



ICLEI Africa

Seeks to appoint a service provider to design and develop a new project website that also functions as an online repository for urban food systems related resources in Africa

Terms of reference published: 22 December 2022

Proposals due: 27 January 2023 - All quotes should be valid for 90 days

Proposed start date: 1 February

Date of completion: 30 June 2023

Kindly indicate your **interest to submit a proposal** via email to [Ruby Schalit](mailto:ruby.schalit@iclei.org) by 17:00 (SAST) on 11 January 2023 in order to be part of the “**question and answer**” process. Service providers who do not express interest in submitting may still submit but will not be sent the answers to the collated questions.

Please **submit any queries** related to the submission process or proposals to [Ruby](mailto:ruby.schalit@iclei.org) by 13 January 2023. Responses to all questions will be collated and sent to all interested applicants by 16 January 2023.

Interested service providers should submit their proposal to Ruby Schalit at (ruby.schalit@iclei.org) with Paul Currie (paul.currie@iclei.org) in CC by 17:00 CAT on 27 January 2023

Terms of Reference

We require the services of an experienced web developer to create a professional website that also functions as an online knowledge hub for resources, with form functionality for users to upload their own resources, which are published on the website after backend approval of an administrator.

Background

ICLEI Africa connects leaders, accelerates action and provides a gateway to solutions through capacity building, projects on the ground and policy influence. The purpose of this website is to showcase information, updates and partners on the AfriFOODLinks project, house a Knowledge Hub of materials related to urban food systems in Africa, and allow uploads of materials by project partners.

AfriFOODlinks is a project of 26 partners and 20 core cities which aims to fundamentally change how urban food systems are understood in Africa - and how to intervene to improve their nutritional and environmental outcomes.

AfriFOODlinks aims to improve food and nutrition security while delivering positive outcomes for climate and the environment, and building socio-ecological resilience in 65+ Cities (15 African and 5 European Hub & Sharing cities and 45+ Network Cities) cities by:

1. Promoting public shifts to **sustainable healthy diets**;
2. **Transforming urban food environments** through real-world socio-technical experiments;
3. Promoting **inclusive multi-actor governance** to empower public officials, established and informal small businesses, communities, youth and women with **ownership and agency to shape their food systems**; and
4. Accelerating **innovative, women- and youth-led agri-food businesses** to support local value addition and inclusive economic participation

ICLEI Africa is the project coordinator and leads the communication work package.

The project website must perform two roles:

1. It must convey key information about the project and provide regular updates and access to latest project developments, results and materials, including all public project deliverables. An interactive dashboard will be hosted on the project website and will present the projects' results in real time.
2. The website will also host the overarching Knowledge Hub of the project, that will feature the materials created and shared throughout the project, and enable relevant experts, scientists and practitioners to upload appropriate resources from their own work and institutions, with backend approval of an administrator. The knowledge hub must be interactive, with well-tagged resources that are organisable and searchable in multiple ways, and must excite visitors to explore the platform more deeply.

The AfriFOODLinks website and knowledge hub

The AfriFOODLinks website will share key information about the project aims and project partners, share updates about the project (both through a blog function and an interactive dashboard on the home page) and house a Knowledge Hub. The website should be easy to manage, update and administrate.

The Knowledge Hub will collate research (in varying forms, such as publications, videos, books, podcasts etc) about urban food systems. It will also include project deliverables resulting from the broader assignment. It should have advanced search functionality, through keywords, filters and locations (ie. resources should all have tags of a variety of categories, to be defined with the project team).

The knowledge hub should be easy to manage, update and administrate, with a simple embedded form for uploading resources, with a verification process for administrators on the backend.

User experience

The knowledge hub needs to be intuitive, simple and easy to navigate (see inspiration examples below).

Visitors should be able to search for resources with a search bar (using keywords), sort or find resources through a filtering function (which includes categories like location, resource type, resource theme etc) and download them directly from the website or link to the site on which they are available. There should be a public-facing preview page and description for each resource with a download button.

The whole site will be accessible to any visitor, but in order to upload resources, visitors will submit a form embedded on the site (with fields such as name, organisation, date of resource publication, type of resource, location of research, short description, thumbnail image and a checkbox confirming they have permission to share the resource) and before these are uploaded to the site, the administrator of the site will need to approve them on the backend. This will ensure the website's resources remain relevant and of the highest quality.

