LIBYA READINESS II PROJECT

ENHANCING INSTITUTIONAL, HUMAN AND TECHNICAL CAPACITY OF LIBYA SYSTEM FOR CLIMATE FINANCE

TERMS OF REFERENCE

RECRUITMENT OF A WEB DEVELOPMENT FIRM

TO UPDATE AND MAINTAIN A DATA AND INFORMATION EXCHANGE PLATFORM AND DEVELOP A COMMUNICATION STRATEGY

[AO/OSS/GCF-RS-LYB2_WEB-DEV-FIRM/110924-19]

SEPTEMBER 2024

1- CONTEXT

Libya ranks among the most vulnerable countries in North Africa to climate change. The country's climate is influenced by the Mediterranean Sea to the north and the Sahara Desert to the south, resulting in abrupt transitions in weather conditions. The Mediterranean coastal strip experiences dry summers and relatively wet winters.

Climate change poses a significant threat to Libya's economic development and sustainability. Climate variability is likely to exacerbate the impacts of natural hazards on agricultural production. Notably, water scarcity and climate change threaten Libya's economic development. Libya is ranked 80th on the 2021 Global Climate Risk Index (GCRI). With 95% of its territory being desert and only 2% receiving sufficient rainfall for agriculture, agricultural productivity is hindered by harsh climatic conditions, poor soil quality, and limited renewable water resources. Additionally, the country faces extreme weather events such as droughts, floods, sandstorms, and dust storms.

In response to these challenges, Libya has received support from the Green Climate Fund (GCF) through a grant agreement aimed at preparing the country for access to climate funds and establishing the National Designated Authority (NDA) through the READINESS Libya project. The first phase of this project concluded with the identification of several additional needs in terms of project development capacity, country-level communication, and the involvement of national entities in the GCF accreditation process. These needs were raised by stakeholders and high-level authorities during consultations conducted during the implementation of the first phase project, providing the rationale for the development of a new READINESS proposal. In this context, the GCF has further supported a second phase of the "Readiness Project - Libya Phase II." This phase aims to continue building capacity and improving the engagement of relevant stakeholders to meet the country's needs.

To enhance information exchange and collaboration among various stakeholders at the national level, such as ministries and the NDA, a platform for real-time information sharing and dissemination was established during the first phase (READINESS I). This platform will be updated in the second phase (READINESS II) and will serve as an online information system, functioning as a web portal. It will facilitate public consultation on project-related information, enable seamless document sharing among partners, and foster collaborative work on climate finance mechanisms.

The OSS in collaboration with the NDA and ministry of environment seeks to recruit web development firm /agency to maintain and update the platform already established in the READINESS I project and its communication strategy.

2- SCOPE OF WORK, OUTPUTS AND DELIVERABLES

These Terms of Reference (ToRs) outline the efficient management of an operational information and data exchange platform, along with a comprehensive communication strategy to foster its utilization among the project's stakeholders.

More specifically, the appointed firm will be responsible for the following tasks:

- **Update and maintain the current platform:** Ensure the continued functionality and effectiveness of the platform for information and data exchange developed during the first phase of the readiness project.
- **Develop a communication strategy:** Create a comprehensive communication strategy to effectively promote the platform and its functionalities to relevant stakeholders.
- **Conduct a validation workshop:** Organize a workshop to evaluate and approve the finalized prototype version of the platform and its communication strategy.

3- TASKS AND APPROACH

a. PLATFORM UPDATE AND MAINTENANCE

The firm will update and maintain the platform to deliver high-quality content tailored to the diverse needs of the target audiences[1]. The platform's design should be user-friendly, featuring attractive and ergonomic navigation guided by a well-thought-out graphic charter to ensure a pleasant and modern user experience.

This work will be carried out in close collaboration with the contracting authority, which will provide the firm with all necessary documentation to support the process.

The platform is to fulfill the following:

- Corporate Communication: providing visibility for the project and the National Designated Authority's activities.

- News sharing by offering accurate, content-rich information on all project achievements, including data collection, capacity-building, and more.

- Project outputs dissemination, including knowledge products, capacity-building materials, and best practices in natural resource management, the project will contribute to Libya's institutional and technical strengthening for improved access to climate financing.

