



Terms of Reference for website development, hosting and maintenance for the

Climate Smart Resilient Agribusiness for Tomorrow (CRAFT) Project

**Background**

Climate change projections for East Africa show an increase in temperatures and a higher occurrence of climatic shocks (droughts and floods). This, coupled with the expected exponential increase in human population currently averaging 3% in Tanzania and Uganda, and 2.5% in Kenya, poses a serious threat to the future development of the three East African economies.

SNV Netherlands Development Organisation is the lead implementing party for the Climate Resilient Agribusiness for Tomorrow (CRAFT) Project in Kenya, Tanzania and Uganda. This five-year project, with funding from the Netherlands Ministry of Foreign Affairs, is implemented in partnership with Wageningen University and Research, CGIAR’s Research Program on Climate Change, Agriculture and Food Security (CCAFS), Agriterra, and Rabo Partnerships. The consortium offers a strong platform to not only manage and coordinate a robust climate smart agriculture project, but also provide targeted technical assistance, business facilitation, as well as research and knowledge management support.

The project uses an Inclusive Business development approach to support the international and Dutch efforts on climate change and sustainable production in arable farming. The project, through its Climate Innovation and Investment Facility, will leverage €10 million in private sector investments, and will work with and through the private sector and support public sector partners in creating an institutional environment for wide-scale adoption of climate smart agricultural practices and technologies.

The project is anchored on three pillars:

1. Increasing the adoption of climate smart practices and technologies among farmers and agro enterprises.
2. Increasing investments and business growth in climate smart value chains (pulses, oilseeds, potatoes and cereals).
3. Creating the enabling environment necessary to ensure large-scale roll out of market driven climate smart agriculture.

# **Rationale of assignment**

One of CRAFT’s objectives is to share experiences on Climate Smart Agriculture (CSA) with relevant stakeholders. This involves among other things the need to provide timely knowledge needed to inform relevant and effective policy, planning, and implementation on CSA matters in Kenya, Tanzania and Uganda.

Consequently, SNV is desirous of a Service Provider to offer website development, hosting and maintenance services that will enable CRAFT to become the first and fastest point of reference on Climate Smart Agriculture for its stakeholders locally, nationally, regionally, and internationally.

**User groups/audiences**

The intended users of the website include, but are not limited to, the following:

* The farming community in the three countries and beyond
* Agribusiness SMEs and Cooperatives
* Climate Smart Agriculture (CSA) Service Providers
* Key line government ministries, agencies and departments (MADs) in the 3 countries (Kenya, Tanzania, and Uganda) – e.g., Ministries of Agriculture, Trade, Water and the Environment
* Media houses (including traditional and new) at local, national and international level
* Research Institutions
* The academia
* The donor community in the three countries
* Consortium partners and their key stakeholders
* Like minded individuals and organisations
* Women and youth focused organisations
* Members of the public

**Purpose of the assignment**

The main objective of the assignment is for the hired individual consultant and/or company to work closely with the CRAFT Project Management Unit (PMU) to develop an interactive website that will improve the Project’s brand and presence on the Internet and enable it to reach out to its current and prospective audiences.

The online platform should also enable the Project to establish and maintain a high level of visibility.

**Specific objectives of the assignment**

The web site should be based on the following technologies:

**Front end**

* A catchy web design that highlights the CRAFT brand in theme, color, and font, and provides relevant information about the project to current and new subscribers.
* A de-congested home page with aptly placed highlights of key items from all web pages.
* A responsive and mobile friendly design that requires low bandwidth to load and renders well on multiple devices (e.g., desktop computers, laptops, tablets, smart phones, etc.)
* Active links on visuals for a more interactive user experience
* Home page with 5 key landing pages namely: about us, our partnerships, resources, latest updates (this will include the news & blog section), contact us, as well as widgets for the website search function, CRAFT newsletter, impact in numbers & social media platforms.

**Back end**

A user-friendly back-end interface that allows for upload and download of all file types including PDF, JPG, TIFF, PNG, Word, as well as embed solutions such as video, social media feeds, and third-party solutions such as story mapping.

A content management system (CMS) that allows creation of templates to ensure ease in generating HTML pages, including adding text, images, and embedding videos, as well as the ability to add metadata for the search function.

A CMS that facilitates quick updating of the website by the CRAFT project team without the need to regularly hire a service provider expect for upgrading and hosting services.

High caliber security features to prevent unauthorized access to the website (e.g., installation of malware and security scanners that look out for blacklisting status, out of date software, ensure safety, security monitoring and cleans the website regularly)

High caliber automatic updates to the website, that do not compromise its operation.

A system for analysis of traffic and activity to the website.

**Duration of assignment**

This contracted individual consultant and/or firm should be willing to develop and support the launch of website within three months (May – July 2022), while hosting will be for an initial period of 12 months.

**Payment**

The payment will be based on negotiations between the SNV/CRAFT team and the contracted company and/or individual consultant.

All invoices shall be paid upon completion of agreed milestones and required deliverables.

# **Proposal Submission**

Interested service providers are invited to submit their technical and cost proposal(s) comprising of the following:

* Team composition and tasks assignment.
* Detailed reference list indicating the scope and magnitude of similar assignments.
* Relevant and/or similar assignments undertaken (including links to the websites) in the past three (3) years
* Relevant statutory documents such as certificate of registration/ incorporation in Uganda, valid trading licence/operating permit and tax clearance certificate addressed to SNV (applicable to agencies only).
* Full costing for proposed work in local currency (i.e., Ugandan Shillings).

# **Evaluation Factors**

The Proposals for this assignment will be evaluated using the following criteria:

* Thoroughness in complying with all the elements laid out in the tasks, including the company and/or individual consultant’s experience and capacity.
* Past performance, especially in nature of website development in a not for profit and development context.
* Strong familiarity with scope of work.
* Quality of technical proposal.
* Budget (value for money proposition).

Additionally, all eligible technical proposal shall be evaluated based on consultant’s demonstrated capacity to undertake the assignment as per the following assessment criteria:

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| # | Criteria | Max. score |
| 1 | Eligibility | 10 |
| 2 | Team expertise and experience *(education, competencies, and experiences)* | 30 |
| 3 | Adequacy and completeness of the technical proposal | 40 |
| 4 | Financial proposal | 20 |

**Ethical Code for the task**

The proposed content management system and all other software and technologies must adhere to General Data Protection Regulation (EU GDPR) guidelines and ensures secure and easy access by end users.

**Submission guidelines**

Interested firms or individuals should submit their technical and financial proposals including CVs of experts to the email address below by 20th April 2022. All proposals should be submitted in soft copy to the address [ugandatenders@snv.org](mailto:ugandatenders@snv.org) Only successful applicants shall be contacted. Include proposal to develop CRAFT website in the subject line.