"Technical Assistance for the SA-EU Dialogue Facility"
(EuropeAid/137708/DH/SER/ZA)

Terms of Reference

Professional Service Provider
to
Design, Develop and Maintain the SA-EU Strategic Partnership Website

human dynamics
public sector consulting

The project is funded by the European Union and implemented by Consortium led by Human Dynamics

Terms of Reference – SP to design, develop and maintain the SA-EU Strategic Partnership/ Dialogue Facility website Technical Assistance for the SA_EU Dialogue Facility

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SA-EU STRATEGIC PARTNERSHIP
THE DIALOGUE FACILITY

1. BACKGROUND

In 2007 SA and the EU established a Strategic Partnership (SP), and following the acceptance of a Joint Action Plan (JAP) in 2007, that facilitates co-operation between South Africa and the EU, South Africa has become one of the European Union's 10 Strategic Partners and the only one in Africa. The JAP promotes a programme of "dialogues" by means of which experience is shared in areas of common interest and strategies are developed to overcome shared challenges across a wide range of fields (social, economic, cultural, etc.).

The Dialogue Facility project is an instrument supporting the Strategic Partnership by giving it a human face through people-to-people dialogues and other related interventions, including communication, visibility and awareness-raising activities.

1.1 OVERALL OBJECTIVE

The overall objective of the website:

The SA-EU Strategic Partnership/Dialogue Facility website will play a central role in the communication strategy: it is likely to be the first stop for audiences seeking information and it is also the showcase of their work.

1.2 PURPOSE

The main purpose of this assignment is to provide quality and regularity of information updates on the SA-EU Strategic Partnership/Dialogue Facility website to support the PMU in the attainment of the outputs and indicators of the Financing Agreement, under Result 4. A website for the Dialogue Facility exists. The assignment would take into account the migration of existing content into the new Content Management System.

Target Audience:
The intended users of the website include the following:
- South African Government
- Public sector (organizations that are owned and operated by the government and exist to provide services for citizens)
- Chapter 9 Institutions (State institutions that support constitutional democracy)
- Civil Society (Citizens of South Africa)
- Civil Society Organisations (Organisations that exist to fulfil a specific mandate originating from a need in society)
- The Media (South African and Foreign media based in SA)
- Private Sector and related business institutions and organisations
- European Union stakeholders (from an accountability and reporting perspective)

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1.3   Scope of Work: Tasks Description and Deliverables

The Service Provider (SP) will work with the PMU Team Leader and under his guidance. The SP will be required to design and populate a new website.

By the end of the service level agreement, preferably no later than April 2020 (30 November 2018 for the website), the SP will have delivered the following completed tasks:

- Redesigned/Revamped the old website;

- Designed and populated the new website;

- Gone live with the new website; and

- Day-to-day maintenance, uploading, hosting and troubleshooting.

The main activities to be executed by the SP are as follows:
- The successful company will participate in a debriefing session with the PMU, EUD and DIRCO to understand the overall project and expectations.
- Based, on the debriefing session, and this TOR, the SP will define design standards for the site.
- Revamp/Redesign the existing website.
- Designing and populating the new website, migrating the content of the old website to the new one in close collaboration with the PMU.
- PS will share 3 design concepts/layouts with the PMU and EUD team.
- The PS will adjust the design concept based on feedback and comments from the PMU and EUD team.
- The SP will develop the wireframe for the website adapting it to the different components outlined in the section "deliverables" and adjusting it based on feedback and comments from the PMU and EUD team.
- Troubleshooting the new website before going live, and deactivate the old one.
- Going live with the new website.
- Training of Dialogue Facility staff on the backend of the Control Management System, to enable them to upload documents, articles, etc.
- Day-to-day maintenance, upload and troubleshooting.
- Promoting of the website through improved visibility and prioritization in most commonly used web search engines.

Content for website
The SP will propose which CMS to use and why? The website content will include at least:

Technical components:
1. Interactive, appealing, highly user-friendly and responsive web design;
2. Average site load-time should be reasonable, taking into account internet speed available;
3. User- friendly site search engine;
4. Able to render appropriately on a wide variety of different browsers, optimised for tablet and smartphones, and remote places (low connection);

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5. Content Management: The solution should allow authorised project staff or appointed personnel to edit and update the website including the ability to create, remove, edit and publish content;
6. Social Network Integration; and
7. Site Statistics/Management Reports: The solution should provide authorised users with a number of relevant reports, for example user registration, site usage, key interests/topics being discussed within the collaborative spaces and other relevant statistical data.

Features of the website (the detailed functionality will be discussed during the inception phase of the assignment):

1. Home page with a graphic element giving an overview of the SA-EU Strategic Partnership and its main components;
2. Events calendar and pages;
3. Search functionality;
4. Social media;
5. Google analytics;
6. Search function by news, type of publication/guidance, type of resource, events, partnership/dialogue story and issue;
7. Interactive image galleries to illustrate the Partnership and its partners' activities; and
8. Links to other relevant websites.

The SP Activities above may be adjusted by the Team Leader at any stage in the implementation of the project, depending on the evolving needs of the SA-EU Strategic Partnership and the Dialogue Facility. The deliverables expected from SP will be reviewed with PMU and EUD when the Inception Report is presented, which should clearly specify the final deliverables.

1.3.1 Required Skills and Experience

- Be a reputable firm with at least 4 years of prior experience designing visually appealing and navigation friendly web sites;
- Familiarity and relevant experience in using different Content Management Systems (CMS);
- Have a broad knowledge of current web development technologies and design tools in the field, and new software and other web programming languages and programs including use of HTML, XHTML, CSS, XML, XSLT, Macromedia Flash, Java;
- Have excellent knowledge of recent trends in graphic design, websites, including online video publishing, and social media networking; and
- Demonstrate the ability to create innovative, responsive and visually appealing design.

Key professional staff qualifications and competence needed for the assignment:

1.3.2 Specific Professional Experience

- Experience in innovative and creative website design, development and maintenance;
- Experience in developing in common and widely used open source platforms; such as Drupal, Joomla, WordPress, etc.;
- Understanding of End Users' needs to match with adequate technical solutions;
- Strong track record in web site design; security and administration; Google analytics;

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- Search Engine Optimization; and
- Experience of website design, development and maintenance experience in South African EU funded projects will be considered a strong advantage.

1.4   Supervision

The SP shall report to the PMU Team Leader; the Team Leader will be responsible for the overall coordination of the work of the SP.

It is the Contractor's and the Project Team's responsibility to provide the SP with the necessary background material.

1.5   Location and Duration of Assignments

Location of the assignment is Pretoria, South Africa.

2.   Organisational, Legal and Functional Analysis

2.1   Conduct of the SP and disclaimer

The Service Provider will respect any applicable provision of the General Conditions for Service Contracts for EC External Actions.

2.2   Monitoring and Evaluation

The following indicators will be used to monitor the progress made by the expert under the contract:

- Inception report is expected after day 3 but no later than day 5 based on interviews with key EUD, DIRCO and PMU stakeholders and review of relevant documentation.
- Timely submission of requested reports/website concept proposals.
- Responsiveness to input and comments made, either through providing additional justifications on the look and feel of the website, or through adoption of comments as presented.
- Feedback on the presentations by the SP on the requested outputs, as expressed in the meetings.

2.3   Support and maintenance

Support and maintenance: Administrative, search engine optimisation, hosting, technical support, quality control for a period of 18 months (with the possibility of extension).