In order to update the platform, the firm will have to go through the following process:

- Assessment of the current platform and identification of the security gaps and required improvements (https://nda.org.ly/)
- Development of three preliminary proposals (architecture, graphic charter, etc.);
- Selection of a Template by the NDA secretariat members and OSS team. The firm or group may be called upon to hold meetings/videoconferences with both teams;
- Deployment of the platform prototype on a private address;
- Validation of the prototype in an iterative process (NDA secretariat members, OSS / Consultant); and
- Deployment of the new version of the platform and training of users in content supply, management and maintenance;
- Document the maintenance and operationalization procedures of the platform;
- Build the capacity of the NDA secretariat and relevant stakeholders on platform maintenance and operationalization.

The platform should offer the following functionalities with regard to its:

I. Core Functionalities:
   a. Data storage and management: Securely storing and organizing data for efficient retrieval.
   b. Data sharing capabilities: Enabling authorized users to access and share relevant data.
   c. Collaboration tools: Facilitating communication and interaction among platform users.
   d. Data analysis and reporting: Providing tools for data analysis and generating reports for informed decision-making.

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[1] The platform's main audience groups are:
- Executives, experts and professionals from Designated National Authority (NDA) at the Ministry of the Environment in Libya.
- Researchers, academics, trainers and students, particularly in the fields of natural resources, agriculture and environment.
- Technical partners of OSS and the RS-Libya project [GCF, UNOPS, etc.].

II. Maintenance and Support:
   a. Regular updates and upgrades: Ensuring the platform's functionality and security.
   b. Technical support: Providing assistance to users in case of issues or questions.
   c. Data backup and recovery: Protecting platform data from loss or corruption.
III. User Experience and Adoption:
   a. User-friendly interface: Designing an intuitive platform that is easy to navigate.
   b. Content Management: Easy access to various sections and products. Each section's content should be accompanied by keywords (tags) to facilitate indexing and searching.
   c. Accessibility: The platform will include a public-accessible space and a restricted access space for NDA members only for documents sharing and managing.
   d. Bilingual functionality: Data sharing and dissemination must be updated both in **English and Arabic.**
   e. Performance monitoring: Platform managers have to have access to comprehensive site traffic statistics such as tracking platform usage (should include the visitors' accesses number, searched keywords, visits' number, etc.) and user satisfaction to identify areas for improvement.
   f. Search Functionality: A dedicated download area, categorizing resources by product and enabling easy search for user convenience.
   g. Multimedia Integration: Enrich text content with images and videos, including the ability to pair content with YouTube videos.
   h. Search Engine Optimization (SEO): Improve the website's ranking on search engines like Google to enhance visibility and attract more visitors.
   i. Navigation Structure: Enhance "alternative" navigation options to ensure site content is intuitively accessible.
   j. Mobile Optimization: Ensure site content is fully accessible on different browsers and mobile devices through responsive design.

By ensuring the team possesses the necessary skills, the developer enables sustainable site management and long-term SEO optimization. They will be responsible for guiding the project team in content creation and SEO optimization through various methods.

Deliverable 0:
Assessment report on the current platform
Deliverable 1:
Three preliminary proposals (architecture, graphic charter, etc.)
Deliverable 2:
A prototype of the updated platform
Contents of Deliverable 2: • Three preliminary proposals (architecture, graphic charter, etc.); • Deployment of the platform prototype on a private address.

Deliverable 3:
A smoothly operating, updated and managed platform

Contents of Deliverable 3: Updated and well-functioning Platform:

- High-quality, user-friendly content tailored to the diverse needs of target audiences;
- Attractive and ergonomic navigation guided by a well-thought-out graphic charter.
  Manual of maintenance and Capacity building sessions delivered to the NDA secretariat team and relevant stakeholders.

Deliverable 4:
A well-supported project team trained in content creation

Contents of Deliverable 4:

- Maintenance manual and capacity-building sessions provided to the NDA secretariat and stakeholders.
- Training on optimized content writing techniques, including keyword use, article structure, titles, subtitles, and meta tags, delivered to the project team.
- SEO-optimized page templates created in the CMS.
- Guidance on regular content creation (blogs, articles, videos) to boost engagement and search engine rankings provided.

