Conseil Ouest et Centre Africain pour la Recherche et le Développement Agricoles

CORAF/WECARD

West and Central African Council for Agricultural Research and Development

CALL FOR EXPRESSIONS OF INTEREST

Recruitment of an Individual Consultant for the Design and Development of CORAF's Institutional Website

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Opening of the call: 22 / 12 / 2017
Closure of the call: 10 / 01 / 2018

CEI No 31-2017

1. If, in principle, external communication aims at reaching as many targets as necessary, nowadays, it is only limited by the equipment and Internet connection performance. Therefore, to make communication efficient, from both an internal and external point of view, CORAF has decided to take into account this pattern by developing an institutional website.

2. The tasks to be performed and other information relating to the conduct of the mission are detailed in the attached Terms of Reference.

3. The Executive Director of CORAF/WECARD invites consultants with the profile sought as indicated in the terms of reference to express their interest in this appeal.

4. Individual consultants should provide a record of expression of interest consisting of: (i) the methodology to be used to do the work requested, (ii) references concerning the performance and experience of similar services, (iii) and their updated CV.

5. The individual Consultant will be selected using the selection based on the individual consultant (IC) method in accordance with the World Bank guidelines on "Selection and Employment of Consultants under IBRD loans and IDA Credits & Grants by World Bank Borrowers, January 2011, revised on July 2014".

6. Interested consultants may obtain additional information from CORAF/WECARD Executive Secretariat by sending correspondence procurement@coraf.org with copy ouleye.anne@coraf.org from 8am to 12pm and from 15h to 17h GMT.

7. Expressions of interest must be submitted by e-mail to: procurement@coraf.org **on 10 / 01 / 2018 at 17:00 GMT at the latest.**

Dr Abdou TENKOUANO
Executive director
CORAF / WECARD

Conseil Ouest et Centre Africain pour la Recherche et le Développement Agricoles

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Terms of references

Recruitment of an Individual Consultant for the Design and Development of CORAF's Institutional Website

Rationale and General Background of the Mission

Knowledge management and communication are among the means of action used by CORAF, an international association active in agricultural research and development. Communication is a fundamental principle, a prerequisite for the smooth running of an organization, in general, and particularly for an organization comprising 23 West and Central African National Agricultural Research Systems. To be effective, communication needs to be both internal and external. If internal communication designates stakeholders' capacity to communicate between them in order to organize work, to maintain a friendly atmosphere for collective work with a view to achieving conclusive results, external communication is the communication that develops between CORAF stakeholders and its strategic allies including governmental stakeholders, technical and financial partners, students, researchers, etc.. Therefore, communication is essential to convince them of the merits of the mission, vision, goals and objectives of the organization. To use communication as a tool at the service of development, the conducive conditions for a regular and sustained communication in order to maintain, sustain and improve communication in favour of development should be created.

If, in principle, external communication aims at reaching as many targets as necessary, nowadays, it is only limited by the equipment and Internet connection performance. Therefore, to make communication efficient, from both an internal and external point of view, CORAF has decided to take into account this pattern by developing an institutional website.

CORAF intends to design and develop, in accordance with existing regulations and the provisions of the present tender specifications, a multilingual

(French/English) dynamic website that should be informative and interactive, provide the needed information to its users, whether they are students, administrators, researchers, partners or internal staff and enhance the image of the organization through the provision of a rich visual and textual content and the best website development techniques. This site will replace the existing one (www.coraf.org).

Objective of the mission:
The objectives of the design and development of a website for CORAF are the following:

1- To Enhance CORAF's Image
Improving the ergonomic graphical interface and content quality can play an important role in enhancing the image of CORAF.

2- To Capitalize on the Results
Highlight CORAF's main achievements including the news, information, results or impacts from the various activities conducted by CORAF and publish online its achievements using interactive graphics.

3- To Optimize Website Referencing

4- To Implement Organizational Functionalities
Directories and databases, calendar, forms, administrative document downloading tool ….

5- To Overcome Geographical Constraints
Downloading administrative documents from a distance, geographic scope through mapping and pages dedicated to partner and coordinating institutions (23 West and Central African countries).)

6- To Facilitate Communication and Information Flow
Discussion groups/forums will be set up in order to facilitate communication and information exchange among colleagues, researchers and administrators, improve information circulation and exchange between stakeholders (Governing Board (GB), Scientific and Technical Committee (STC), etc).

Methodology:
The structure (architecture) of the revamped CORAF's Website should be attractive. There should be a home page that gives a modern and dynamic ambiance to a largely visual site. An evolutionary methodology aiming at

facilitating the integration of visuals and of specific messages based on the relevant news and priorities will be preferred. The interface should be clearly designed and the ergonomics modern so as to ensure that the site is accessible to target audience.

Expected Deliverables:

The provider should produce a comprehensive technical documentation, on a backed-up electronic file and on hard copy, describing all the steps and user and operating system. In addition to the website's functional prototypes, s/he should provide a testing report, a training report and a final report on the platform, the presentation, the format, implemented activities and recommendations.

Expected Results:

The following results are expected from this mission by CORAF/WECARD:
- Information for the integration of the Website content gathered;
- Website graphical design developed;
- Website developed;
- Website comprising content items uploaded, and
- A dedicated staff at the Executive Secretariat trained on Website management and updating.

These results will be assessed based on the following indicators:

- The quantity and quality of the information gathered for the development of the website;
- The Graphic design is developed and finalized; and
- CORAF's members have a good command of the Website's management and updating.

Activities to be conducted

The activities and tasks that are the purpose of this consultation include the following activities:

- State of the art Review and Need analysis

- Website's Global Design and Architecture

- Graphic and Editorial Charter Development

- Site's User Interface Development

- Template Proposal

- Final solution Development

- Testing

- Knowledge Transfer.

