TERMS OF REFERENCE

**Development of a Linking and Learning Platform for the Heinrich Böll Foundation
funded Challenging Patriarchy Project**

1. Introduction

These are the terms of reference for the technical development of an online networking and learning platform for the **Challenging Patriarchy Project** which is funded by Heinrich Böll Foundation (HBF) and hosted on the Advocacy Accelerator (AAC) platform. This is not a public website, but an access-controlled subsite (henceforth knows as platform whose features will be used by young feminist participants in the HBF Challenging Patriarchy Project. The platform should facilitate user networking and learning in a safe and secure space.

Start of project: August 2021
End of project: February 2022
Development time: 4 – 6 weeks

2. Overview of Scope

The Advocacy Accelerator received a grant from HBF to facilitate linking (or user networking) and learning among young feminists (4 per country) in seven countries: Uganda, Ethiopia, Kenya, South Sudan, Sudan, Somaliland and Tanzania. Through this pilot project, the AAC will amplify the voice of young women and the issues that concern them and strengthen the capacity of the pilot cohort to develop their own linking and learning trajectory; facilitate the conceptualisation of a joint agenda around issues and challenges that concern feminists; coordinate an online platform that support collaboration across the countries; organise advocacy events, including virtual[1] meetings; develop thought-provoking discussions and; produce creative works.

Under the theme "Challenging Patriarchy"**,** AAC will implement this pilot project[2], across countries in the eastern Africa region. The project will target young feminists from the region to strengthen their capacities in challenging patriarchy. The objective is to build a cohort of feminists who understand and can challenge patriarchy as it affects their lived realities. The AAC will offer formal training as part of this programme and strive to have the courses accredited. Learning questions will be incorporated into the programme to inform the future with a focus on the next phase of the project.

HBF programme goals envision cohesive collaboration between feminists in the region who challenge patriarchy. The programme is informed by two HBF hosted convenings for vocal feminists in the region, in 2018 and 2019. Participants expressed interest in a platform that would allow them to strategize, work together and learn from each other. They anticipated that such a platform would allow for better coordination in the various in-country efforts in challenging patriarchy. This HBF-AAC partnership accordingly seeks to develop a platform that is responsive to the needs of the feminists in the region.

The programme activities and the platform will work to;
(i)   Establish a safe and user-friendly platform for feminists in target countries to pursue a common set of feminist-identified policy priorities addressing gender equality issues.

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1 In person activities will be considered if there are changes to the COVID pandemic that allow for this.

2 The purpose of the pilot will be to inform the programme and scale-up in year 2.

(ii)   Strengthen the capacity of feminists in the countries through virtual learning, training and capacity building on feminist advocacy principles and on issue-based advocacy to challenge patriarchy.

(iii)   Integrate ongoing mentoring and coaching in support of the feminists' advocacy efforts, to ensure long-term sustainability.

(iv)   Develop a joint campaign agenda that tackles the key gender challenges facing feminists in the seven countries.

To allow young feminists from the seven countries to network and learn from each other, the Accelerator will be responsible for a **Linking and Learning Platform** for the HBF Challenging Patriarchy project that will be hosted on the Advocacy Accelerator platform. **This Linking and Learning Platform** will be a behaviourally optimised digital tool that will work both online and offline to provide resources and support to build networks for mobilisation, advocacy and monitoring. As the content available on the platform will be user-generated, the Accelerator will be responsible for supporting the packaging of the information.

In building / managing this platform, AAC and HBF seek to amplify the voices of the young feminists and support them to work in solidarity and be more effective advocates. The platform should therefore offer a safe and inclusive space for the HBF (Challenging Patriarchy) young feminists to interact and learn from each other and, provide the expertise required to turn anecdotes into data and data into insights.

3. Objectives & Purpose

AAC and HBF is procuring the services of a web development company/agency to design. develop and maintenance of an online platform that will include, but is not limited to:

Online platform design delivery requirements
a)   Ability to host and manage the platform during development
b)   Design the wireframe of the platform, with site map of pages, functionality & integrations
c)   Consider text, image & video requirements during design
d)   Design visual and or graphical view of site to align with AAC brand guidelines

Online platform development delivery requirements
e)   Ensure secure login access to the platform.
f)   Ensure notification and alert functionality by email, SMS and push notifications.
g)   Ensure integration capability to building social networks on the platform
h)   Gather customised RSS streams from public sources such as social media feeds
i)   Ensure the ability to conduct virtual events via the platform with hosting, recording and replays accessible for users
j)   Ensure ability to publish document, audio and video content that will be uploaded by users, by other uses
k)   Supports back-end automated monitoring of user and platform usage.
l)   Include interactive support capability for users.
m)   Ensure ability to run searches based on predefined tags or criteria Enable direct messaging among users, with ability to restrict direction of messaging.