Updating the platform must be carried out with the support, involvement and validation of the NDA secretariat members and OSS team.

The NDA secretariat and the OSS team will work collaboratively to develop and provide the initial materials, including text, photos, videos, and PDFs in order to populate the website with a variety of content. This work will be carried out in close coordination with both teams, who will provide all necessary documentation and, with the commitment of all parties, ensure that the required resources are delivered on time.

The firm will be charged with the payment for the hosting of the platform for a period of 5 years. They are requested to submit all invoices related to the platform hosting expenses in order to receive reimbursement from the OSS.

b. COMMUNICATION STRATEGY

The consultancy firm will develop a comprehensive communication strategy to launch and maximize the platform's impact. This strategy will include identifying target audiences, defining content types, and selecting appropriate channels.

The communication strategy should outline the following components:

- **Target Audience Profiling**: Provide detailed profiles of the platform's target audiences, including NDA executives, experts, researchers, academics, technical partners, and others.
- **Platform Branding and Messaging**: Develop a strong platform brand identity and key messaging to create a consistent and compelling narrative.
- **Content Development Plan**: Create a content calendar outlining the types of content to be produced, their frequency, and the distribution channels to be used.
- **Communication Channels**: Establish effective communication channels such as email, social media, and other relevant platforms (national, regional and international) to reach the target audience effectively.

- **User Interface and Experience (UI/UX) Design**: Ensure the platform's design is user-friendly and intuitive, providing an optimal experience for all users.
- **Performance Measurement and Analytics**: Develop key performance indicators (KPIs) to track platform usage, engagement, and impact, and use analytics to inform ongoing improvements.
- **Crisis Communication Plan**: Develop a plan for managing potential crises or negative publicity related to the platform to maintain its credibility and user trust.
- **Media Relations Strategy**: Build relationships with relevant media outlets, namely digital medias, to increase platform visibility and enhance public awareness.
- **Training and Support Materials**: Create comprehensive user guides, tutorials, and training materials to support platform adoption and ensure users can effectively utilize all its features.

This comprehensive communication strategy aims to enhance the platform's reach, engagement, and overall impact, ensuring that it meets the needs of its diverse audience and achieves its intended goals.

Deliverable 5:

A comprehensive communication strategy:

Contents of Deliverable 5: A comprehensive communication strategy to maximize the platform's impact by identifying target audiences, defining content types, and selecting appropriate channels. This includes audience profiling, branding, content planning, communication channels, UI/UX design, performance metrics, crisis management, media relations, and training materials to ensure effective platform use and adoption.

c.   VALIDATION AND DISSEMINATION WORKSHOP

The firm will hold a validation workshop to showcase, review, and select the final version of the platform. Post-workshop, they will manage and finalize the workshop deliverables.

OSS will be facilitating the logistic aspects to the attendees of the validation workshop; the consultancy firm shall assist their representatives including their logistical aspect to be part of the validation workshop.

(The fees for attending the validation workshop shall be detailed within the financial offer as per section 7.c)

Deliverable 6:

A workshop report:

Contents of Deliverable 6: The workshop report should outline the following components:

- A technical report detailing the various technical components of the platform and their interactions with each other (used libraries, interactions with the database, etc.).

- A training manual for the platform and content management, as well as its maintenance and updating. This support will be backed up by a training course provided by the consultant for future platform managers.

4- DELIVERABLES

The expected deliverables as described before are:

Expected deliverables	Estimated effort in man-days	Deadline
Deliverable 0: Assessment report on the current platform	5	7 days after signing the contract
Deliverable 1: Three preliminary proposals of the platform architecture and graphic charter developed		
Deliverable 2: First version (prototype) of the platform deployed on a private address.	15	25 days after signing the contract
Deliverable 3: A well-functioning, updated and managed platform: • high-quality, user-friendly content tailored to the diverse needs of target audiences; • attractive and ergonomic navigation guided by a well-thought-out graphic charter; • Manual of maintenance and Capacity building sessions delivered to the NDA secretariat team and relevant stakeholders.	10	50 days after signing the contract
Deliverable 4: A well-supported project team trained in content creation	5	60 days after signing the contract
Deliverable 5: A comprehensive communication strategy	5	55 days after signing the contract
Deliverable 6: workshop report including the technical report & the training manual	5	60 days after signing the contract
Total	**45**	

NB: Delays for review and validation by OSS services will not be counted.

