Request for Proposals for the AWARD Website
Redesign and Revamp
Terms of Reference (ToRs) | November 4, 2019

1. Project Overview

About AWARD
African Women in Agricultural Research and Development (AWARD) works toward inclusive, agriculture-driven prosperity for the African continent by strengthening the production and dissemination of more gender-responsive agricultural research and innovation. We invest in African scientists, research institutions, and agribusinesses so that they can deliver agricultural innovations that better respond to the needs and priorities of a diversity of women and men across Africa’s agricultural value chains.

The Request for Proposals (RFP)
The AWARD website is one of the main platforms through which AWARD communicates and engages with its audience. Although English is AWARD’s main language of engagement, its recent expansion into francophone Africa necessitates generation and dissemination of selected content in both English and French.

AWARD is seeking a consultant with whom they will work to revamp the AWARD website with provision for bilingual capability and migrate it to a different CMS (specifically WordPress). This project seeks to introduce new features to the website, to surface information in more insightful and user-friendly ways, and achieve a more user-friendly secure website with anticipated future functionalities. The new website design should not only accentuate usability but also provide an appealing web presence for AWARD.

2. Scope of work and deliverables
   
   A) Information architecture
   - Refine AWARD information architecture to make content easily navigable by limiting the number of clicks a user needs to make to get to the desired content.
   - Reduce amount of text used and introduce graphics where applicable
   - Define the content classes and determine the content attributes
   - Introduce categorization and tagging to enable easier content aggregation

   B) System design (graphic and user interface design)
   - Introduce a document organizer to host AWARD publications. Include altmetrics to track dissemination of the publications.
• Re-design the look and feel; reduce the size of the image banners and how they transition; ensure the pages load faster and the website is compatible with multiple platforms and devices; and ensure browser optimization
• Introduce and incorporate a separate page for AWARD blog
• Introduce a page to highlight AWARD’s history (in form of an interactive info graphic/timeline)
• Database integration- integrate the website with third party applications such as Mail Chimp
• Integrate a search function within the website
• Introduce an event management platform
• Incorporate search engine optimization (SEO) including search engine indexing, meta-tags, keywords and page titles to maximize the AWARD website presence in the major search engines.
• Provide for bilingual capability for website to display content in both English and French (AWARD will provide the translated content)
• Ensure that the new website is fully functional across platforms (mobile/desktop/tablet), operating systems, and browsers
• Customize the WordPress CMS to allow easy update of the website content by staff with no technical experience
• Adhere to W3C web standards

C) Back-end integration services
• Email Integration – provide integration with email servers to allow for real-time messages to be sent to website visitors, following the completion of forms.
• Web Analytics Integration – integrate new website/CMS with existing web analytics systems to provide accurate reporting on website activity.
• Database Integration – provide a connection between our back-end databases and front-end website. For example, a website visitor could register to receive our monthly newsletter and be added to our email marketing database.

D) Deployment
• Migrate the AWARD website to a WordPress platform and to the AWARD host server. AWARD will retain the current web hosting services.
• Ensure the website incorporates necessary security features against hacking and defacement
• Content management system training including user navigation and content management training for the communications team as well as system administrator training for the system administrator
• Develop a website manual containing user guides and website maintenance guidelines
• Post launch support and maintenance for at least an initial three months
3. **Required qualifications and competencies**

The consultant(s) should:

- Have strong skills and knowledge on developing websites based on W3C web standards
- Be a reputable and legally registered entity with prior rich experience in providing similar service to organizations
- Have excellent graphic design, web programming and project management skills
- Have knowledge and experience working with the WordPress CMS
- Be able to take feedback about the website at various intervals during the creation the website and make the required changes accordingly, if needed
- Be able to work with the current web hosting platform that is Linux-based

4. **Proposal submission procedures and project schedule**

All interested applicants should submit their applications, stating the assignment with the following documents to the focal points listed below **on or before November 25, 2019**:

1. Company profile
2. Qualifications, competence and roles of the key staff for the assignment
3. Technical proposal
4. A financial proposal in USD
5. Implementation plan with budget
6. Three (3) letters of recommendation from recent similar assignments
7. Three (3) samples of recent, similar projects completed
8. A copy of the company registration certificate, trade license or business permit

This assignment is expected to be completed within four (4) months: The absolute deadline for the last deliverables (website manual and user guidelines) is April 01, 2020. Payment will be made against the deliverables. Please provide an estimated budget for costs.

All proposals shall be systematically evaluated against the demonstrated capability to meet the scope of work described herein and the estimated costs. Consultants who have demonstrated their capacity to meet our needs will be notified (via email by November 30, 2019) of their selection to move forward in the RFP process. Those who have not been selected will not be contacted.
5. Focal points

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