



TERMS OF REFERENCE FOR CONSULTANCY SERVICES

Redesign and Development of the RSIF Website

[KENYA]

Project Name: The Regional Scholarship and Innovation Fund (RSIF) for Applied Sciences, Engineering and Technology

Reference No: KE-ICIPE-126754-CS-QCBS

Grant No.: __D347-3A__

Application deadline: August 30, 2019

Expected start date: October 12, 2019 for a duration of 21days

A. Background

The Regional Scholarship and Innovation Fund (RSIF)¹, the flagship program of the Partnership for skills in Applied Sciences, Engineering and Technology (PASET), is an initiative by African governments to address systemic gaps in skills and knowledge necessary for long-term, sustained economic growth in sub-Saharan Africa (SSA). PASET was launched in 2013 by the governments of Senegal, Ethiopia and Rwanda. The governments of Kenya and Ivory Coast have since joined the initiative, while several others have expressed commitment to enter the partnership.

The RSIF aims to (a) support competitively selected host universities in sub-Saharan Africa to establish high-quality PhD training, research and innovation environments in priority sectors, and to develop their institutional capacity for the benefit of the whole region; (b) provide a model for inter-Africa study, pan-African and international collaboration and knowledge exchange; (c) support the use of transformative technologies to tackle the continent's most pressing challenges; and (d) build a critical mass of highly skilled science and engineering leaders, innovators and entrepreneurs, including more women. The program responds to the need for skills to drive growth in five key sectors, particularly ICTs including big data and artificial intelligence; food security and agribusiness; minerals, mining and materials engineering; energy including the renewables; and climate change. RSIF will implement PASET's vision to train 10,000 PhDs at African Host Universities in the next 10 years.

The program is funded by African governments. Other key partners and contributors are the World Bank and the Government of South Korea, and with other contributing partners expected to join.

RSIF Regional Coordination Unit (RCU) is the International Centre of Insect Physiology and Ecology (*icipe*) located in Nairobi, Kenya. Selected in July 2018 through a competitive selection

¹ For more information on PASET and the RSIF please visit <https://www.rsif-paset.org/>

process, the program together with its existing website at the time was transferred from the Association of African Universities in Accra, Ghana. The previous website of the program was hosted by Mighty Minnow and was transferred to icipe in January 2018. There is need to establish a fully functional website for the program that contributes to the objectives of the RSIF Program and fulfils a key role in delivering on its communication strategy.

icipe is now seeking for a consultant to support the development and design of a website for the Regional Scholarship and Innovation Fund of PASET. The website should provide mechanism to reach key RSIF audiences that include icipe staff, African host universities, other universities, international partner institutions, RSIF scholars and future alumni, governments, the wider scientific community in Africa and in the diaspora, private sector, donors, investors and the general public.

B. Objectives and Scope of Work

The goal of the assignment is to establish a fully functional website for the RSIF to support implementation of RSIF's communication strategy. The website is expected to be hosted by icipe, including its maintenance. The consultant is expected to deliver a website (in English and French) that will promote visibility for RSIF's operations, facilitate provision of relevant information including press releases, events updates and RSIF newsletters. The website needs to have interactive features and links to other tools to allow collecting feedback, submitting applications, reports etc.

Roles for the Consultant

The consultant is expected to undertake the following:

- Redesign the RSIF website within the new brand guidelines for RSIF
- Provide key functionalities on the website as required by RSIF staff and support their implementation on the website
- Secure the existing site during the transition to the new platform and ensure preservation of all current website content and functionality, where relevant.
- Restructure the database to enable novice users (e.g. communications team or relevant staff) update content easily without IT intervention. The restructuring should ensure that RSIF information can be communicated efficiently and effectively allowing for regularly updates;
- Provide linkages with proposed student, grants modules and other relevant platforms
- Provide tools to enable interlinkage with other information systems and middle level scripting for communication tools e.g. a contact form and interlinkage to social media sites.
- Implementation of a WordPress based CMS

Key tasks for the Consultant:

- Present a proposed plan for implementation of website build with options for functionalities;
- In consultation with the RCU, proposal overall structure for the website
- Prepare detailed structure for the website that aligns with the RSIF communication strategy and reaches key RSIF audiences
- Collect website content from the existing website and other sources as directed
- Develop a wire frame and at least three (3) prototypes for the website which communicates the RSIF brand clearly and compellingly;

- Maintain an inventory of deliverables;
- Suggest and implement a user-friendly Content Management System (CMS);
- Develop a user guide for the website and the CMS, complete with the most common troubleshooting guidelines;
- Work with the RSIF team through the web hosting needs and security setups/controls;
- Train a minimum of three RSIF staff on how to manage the new website CMS;
- Adjust the website prototype and brand deliverables based on feedback;
- Implement a valid HTTPS certificate on the new website;
- Install and configure relevant server applications on the website host server for secure, efficient and easy access of the website across all web platforms;
- Provide guidance on using the admin interface of the CMS;
- Optimise search engine functionalities and site analysis. The SEO work will include: keyword research & analysis, site content optimization, HTML code optimization, search engine submission (free search engines), link exchange among others;
- Test designs with representative users before implementation;
- Optimize the site for low bandwidth users.

The website is expected to have certain futures as below:

- Attractive images encompassing the RSIF brand guidelines and colours
- Interactive, user-friendly, mobile friendly and responsive design;
- A design that is accessible across most popular browsers and is testable with validation tools;
- A design that allows regular improvements on look and features easily;
- Ability to incorporate all the RSIF social media platforms (Facebook, Twitter, YouTube, LinkedIn, etc.) with live update options;
- Integrate an effective search function;
- Social bookmarking to allow users to organize their favorite content and share it on their social media accounts through social media shortcuts;
- RSS Feed to provide RSIF content dissemination through the network
- Translate menu option from English to French
- Search Engine Optimization and ability to work well with search engines;
- Incorporate Google analytics or any 3rd party analytics service
- A personalized e-newsletter subscription function with interlinkage to 3rd party services e.g. MailChimp.
- A calendar of RSIF events;
- An interactive map showing the contributing countries, distribution of students and impact of the RSIF deliverables;
- Provide options for future interlinkage to 3rd party Host University E-Learning systems hosting courses incorporated by RSIF.

C. Deliverables

1. An inception report satisfactory to the RSIF RCU
2. Three wireframe proposals of the new RSIF website.
3. Three web design mockups (as per the wireframes).
4. A final fully functional website with all incorporated features stated in C above.
5. Project Report on the stated deliverables.

D. Qualifications

- The Consultant shall be a consultancy firm incorporated for at least five (5) years offering similar services and have completed at least five (5) similar projects of this scope and complexity and in comparable organizations. 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 (attach evidence);
- A list and contacts of at least three references that you have worked with and links to at least three websites developed.
- 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, in-design and Dreamweaver;
- Excellent attention to detail;
 - Experience with open-source CMS
 - Experience developing interactive websites that allow for user-engagement
 - Experience in developing Not-for-Profit Websites.

E. Criteria for selection of the best offer

The Consultant will be selected in accordance with the criteria laid down in “Selection Based on Quality and Cost Based Selection (QCBS) method set out in the World Bank’s Procurement Regulations for IPF Borrowers July 2016, Revised November 2017 and August 2018 which can be found at the following website: www.worldbank.org