5- EXPERTISE AND REQUIRED QUALIFICATIONS

The Firm should have a minimum of 5 years of experience in the field of web development and have experience and references in the design, deployment, and integration of web applications on large-scale projects.

The provider will need to demonstrate that it has sufficiently skilled staff to undertake all aspects of the assignment, with clear provisions for local and/or regional counterparts.

The professional expertise and background of the firm should well cover the requirements of tasks defined in this ToR, demonstrating a clear understanding of the deliverables and strict adherence to ToRs specifications and related requirements.

For the purposes of this service, the firm must mobilize the following profiles:

- Team leader: Web Development Specialist
- Computer Graphics and Design Expert
- Marketing /Communication specialist

Qualifications of Key Personnel and Skills for the Mission

For this mission, the firm must propose a team composed of the following profiles:

Team Leader: Web Development Specialist

- **Education:**
  - Master's degree in Software Engineering, Computer Science, or a related field.
- **Experience and Expertise:**
  - **Minimum of 5 years** in web development, with a proven track record in designing, deploying, and integrating web applications and websites, particularly for similar projects.
  - **Advanced skills in both front-end and back-end development**, including proficiency in HTML5, CSS3, JavaScript, and PHP. Experience with web frameworks such as Bootstrap is required.
  - **Minimum of 5 years** of hands-on experience in creating and managing websites. Experience with various content management systems (CMS) and the ability to adapt to different technologies as needed.
  - Demonstrated expertise in coding, debugging, and customizing modern, responsive websites/platforms using a range of technologies.
  - Technical Leadership: Led 3+ technical teams or projects, ensuring timely delivery and adherence to quality standards. Proven experience in managing large-scale projects.
- **Language Proficiency:**
  - Fluent in both Arabic and English languages.

Key expert 2: Computer Graphics and Design Expert

- Education:
  - At least a graduate degree (Bachelor's) in computer graphics and multimedia.
- Experience: At least 5 years of proven experience in designing user interfaces and experiences, including:
  - UI/UX Design: Expertise in creating intuitive and visually appealing user interfaces. Experience with wireframing, prototyping, and user testing to enhance usability and user experience.
  - Graphic Design: Proven ability to design high-quality graphic elements, including layouts, logos, icons, and other visual assets. Experience with design tools such as Adobe Creative Suite (Photoshop, Illustrator, XD) or similar.
  - Experience in collaborating with developers and other team members to ensure design concepts are effectively translated into functional web elements.
  - Ability to provide design recommendations and iterate based on feedback and user research.
  - Understanding of design principles for responsive and adaptive design.
  - Familiarity with front-end technologies to understand design limitations and opportunities.
- Language Proficiency:
  - Excellent command of the Arabic and English languages.

Key Expert 3: Marketing/Communication Specialist

- Education:
  - Postgraduate degree (Master's) in Communication, Digital Marketing, Strategic Communications, or a related field is preferred.
- Experience:
  - Minimum of 3 years' experience in communications, marketing, or public relations, with a focus on digital and online platforms.
  - Digital Marketing: Proven track record in managing and executing digital marketing campaigns, including SEO, SEM, social media, email marketing, and content marketing.
  - Website and Online Platform Management: Experience in managing and optimizing websites, including content creation, analytics, and performance tracking.

- o Experience in developing and implementing communication strategies to effectively convey messages to target audiences.
- o Proven ability to create engaging content for various platforms, including web, social media;
- o Strong analytical skills with experience in using marketing analytics tools to measure campaign effectiveness and inform strategy.
- o Ability to work collaboratively with other team members and stakeholders to ensure cohesive and effective communication efforts.

- Language Proficiency:
  - o Fluent in both Arabic and English.

6- EFFORTS, DURATION, DEADLINE AND REMUNERATION

The effort for this mission is estimated at 45 days, spread over 60 calendar days.

Payment of the fee will be made by OSS to the account specified by the firm upon validation by OSS of the work requested. For Tunisian applicants, the payment will be in Tunisian dinars.

