



Terms of Reference

Design and Establishment of a Youth, Employment and Entrepreneurship Knowledge Portal

1. Background

Oxfam is a global confederation of interconnected national affiliates from the global North and the global South working with partners to mobilize the power of people against poverty, injustice and inequality enabling transformational change. Oxfam fights inequality and poverty and works for just societies where all people have equal rights, access and opportunities to influence, resources and quality education.

Oxfam IBIS (Denmark) and Oxfam Italy are currently implementing two multi country programmes in the MENA region and the Southern Mediterranean. The two programs, Youth Participation and Employment (YPE) and Promoting social entrepreneurship in the Mediterranean region (MEDUP), are working on similar topic related to youth, entrepreneurship and employment.

Oxfam's 'Youth Participation and Employment' (YPE) program aims at increasing young men and women's life and technical skills for them to get access to economic opportunities and actively engage in society; enhancing the organisational capacity of and commitment in institutions, the private sector, entrepreneurs and communities to supporting youth employment; and advocacy and dialogue between youth, public and private institutions and businesses. Ultimately, the YPE program aims to create youth employment and strengthen youth participation in the framework of the Oxfam regional strategy with a focus on inequality, marginalized groups, gender and youth participation as integral to labour market development. The YPE program consists of four country program (Egypt, Jordan, Morocco and Tunisia) and a regional component.

Oxfam's 'Promoting social entrepreneurship in the Mediterranean region' (MEDUP) overall objective is to promote an enabling environment in the Southern Mediterranean partner countries for the development of the social entrepreneurship sector as a driver for inclusive growth and job creation. Its specific objective is to increase economic inclusiveness and employment in Morocco, Tunisia, Egypt, Lebanon, Jordan and Palestine where adequate policies

on social entrepreneurship are in place, public-private dialogue and exchanges of practices are promoted and high-quality services for social enterprises are provided.

As part of YPE and MEDUP knowledge management strategy, both programmes agreed to establish a joint knowledge portal to disseminate and share relevant knowledge products (reports, studies, learning cases), blog articles, program news and events about the two programmes outputs. The knowledge platform will also be a platform where partner organisations can publish their research and knowledge products.

2. Objective and activities

The aim of this consultancy is to design an interactive and user-friendly website (will be referred to hereafter as the knowledge portal) for two of Oxfam's projects specifically focusing on Youth and Employment issues (YPE and MEDUP programmes). To achieve the objective of this assignment, the consulting firm shall deliver the following services and outputs:

- A. Based on a meeting (workshop) with **Oxfam** staff, assess the needs of Oxfam for the knowledge portal. Following the meeting, a specification document will be developed to reflect the needs and requirements of Oxfam. The specification document will serve as the basis for the design of the portal and has to be agreed by Oxfam (YPE and MEDUP programmes) and the consulting firm.
- B. Establish the **Knowledge Portal** in order to disseminate knowledge and learning products produced by YPE and MEDUP, as well as other Oxfam's youth and employment products relevant to the MENA region, to wide-array of stakeholders;
 - Provide the Oxfam with a domain name registration and a hosting package (name to be agreed on). The hosting cost should be specified separately in the technical and financial offer.
 - Create an interactive website design, which is visually appealing, creative and with a consistent interface, as well as with quick loading, uploading, and downloading function;
 - Create a dynamic website, which is user-friendly, highly secure, with ease in accessibility, maintenance/update and information retrieval;
 - Create webpages and portals for a number of the programme services such as: About us, contact us, news, partners, blogs, publications (reports, casebooks, case studies, etc.), video gallery (webinars, interviews, awareness videos, etc.), newsletter, podcast, etc.;
 - Establish linkages between partners summary and partners websites through hyperlinks;
 - The languages of the website will be English, Arabic and French. English will be the basis for the website development, some of the pages will be presented in Arabic and French as well;
 - Ensure the compatibility of the design with major browsers (Firefox, Chrome, IE), and integrate a search function with autocomplete suggestions. Additionally, the website preview should be combatable with other devices (e.g. Mobile smart phones); Publish the website on the webhosting space, and test the website performance for any errors or flaws before publishing to the public;
 - Search Engine Optimization and site analysis: The contracted web development company will ensure the search engine optimization. And it will provide annual and detailed reports analyzing progress, trends and areas to be improved. *The SEO work will include:*

- Keyword research & analysis
 - Site analysis
 - Site content optimization
 - HTML code optimization
 - Search Engine submission (free search engines)
- The administrator of the control panel should have access to the number of the website visitors with gender disaggregated information (number of visitors inc. men, women, and others).
- C. Maintain the website and undertake the necessary updates and bug fixes during the duration of the contract. Provide 6 months (with up to 30 days) maintenance for the website.
- The maintenance activities include:
 - Functional enhancements to the website and activities to increase the system's performance or to enhance its user interface;
 - Periodically increase security in order to face latest hacker techniques and threats as well as provide website security regular checks;
 - Swift support against any design or development flaws, and immediately fix problems that may appear during operation;
 - Data entry, including (but not limited to) updating links, text and graphics as supplied by the client;
 - Site/pages archiving (in case of old websites/pages);
 - Website visitors reporting (available 24 hours on Google Analytics web page);
 - *The free maintenance does not cover:*
 - time spent to re-design a site for compatibility due to the introduction of a new browser version, which can be separately negotiated;
 - time to repair any work done by the client or a third party that damages the design or impairs the ability for the web pages to display or function properly;
 - A total change in the system core, which will require more than one working day.
- D. **Train relevant Oxfam staff to technically master** the use and maintenance of the new website, and how to feed new data on the control panel. The workshop will last for two days and for up to 10 Oxfam staff members.
- E. **Develop and newsletter imbedded in the website.** The platform should also include the option of subscribed newsletter that will be developed and circulated by the programme. In addition, the company will assist technically the newsletter development.