The resources should be displayed in a post grid with a featured image and icons that indicate themes, type of resource etc. There should be a sophisticated set of search and filtering tools (such as a filter bar at the top or side, or a set of buttons / dropdowns, category menu items, etc) that reorganise the grid when selected.

Main requirements and scope of work

The service provider must be available to work closely with the ICLEI Africa team to design and develop a fully-functioning website with all of the features and functionalities outlined in this ToR, and which follows the structure set out.

The successful service provider needs to hand over an easily navigable, professional and fully functioning website that will offer a good user experience for visitors, such as local government stakeholders, urban practitioners, academics and students among others. Technical inputs and guidance is welcome in your proposal. The website needs to excite visitors and lead to deeper engagement or clicks on social media handles. The website and Knowledge Hub needs to be handed over in full after the duration of the contract, along with training for selected staff to manage day-to-day operations and uploads on the site.

ICLEI Africa will supply a visual identity document and logos as well as further detail on the specific website content and filter categories and variables.

Development needs to be done collaboratively with ICLEI Africa so as to ensure the process happens as efficiently as possible. Website needs to be scalable for future expansion, and needs to be editable by someone who is not a web developer.

The signed off content for each page will be supplied by ICLEI Africa based on a mutually agreed upon timeline, but most of the Knowledge Hub content will be uploaded after the website is live.

Timelines will be agreed upon in an inception meeting between ICLEI Africa and the successful service provider.

Website basics and functionality

- The website and knowledge hub should be designed with mobile functionality in mind (many users will access from their phones) - please be creative about simple ways to host this in mobile format, without reducing the sophistication of the hub.
- The website should consist of a home page (with interactive dashboard presenting latest results of the project - which can be made visible or hidden), about the project page (which will include information about project partners), Knowledge Hub page (resources), blog/news page, resource submission page (embedded form) and contact page.
- Wordpress backend with a suitable visual composer (Elementor, preferably*), that is user friendly for non-developers. It must allow the ICLEI Africa team, and in future other consortium partners, to build additional pages and add to/change menus as needed in future without the help of developers.
- Users must be able to filter resources via a post grid according to theme, resource type and location, and a search function needs to be active that searches resources by Name, Type, Author, Location, Date and Theme (and further categories TBC), but also allows users to search using custom text.
- A user-friendly form needs to be set up that allows users to upload materials to the platform. Before being uploaded to the website, these need to be able to be checked and verified on the back end. This form will have fields such as resource type, author, organisation, location and others (to be confirmed), to align with the filtering fields and to

ensure that all resources on the website are properly tagged, labelled and searchable.

- Proposals should include a proposed way of storing and managing user information that follows current best practice in accordance with the POPI Act and GDPR compliance.
- Google Analytics to be set up to track downloads of publications, pageviews and visitors to the site (as well as their behaviour on the site).
- Domain to be purchased by ICLEI Africa and set up by the developer (ICLEI Africa's Xneelo account will be used for hosting, but we'd need to be assisted through the process by the service provider).
- The website needs to be optimised for search engines and the service provider needs to build in the functionality for the team to optimise future pages and news items (and train the team to do so).
- The website needs to be secured through an SSL certificate.
- The website needs to be able to acquire cookie permission via a customised, creative pop-up (see inspiration [here](#)).
- Submission forms need to have CAPTCHA or similar to prevent spam.
- There should be integration with our mailing system

*Please note that we will not consider Divi Builder.

Visual and functionality inspiration for the Knowledge Hub:

We will draw inspiration from various elements of the websites below, to inform the web design and development of the website and Knowledge Hub. Note: the look and feel should still be in line with the visual identity document:

Circle lab: Tags on the side, on the individual resource pages

Metabolism of cities: For the knowledge hub

Formstack infographics page: simple design with useful search and filter functionalities

Box resource center: general look and feel

Medallia resource library: general look and feel

NPC resource hub: visual reference for featured resources

Service now resource center: search and filter functionalities

Subnational advocacy for nature: post grid display and basic filtering (will need to be adapted for additional filtering capabilities)

Interactive homepage dashboard: project information, timelines, outputs, happenings updated and shown in real time when someone lands on the page

Note on plugins

Translation: The website needs to be accessible in English and French. A good translation plugin or functionality must be recommended in which the translation is automated but we still have the option to edit translations.

Page and post duplication: A plugin should be added that allows ICLEI Africa to duplicate existing pages and posts instead of starting from scratch every time.