These activities can be divided into five main phases:

Phase 1: Proposed Solution for the Website

At this stage, a general presentation of the website will be made. The items of the website will be built around a public and a private area. The public area should present information of a general and informative nature. It will be a privileged workplace for stakeholders.

The private area will be structured as a personalized collaborative workspace that can only be accessed by authorized users to exchange with partners. At this stage, all the items that facilitate the understanding of the project should be provided through an opportunity and feasibility study.

The provider should collect the needed information from the staff of CORAF Executive Secretariat, key partners and pre-identified external resources in order to gather all the items for the background and strategic orientation sections that will guide choices with regard to the project and the methodological approach.

To this effect, the provider should conduct the following activities:

- Plan and organize meetings with CORAF for the identification of its needs regarding the execution of this project. To this end, the applicant must clarify the needs and translate them into technical specifications (in terms of the technology to be selected to achieve a fairly efficient website, subsequent charges, etc.);
- Take into consideration the overall planning of the project regarding the possible and appropriate technical solutions during both the project's implementation and operational phase;
- Consider the audience targeted by the website, the nature of the information and services aimed at the public and private stakeholders, the marketing actions that should accompany the project, etc..

The whole process will be conducted under the supervision of CORAF that will require the provider to make appropriate arrangements based on the pre-established plan.

Phase 2: Project Development

This phase will start with the inventory of the available resources collected from CORAF.

To this end, the applicant shall namely present the draft architecture (sitemap accessible online through a local URL). This draft should be approved by CORAF before the process continues.

Phase 3: Website Development

During this phase, the selected provider should implement the key development areas of the website which should take into consideration available material and software resources and use the most appropriate technology.

The selected provider should conduct the following activities:
- Insert the logo;
- Propose the Website's colours, characters and fonts;
- Insert texts and graphics; and
- Install the site on the machine.

At the end of the development phase and following approval by CORAF/WECARD, the selected provider will proceed to the final installation of the website with the hosting provider.

The selected provider should ensure that the website that has been developed is in line with approved standards and procedures as well as operational management structures.

Regarding the tools and technologies to be used, the provider should commit to using the most efficient existing tools and technologies for this type of services.

The tools and technologies used for the design and optimal functioning of this site should be mostly based on the following:
- Intuitive Menus « One Click » to ease browsing;
- Technology able to facilitate information flow;
- Development of techniques that optimize interactivity;
- System enabling very easy downloading of information;
- Animated graphic development;
- Etc.

Regarding layout, the website's homepage should be presented in an attractive and particularly elegant manner and display the logo. It should contain a dynamic area for the publication of news, warnings, events, etc.. The homepage, like any other page of the site, should offer direct access to the next pages. The provider should include a search engine that can be accessed from all the pages of the site, a "contact" rubric and links to social media.

Phase 4: Training in the Website management and updating

After the development and uploading of the site, the consultant shall train (at least) two CORAF staff members in the management and updating of the website. This transfer of knowledge will focus on administration, the development of future additional features, access to source codes, access settings and the developer tools used.

The objective of this training is that these two persons become autonomous regarding the updating of the website.

Training will be delivered in CORAF premises. The training will focus on the use of the tool, writing and accessibility with a view to facilitating the technical and editorial administration of the Website. Upon completion of the training, people that have been trained will be able to update the content of the site, and potentially, to develop other websites.

Maintenance

In order to ensure the long-term technical integrity and the corrective, adaptive and evolutive maintenance of the website, the needed skills will be transferred to designated CORAF staff members.

There is no maintenance contract proposed. The consultant should however be available to provide technical assistance (by phone, email or occasional displacement) during the period of familiarization with the tool; this period can last three (03) months starting from the completion and acceptance of the work, with no extra charges for CORAF.

Mission Duration:

The mission will last forty-five (45) days commencing on the day following reception of the signed purchase order.

Organization and Conduct of the Mission:

In order to achieve the goals expected from the design and the development of the website, CORAF/WECARD will set up a project's implementing committee and will nominate:

A Focal Point for the mission: This person will be in charge of communicating with the consultant and of providing him/her with the needed information. S/he will act as the contact person between the steering committee and the provider.

A Mission Steering Committee: This person will be responsible for monitoring progress in the design and development of the Website. Each achieved phase and proposal made by the consultant will need to be approved by this Committee.

Consultant's Qualifications
- Bachelor's Degree or Equivalent
- Proven skills and knowledge of website development: PHP5, HTML, CSS, javascript, jquery, SQL
- Proven experience in conducting analysis and state-of-the art assessment
- Proven skills in Web- Multimedia – Web integration or Equivalent
- Sound knowledge of the various Content Management Systems
- A minimum of two (02) years of experience in web development desired
- Very good command of the following languages: HTML/CSS and PHP

- Other Skills: Rigour/ Creativity/ Autonomy.

Selection of the Consultant

The consultant will be selected in accordance with the guidelines provided in the «Selection and Employment of Consultants by World Bank Borrowers» (2011) and according to the method of selection based on Consultants' qualifications (CQS).

An evaluation commission should establish a « short list » of qualified consultants from the ones that have expressed their interest. The highest ranked consultant who possesses the most appropriate qualifications and references should be selected and be invited to make a technical and financial proposal to be negotiated.

Contract Negotiation

Before it is finally awarded, the contract will be negotiated with the successful consultant. The negotiations will deal in particular with the following:

- The Financial Offer

- The Technical Proposals and Work Methodology

- The timeline for Execution and the Timetable for the Deliverables.