3. Deliverables

The service shall be verified through the following deliverables

- A meeting has been arranged with Oxfam (YPE and MEDUP) to discuss main features and themes of the platform layout to make it attractive and user-friendly;

- Three different design concepts as static shots for the landing page (images .jpg files) have been designed and submitted to Oxfam. After concept approval, inner pages designing shall begin. Main inner pages have been sent as static images (.jpg files) for Oxfam review and approval;
- Final designs of all website pages have been presented for approval by Oxfam (as PPT and PDF);
- The platform has been delivered in a test mode for Oxfam to review;
- Professional, interactive, user-friendly platform developed and launched (tested);
- Platform functions appropriately on a wide range of commonly used browsers;
- Access to the website is secured and authenticated;
- Training has been provided to relevant Oxfam staff to technically master the use and maintenance of the platform;
- A user guide for the website administrators has been developed in English;
- Newsletter software has been designed and linked to users' subscriptions on the platform.

4. Eligibility

- Proven experience of web design and support in the international development sector;
- Previous experience with developing knowledge portals for INGOs is desirable;
- Ability to design website in multilabel language formats, namely English, French and Arabic.
- Strong experience in developing well-known and widely used open source platforms;
- Understanding of End Users needs to match with adequate technical solutions;
- Demonstrated experience in graphic design;
- Attention to detail and demonstrable ability to work to brief and deadlines;
- Competitive financial offer.

5. Offers

It is required that this document be read thoroughly and that the requests identified in this ToR they are clearly reflected in the technical and financial offers. Failure to observe the details of the required services laid out therein may result in disqualification from the evaluation process.

Additionally, the following guidelines should be respected in drafting the offers:

- The technical and financial offers should be prepared in English.
- The financial offer should include expense estimates for delivering the requested products and services. The total price, including VAT, should also be indicated for the total amount.
- Companies can submit their technical and financial proposals either on individual basis, or in consortiums up to 3 companies in one offer.

Organizations /suppliers meeting the above qualifications are invited to submit a technical and financial proposal by email to Oxfam at: giada.cicognola@oxfam.it and aelassal@oxfam.org.uk

with a copy to cristian.bevacqua@oxfam.it and sha@oxfamibis.dk. This offer/proposal should be received no later than September, 20th, 2020, close of business day.

In case of questions, please contact Giada Cicognola or Ahmed El Assal by email, see above.

6. Timeframe

The assignment of the selected company is foreseen for an overall duration of 18 months, starting from 1st October 2020 until 31st March 2022.

- The design and execution phase should not take more than 6 months (until March 2021)
- The maintenance phase should cover the duration of the remaining 12 months (until March 2022)
- The host package should cover the duration of 2 years (until October 2022)

7. Mode of Payment

Payment shall be affected in 3 instalments. Upon conclusion of the contract, an advance payment of 40% of the total contract value shall be paid. An interim payment of 30% of the total value shall be paid after the launching of the test phase. The advance and interim payments shall be set off against the final payment. A final payment of up to 30% shall be paid after the completion of the requested services.

8. Review of proposals

A selection committee from YPE and MEDUP programmes will review all submitted proposals to select the most suitable firms based on the following evaluation criteria;

Technical Proposal

- Qualification and availability of consultants
- Fulfilling all requested services
- Overall approach to requested services
- Proven experience in delivering similar tasks

Financial Proposal

- Detailed financial proposal incl breakdown of costs and VAT for all foreseen tasks
- Clarity on cost estimates / rationale provided

Presentation/interview

Following submission of proposals, we might invite selected Consultant(s) to present their approach in a short (Skype) meeting.

Negotiations

Negotiations may be held to work out contract details and other expectations.

9. Further provisions

- The web-development company is responsible to provide the source code of the website;
- The contents of the portal will not be altered, updated, shared or deleted without the prior permission from Oxfam;
- The web development company guarantees its respect for the intellectual property rights/copy rights in all its designs and work in the website. The company is held liable in case of violation of these rights excluding the responsibility of images uploaded by Oxfam through the CMS tool;
- The contractor shall not use the domain for any advertisements and personal use except putting “Created by (the company’s name)” in the footer of the website, and adding the domain to the company’s portfolio page;
- The website will be owned and will be under direct supervision of Oxfam;
- The company ensures that the information and material shared internally by Oxfam with it shall not be re-used or shared with any external party, and should be treated with confidentiality;
- Oxfam shall assign a contact person, or more than one, to follow up and liaise on all content. All job order requests shall be submitted directly by the assigned contact person and in writing by email or courier letter;
- The web-development company shall assign a contact person to be responsible for the communication and coordination with Oxfam focal persons;
- Oxfam shall avoid same-day requests even for minor requests/changes. All requests shall be submitted, even minor at least one day ahead.

10. Disclaimers

- Oxfam cannot be charged in any way for costs related to preparation and submission of a quotation. This can also include interviews and/or providing further information about the quotation.
- The risk of any costs and/or damages which may arise by not awarding this contract to a supplier lay solely with the supplier. Oxfam cannot be held responsible for any such costs or damages.
- By submitting a quotation, the Consultant/Supplier agrees all the terms and conditions specified in this RFP. The quotation will not contain any reservation(s) to these terms and conditions. A quotation with one or more reservations can be excluded from the procedure.
- The firm must own the copyrights of all components used for website production or post-production, including, but not limited to, pictures, videos, graphics, etc. and should present a proof of copyrights whenever requested by Oxfam.

- The copyrights of the website will be exclusively owned by Oxfam.