Post type to be created with built-in (yet flexible) template

Resources (academic articles, reports, guidelines, publications, trainings, videos, podcasts - to be confirmed)

The Knowledge Hub (resources page) needs to display the different materials in a simple and uniform way. This could be achieved by creating different WP Bakery templates.

Please see an example [here](#).

Template to be designed which includes:

- Featured image with title
- Overlaying the right side of the featured image, we need a section that says “Share with friends” with four icons below: Email, LinkedIn, Twitter, Facebook. We’ll need fields in the backend to complete what content will be shared by clicking on each of the icons.
- Thumbnail image
- Author fields to fill in (including name, title, biography) - if blank then nothing displays
- Download buttons (with options to change link and button text and option to add more than one language) - the links for the buttons should all open in new tabs and we need to be able to use internal and external links
- Additional filter category added especially for type of tools & resources
- Section of custom visual composer where additional elements can be added as needed
- Post grid below offering related resources, based on theme or location (post grid style the same as the all resources page, with icons pulling through to distinguish different types of content)

Pages to be developed

A colour palette can be developed to distinguish between the different resource types, for when they are all pulled into the same grid or page on the home and resources pages.

Home page

- Striking landing page (see example [here](#), design to be provided by ICLEI Africa)
- Interactive project dashboard
- 4 - 5 post grids highlighting different themes
- Content to be determined in design phase
- ***Please note: this will need to be developed by mid February (with subscriber integration)***

About AfriFOODLinks

- This page functions as an information and contact page for visitors
- It will include a short description of the project and contact information for those wanting to be in touch.
- There will also be a short feature on each project partner (logo and 1-2 sentences)
- ***Please note: this will need to be developed by mid February***

Knowledge hub (explore resources)

- Post grid pulling through all content with filters and a search function for users to search and filter with
- This page will be different from the Home page in that it will be one large post grid with all learning materials pulled through.
- This page will function as a way for visitors to filter through all materials by location, theme, type, etc.

Contribute to the Knowledge Hub

- This page will be where visitors can fill in a form to contribute their own resources to the Urban Research Platform (pending approval by administrators)
- Short block of text explaining the submission process, and the criteria for what resources will be approved
- Form that visitors can fill in to upload a resource (including compulsory fields such as Name, Organisation, Author, Type of publication, Short description, checkbox confirming approval to share the document)
- Contact information for administrators.

Blog/news page

- Post grid pulling through all blog/news posts
- The grid should have thumbnail images, and show the name and date of each article.
- Clicking on a post will open it in a new page.

Footer

- Website footer should include the project disclaimer (to be provided), social media icons with links to appropriate social media pages, and the project and funder logos.

Please provide for at least the following stages in the development process:

- 3 rounds of feedback on wireframes, as well as 3 rounds of feedback on design
- Internal testing of functionalities and user experience by service providers
- Training of ICLEI Africa staff on the backend and for all new functionalities/software
- An hourly rate for ad hoc maintenance (as needed) after sign off

The service provider must provide the following final products:

- Fully functioning web platform (domain purchased & hosted through ICLEI Africa with service provider assistance) that can be immediately accessed and used by the public.
- All administration logins and sufficient training so the ICLEI Africa team can fully

manage, update and maintain all areas of the website independently after project sign off.

Service provider requirements

The successful service provider must have:

- extensive and demonstrable experience in full-stack web development;
- extensive and demonstrable experience in designing websites and web graphics;
- front and backend development;
- experience in designing websites of a similar type to this;
- available to work intensively and complete this project according to agreed time frames;

And preferably be based in Cape Town, South Africa.

Reporting requirements and management

The service provider will work very closely with the ICLEI Africa team and must be prepared to be in constant contact.

Requirements for the proposal

The following information must be provided in the bid:

- Proof of the service provider requirements above
- Brief summary of ways to save costs, for example: Wordpress themes that can be customised to our needs if this is a viable option / ICLEI Africa providing the service provider with icons produced in-house
- Budget with itemised breakdown of different functionalities (please itemise separate post types and pages, plug-ins, translation, interactive features and different stages)
- BEE certificate or sworn affidavit for B-BBEE exempted micro enterprise (for South African applicants)

Scoring of proposals

All proposals will be considered against the following criteria:

- Price
- Skills and experience
- Expertise
- Creative approach and interpretation of Terms of Reference
- BEE status

Key dates

Milestones and deadlines for phases will be mutually agreed upon when the contract commences, and the ICLEI Africa team will undertake to provide timeous feedback.

ICLEI Africa reserves the right not to appoint a service provider in relation to this
Terms of Reference.