



## ***TERMS OF REFERENCE – Design and Website Development***

**EUROMED FEMINIST INITIATIVE**

***Deadline for Submission: [15 July 2022].***

## **1. Background Information and Rationale**

### **1.1 Introduction**

EuroMed Feminist Initiative (EFI) is a policy network that provides expertise in the field of gender equality and women's rights as inseparable from democracy building and citizenship. EFI advocates for political solutions to all conflicts, and for the right of peoples to self-determination. EFI seeks to improve and promote women's rights as universal human rights, the value of gender equality and the use of non-violent means to solve conflicts.

### **1.2 Scope and Objectives of the Design and Website Development**

EFI is inviting proposals from reputable and qualified companies with a track record of success in designing and producing digital solutions to develop new templates for the current website. The templates will provide a new look-and-feel to the web and will unlock the potential functionalities of the current software while displaying the content in a more organized, attractive and user-friendly manner

### **1.3 Deliverables**

- EFI's website presents a new visual look and its functionalities are enhanced to provide a better experience to users.
- A strategy to value social media.
- Develop a user manual and deliver a webinar for the support staff and system administrators to perform content upload, system maintenance and administration.
- Support and maintenance: Administrative and technical support, quality control for a period of 6 months.
- Source code handover: Full source code including all developed libraries shall be handed over to EFI.

### **Deliverables clause**

Once a company is selected, the contract may be amended with a time and materials to capture new specific developments on the site upon request of EFI

### **1.4 Work Setting :**

The work setting for the assignment will include different aspects:

#### **Timing and duration of the assignment**

- The duration of the contract will be six months and the expected starting date of [4 August 2022 ].
- The development of the will be ready in two-months' time starting from the date of signing the contract.
- The user manual, webinar and the maintenance of the new webpages will be done from the third month of the contract.

#### **Briefing/debriefing arrangements**

A first meeting/conference call will be scheduled for EFI team to brief the firm on the background information to develop each of the requested deliverables.

## **Reporting relationships and identification of responsibility for assessment of the services/outputs**

The company will work in close consultation and under the supervision of the Communications and Advocacy Manager.

### **Support provided**

EFI will grant access to the current EFI website code and content including Drupal administration console, all documents and pages, plugins, themes and additional files.

## **1.5 Work Plan**

### **Deliverables**

All new developments listed in this section will be built in Wordpress, as EFI desires to switch from Drupal.

#### **1. New look and feel**

- Following EFI branding guidelines, design a new look and feel for EFI's site capturing the different functionalities outlined in this TOR. The company will develop a graphic concept and the visual language of the new templates.
- Ensure a consistent visual language on the new site by introducing fixed styles in templates ensuring consistency in fonts, formatting, icons, images, layout techniques.
- The new look and feel should be adapted to homepage, sections, subsections and the following components of the site: article template, resource webpage template, publication/report webpage template, event webpage template.
- Standard page elements including header, footer, tabs, persistent navigation, contact us, email and page print options should be included in the new templates.
- The new templates should guarantee that most recent content on the site is captured in automatically in the homepage in an organised way following specific categories, tags or other custom taxonomies.
- All section and subsection webpages should incorporate functionalities to guarantee the latest information on that section and sub-section is displayed (news, resources, publication/report, events).
- The current sections and sub-sections of the site should be adapted using the new templates.
- Adapt the database of the UNDG site to include new categories to display the information in an organic way.

#### **2. Functionalities to include in the new templates**

- The following features will be guaranteed through the new templates outlined in the section 1:
- Add feed links;
- Responsive design;
- Social sharing features.
- Multiple page styles and custom post types;
- Language options feature in resources and guidance templates;

- Search function by news, type of publication/guidance, type of resource, events, country story and issue;
- Search resources by free text;
- Interactive map;
- Interactive audio-visual gallery
- Signup for latest news;
- Link the site with other platforms such as other EFI sites.

#### **4. Knowledge transfer**

Develop a user manual and deliver a webinar for the support staff to perform content upload, system maintenance and administration.

#### **5. Support and maintenance**

Support and maintenance: Administrative and technical support, quality control for a period of 6 months;

#### **6. Source code handover**

Full source code including all developed libraries shall be handed over to EFI.

#### **Tasks**

- The successful company will participate in a debriefing session to understand the overall nature of work of EFI.
- Based on the debriefing session and this TOR, the company will develop a design concept for the site. The
- Vendor will share a maximum of three proposals with EFI team.
- The company will adjust concept based on feedback and comments from EFI team.
- The vendor will develop the visual concept and language for the site adapting it to the different components outlined in the section “deliverables” and adjusting it based on feedback and comments from EFI team.
- To create responsive CSS and graphic design elements and to integrate or adapt existing CSS and graphic
- Design and make it responsive.
- Development of web sections and content upload.
- Integration and final approval by EFI.
- Test of the site before going live.

#### **Documents to be Included in the Proposal**

If you have the required qualifications and are interested in this contract, please submit:

- A proposal describing the previous work done in this area;
- A portfolio of previous work of webs with similar functionalities developed in Wordpress;



- CVs of the lead developer, junior developer, graphical integrator, graphic designer and junior migration expert in charge of this project to be included in the proposal;
- A financial proposal to accomplish the work.

## 2.1. Assessment Criteria

Applications received will be assessed according to the following criteria and standards:

CRITERION 1: The work presented through the firm portfolio will be evaluated to assess the quality of the company's work (maximum 3 points out of 10 for the Application as a whole).

CRITERION 2: Professional profile and experience of the selected staff and experts (maximum 2 points out of 10 for the Application as a whole).

CRITERION 3: Experience working in the development sector producing high quality outputs (maximum 2 points out of 10 for the Application as a whole).

CRITERION 4: Budget proposal (maximum 3 point out of 10 for the Application as a whole).

### **The submission of the proposal:**

The proposal must be submitted in English by email to:

[ife@efi-euromed.org](mailto:ife@efi-euromed.org) indicating the reference: "Design and Website Development".

The deadline for submission of proposals is [15 July 2022].

A hearing session will be conducted with the shortlisted service providers on [25 July 2022].