Online platform maintenance delivery requirements
n)   Deliver platform usage and performance reports
o)   Execute technical and content updates

4.0 Stakeholder Requirements

The Service Provider
- The Service Provider will delivery of a fully functional platform within a timeframe and period agreed.
- The Service Provider shall familiarise themselves with the HBF Challenging Patriarchy Project proposal, the Challenging Patriarchy learning agenda and what the Linking and Learning platform should facilitate for the users.
- The Service Provider will research and utilise experiences of similar platforms to guide the development of the platform in line with the industry standards.
- The Service Provider will assign a staff member(s) to be dedicated to work closely with the Advocacy Accelerator during platform development.
- The Service Provider will participate in meetings provide progress reports in the project.
- The Service Provider will submit wireframes or other forms of appropriate mock ups of development pages for review and sign off.
- The Service Provider will work with the client to implement provided content
- The Service Provider will recommend and implement relevant additions and enhancements that will ensure the improved performance and positive user experience throughout the duration of the project.
- The Service Provider will coordinate all user testing to ensure functionality, design and structure of the platform is optimal and adheres to industry standards.

The Client
- The Client will sign off on the implementation of the platform and sub-site features.
- The Client will nominate staff members who will work in an account manager capacity for the duration of the project.
- The Client and the Service Provider shall co-develop a project plan that will follow a phased implementation approach. The phases will inform the timelines, milestones. user acceptance criteria, and payment schedule of the project. The project plan is to be signed off be signed off by the Client before development can begin.
- The Client will make a group of staff available for the purposes of user testing.
- The Client will be responsible for content development and management.
- All information and data presented to the Service Provider during this contract shall remain the property of the Advocacy Accelerator. The Service Provider will be under full non-disclosure.

4.1 Scope of work

- **Bandwidth Optimisation and Mobile Compatibility**: Optimise site for low bandwidth users. The platform must be fully mobile responsive with capability of offline content access
- **CMS:** The Service Provider will recommend a CMS system that accommodates: -
    - Highly interactive media suites, blog pages
    - Shared workspace
    - Customizable user groups
    - Customizable personal dashboards
    - File, Video and other documents sharing
    - Third-party app integration
    - Workflow routing
    - Team member tagging
    - Chat or discussion forums reserved for the marginalised groups
    - Ensure social media feeds integration and maintenance of APIs

- **Administrator Access:** Service Provider will be responsible for most administrator tasks and will provide a worksheet with user registration/profile details, change user roles/access rights, terminate/close user accounts.
- **Search Engine Optimisation:** The Service Provider will implement the best practices for search engine optimisation. Database and Email Alerts: Create an appropriate interface for individual and mass mailing that must be provided under the CMS. The system must allow confirmation emails, alert emails and progress emails to be delivered within one hour (or less) of user submitting an email registration but monitored regularly so that blockage thresholds are not exceeded.
- **Spam Filtering:** Provide an automated Solution for Spam Filtering of emails and notification
- **Back-up:** Provide an automated and regular backup of the entire platform to a safe secure remote location. The Backup should also have restore capability.
- **Troubleshooting:** The Service Provider will have an automated testing system that checks for broken hyperlinks on the platform, provide database backups and security and bug fixes.
- **Content Development & Management:** The Service Provider will work with is required to develop a timeline and workflow for effective content development and management on a monthly basis.
- **Updates and Security Patches:** The Service Provider will ensure the upgrade of the platform and install all security patches for all components in a timely manner.
- **Knowledge Management:** The Service Provider will work with Advocacy Accelerator knowledge management staff to ensure that established Accelerator-knowledge management and community engagement practices are integrated into the design and development of the Linking and Learning platform.
- **Domain:** The domain names will be owned by the Advocacy Accelerator.
- **Usability:** The platform should be effective and meet the user requirements set out in the project plan.
- **Inclusivity:** The Service Provider will develop features and tools that will be easily used by all users, without need of adaptation.
- **Safe space:** The Service Provider will ensure the platform provides a safe space to protect identity of the users. This will
- **User Enrollment:** Users should be able to enrol to the platform surely using Multifactor authentication

5. Deliverables

Below are the key deliverables:

Activity	Deliverables
Project management	Planning, communication and reporting. The planning will include in person visits by the designers to understand the context from which the HBF (Challenging Patriarchy) influencing grantees are operating in.
Project development	Back End & System Engineering Back End & System Engineering
Content implementation	Content Optimisation & Publishing Search Engine Optimisation
Website testing (UAT)	User Acceptance Testing & Iterations

6. Timeframe

The timeframe for this Assignment is as follows:
- Development of the Linking and Learning platform will commence from the date of signing and end in August 2021. A schematic of the platform together with a narrative which will act as a key, is expected to be in place by end September 2021.

