prepare an inception report detailing the plan for preparation, execution, and completion of the website
- iii. Design the website

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- iv. Coordinate trainings on website usage with close liaison with the AGriDI manager and team
- v. Prepare a user guide
- vi. Website maintenance and support for 6 months post go live

Some of the expected features of the AGriDI website are:

Attractive images encompassing the AGriDI brand guidelines and colours

- i. Interactive, user-friendly, mobile friendly and responsive design;
- ii. A design that is accessible across most popular browsers and is testable with validation tools
- iii. A design that allows regular improvements on look and features easily;
- iv. The CMS should be dynamic and allow information to be easily updated by relevant AGriDI staff without specialized web development skills;
- v. Ability to incorporate all the AGriDI social media platforms (Facebook, Twitter, YouTube, etc.) with live update options;
- vi. Integrate an effective search function;
- vii. Social bookmarking to allow users to organize their favourite content and share it on their social media accounts through social media shortcuts;
- viii. Really Simple Syndication (RSS) Feed to provide AGriDI content dissemination through the network
- ix. Translate menu option from English to French
- x. Search Engine Optimization (SEO) and ability to work well with search engines;
- xi. Incorporate Google analytics or any 3rd party analytics service
- xii. A personalized e-newsletter subscription function with interlinkage to 3rd party services e.g MailChimp.
- xiii. Grantee Profiles
- xiv. A calendar of AGriDI events;
- xv. An interactive map showing the target countries, distribution of project grantees and impact of the AGriDI;
- xvi. Interlinkage to Consortium Partner websites

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4. Qualifications and Experience

The consultant should have at least 5 years demonstrable relevant experience of website design. Preference will be given to consultants with sufficient experience in designing website for International organisations involving multi-lingual audiences. A Bachelor's degree in Information Sciences or Computer Science or related field. The consultant's expertise should include:

Knowledge in Backend development

- API development using modern backend technologies (NodeJS or Laravel)
- Database development in both noSQL (mongoDB) and relational databases (mysql, MSSQL)

Frontend development

- UI Engineering using a modern front-end framework (ReactJS, Vue or Angular)
- UX engineering using Adobe XD or Figma
- Good knowledge of vanilla Javascript
- Experience with raw content development (scripting/outlining) and content remodelling for appropriate platforms

DevOps

- System deployment using Git workflows as well as traditional cPanel deployment
- Server management and set-up in UNIX and Windows

Others

- Business Process Mapping (BPM)
- Experience with both Agile and Waterfall methodologies of Software Development Life Cycles (SDLC)

The consultant should also have:

- A solid understanding of brand development, brand positioning and graphic design expertise
- Adequate knowledge and at least five years of progressive experience with web design proven through portfolio of designed products
- A solid understanding of user experience, user-interface design principles, and conceptual design;
- Expert knowledge of HTML, CSS, AJAX, JavaScript, PHP, MySQL, ASP, SQL;
- Expertise in Adobe Photoshop, Illustrator, InDesign and modern code editors;
- Excellent attention to detail;
 - Experience with Wordpress CMS (both traditional and headless)
 - Experience developing interactive websites that allow for user-engagement
 - Experience in developing Not-for-Profit Websites

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5. Deliverables and Timelines

The assignment will be spread over a two (2) months period as follows:

| Deliverable | Timelines |
|--|---------------------|
| An inception report including: <ul style="list-style-type: none"> a. An activity workplan b. A website prototype | 15/12 2021 |
| A 'demo' of the website functionality | 24/12 2021 |
| A Training of AGriDI staff on the use and functionality | 10/01/2022 |
| A complete functional AGriDI website | 17/01/ 2022 |
| A final report and user guide | 31/01/2022 |
| 6 months website maintenance and support post go live | 1/2/2022-31/07/2022 |

6. Focal Point

The AGriDI Manager will serve as the focal point for the consultant and will provide the relevant information and any support required for the assignment.

7. Budget

The consultant shall be compensated subject to the provisions of the assignment based on deliverables as follows:

| Deliverable | Compensation (%) |
|---|------------------|
| An inception report including: <ul style="list-style-type: none"> An activity workplan A website prototype (wireframes) | 10% |
| A 'demo' of the website functionality | 20 % |
| A complete functional AGriDI website | 30% |
| A Training of AGriDI staff on the use and functionality | 10 % |
| A final report and user guide | 20% |
| 6 months website maintenance and support post go live | 10% |

8. Application Guidelines

Interested applicants should submit the following documents to rsiftenders@icipe.org by Friday 19th November 2021 at 11.00 am East Africa Time.

A. Technical proposal

- i. Detailed cover letter expressing interest in this assignment, including full contact details (name, tel. e-mail), and physical address.
- ii. Consultant's detailed CV.
- iii. Copy of your National Identity card/National Passport (biometric page)
- iv. Evidence of undertaking at least three (3) similar consultancy work during the last 5 years (provide links to websites developed).
- v. Provide three (3) sample AGriDi project logos.
- vi. Contacts of at least three references.
- vii. Methodology to be used to successfully deliver the assignment.
- viii. Work plan clearly indicating the maximum time and duration required for the assignment.
- ix. Should be in English language.

B. Financial proposal

- i. Provide a competitive and detailed cost breakdown (The fee should be quoted in US\$) to perform the assignment, including all the chargeable taxes.
- ii. Terms of payment.

11. Criteria for selection of the best offer

The Consultant will be selected in accordance with the criteria on "Qualifications and Experience" laid down in paragraph 4 above.

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