- Management and maintenance of the Linking and Learning platform will commence from the end of the project development. The Service Provider will provide three months free website management and maintenance; thereafter the Client will pay monthly subscription for the services (referred to in the Advocacy Accelerator's website redesign contract).

7. Overall Assignment Deliverables

- Monthly Gantt Chart and progress tracker to be signed off by the project team
- A Linking and Learning platform with optimal look, feel and functionality
- UX testing reports
- Back-end information (All information related to back-end management including, but notlimited to passwords, access to website management tools and analytics)
- L&L platform online content dissemination strategy

8. Communication

All correspondence and communication relating to this project should refer to the **"Development of Linking and Learning platform for the HBF Programme"**.

9. Application

Applicants are to submit the following
- Proposed project plan with technical details which will be used to deliver the Linking and Learning platform for the HBF Programme
- Detailed quotation indicating costs to be covered
- Links to 2 instances of previous work of a similar scope delivered
- Details of resources to be used in the delivery of the project
- Names and roles of team members
- Latest company profile
- Testimonial from previous clients
- Capacity Statement

HBF LL Platform Technical Evaluation Criteria

CRITERIA	Max Score	Actual Score
1. **Interpretation of the Scope of work** Supplier shows an understanding and experience of web development required to deliver the platform required. Duration of project plan indicated (2 marks) CMS Framework specified (2 marks) Details of resources provided (2 marks) Capacity statement provided (2 marks) Testimonials from previous clients provided (2 marks) **(Max 10marks)**	10	
2. **Qualification of the consultant** - Experience in Account or Customer Management of 3 or more years (4 marks) - Experience of Account Management with a NGO organization (1 mark) **(Max 5marks)**	5	

3. **Technical Assessment**
  - Demonstrate or provide evidence of ability to scope technical requirement and delivery plan (2 marks)
  - Demonstrate or provide ability to develop technical requirements from a scope of work (2 marks)
  - Demonstrate or provide ability to integrate content and implement search engine optimisation (2 marks)
  - Demonstrate or provide ability to conduct user acceptance testing (2 marks)
 	
(Max 8 marks)
	8	

4. **Relevant Experience (Testimonial from previous clients)**
  - Minimum of 5 years of demonstrated experience in design. development and maintenance of online platforms (5 marks)
 	
   (Max 5 marks)
	5	

5. **Fulfilment of the bids requirement (Names and roles of team members)**
  - A copy of the curriculum vitae of the Lead Consultant and core team members, which should outline their qualifications and relevant experience. (3 marks)
  - Portfolio, including a sample of 1-2 most recent related works (and/or support letters for the same) (3 marks)
  - Technical proposal of a maximum of 4 pages with (4 marks)
 	
   (Max 10 marks)
	10	

6. **Timeframe**
  - Proposed project plan of 4 to 6 weeks to deliver the Linking and detailed timeline and activity schedule, expanding on the outputs and timeline presented above
  (Max 2 marks)
	2	

7. Total out of **40 marks**		
8. Average		
9. Rank		
10. **Financial quote (not to be evaluated)**		

Passmark: **70%** Bidders who score below the pass mark will be considered non-responsive and will not move to the next evaluation stage.

Proposals are to be made out to the following details
Advocacy Accelerator
C/o AMREF-Health Africa
P.O. Box 27691-00500 Nairobi, Kenya
Closing date for applications is Friday 13th August 2021 at 12Noon.
Only electronic bidding is permitted for this exercise please email proposal and supporting documentation to: landl@advocacyaccelerator.org late bids will be rejected. Bids will be opened immediately thereafter in the presence of the candidates, representatives or Bidders who choose to login through the Zoom Link provided below

https://amref.zoom.us/j/98520421493?pwd=WXgwNDFZZ3ZmWTZzS0hUWXJHMzhsdz09

AMREF reserves the right to accept or reject any or all bids and is not bound to give reasons for its decision.