The payment will be made in two installments as follows:

Expected deliverables	Deadline	Payment details
Deliverable 0: Assessment report Deliverable 1: Three preliminary proposals of the platform architecture and graphic charter developed	7 days after signing the contract	
Deliverable 2: First version (prototype) of the platform deployed on a private address.	25 days after signing the contract	15% of the contract amount
Deliverable 3: A smooth operating, updated and managed platform: • high-quality, user-friendly content tailored to the diverse needs of target audiences; • attractive and ergonomic navigation guided by a well-thought-out graphic charter; • Manual of maintenance and Capacity building sessions delivered to the NDA secretariat team and relevant stakeholders.	50 days after signing the contract	40 % of the contract amount
Deliverable 4: A well-supported project team trained in content creation	60 days after signing the contract	10% of the contract amount
Deliverable 5: A comprehensive communication strategy	55 days after signing the contract	20% of the contract amount
Deliverable 6: workshop report including the technical report & the training manual	60 days after signing the contract	15 % of the contract amount

7- COMPOSITION OF THE SUBMISSION/OFFERS

The Tenderer is invited to submit his file containing the administrative file, the technical offer and the financial offer, which must be provided separately.

a) The administrative file:

- A recent extract from the trade register or any other equivalent document required by the law of the country of origin;
- The Consultant's reference form (according to the model attached in Annex 1).
- The Declaration on Honor (according to the model attached in Annex 2).

b) TECHNICAL OFFER

- No less than a 4-page methodological note for the mission, detailing the approach and the main milestones with a proposed detailed schedule of activities. This Note should also specify the firm's area of expertise, background and experience in relation to the mission topics;
- Detailed curriculum vitae for all the consultants using the OSS CV model downloadable from the following link [**OSS CV Model**];
- Relevant references demonstrating previous experience in similar activities relative to each of the abovementioned fields justified by copies of certificates of good execution, indicating the date of realization of the services;
- Copy of academic qualification documents;
- Other useful documents/references.

c) FINANCIAL OFFER

The firm shall submit a financial offer in man-days, including all costs related to the execution of the mission. The financial offer should also include the additional costs related to possible travels and accommodation. They must specify and take into consideration the number of trips required to Libya, including the consultation and validation workshop. This estimate must be justified and aligned to the proposed methodology.

The financial offer should be presented according to the following format:

Expected products	Estimated effort in man-days	Honorarium/day USD	Total costs
Daily fees of the team leader			
Daily fees of the consultant 1			
Daily fees of the consultant 2			
Logistics fees			
Transport			
Accommodation			
Total			

8- BID EVALUATION GRID

The evaluation of the technical offer will be done as follows:

Criteria	Maximum point: 100 pts
Background and references of the firm (Eligibility criteria)	**10**
5 years of experience in the field of web development	5
At least three (3) similar missions (Certificates of successful completion is essential)	3
Excellent command of the Arabic and English languages	2
Key Personnel and Skills	**90**
Team Leader: Web Development Specialist	**40**
Master's degree in Software Engineering, Computer Science, or a related field.	5
Minimum of 5 years in web development, with a proven track record in designing, deploying, and integrating web applications and websites, particularly for similar projects.	8
Advanced skills in both front-end and back-end development, including proficiency in HTML5, CSS3, JavaScript, and PHP. Experience with web frameworks such as Bootstrap is required.	8
Minimum of 5 years of hands-on experience in creating and managing websites. Experience with various content management systems (CMS) and the ability to adapt to different technologies as needed.	8
Demonstrated expertise in coding, debugging, and customizing modern, responsive websites/platforms using a range of technologies.	3
Technical Leadership: Led 3+ technical teams or projects, ensuring timely delivery and adherence to quality standards. Proven experience in managing large-scale projects.	8
Computer Graphics and Design Expert	**25**
At least a graduate degree (Bachelor's) in computer graphics and multimedia.	5
At least 5 years of proven experience in designing user interfaces and experiences, UI/UX Design: Expertise in creating intuitive and visually appealing user interfaces. Experience with wireframing, prototyping, and user testing to enhance usability and user experience.	8
Graphic Design: Proven ability to design high-quality graphic elements, including layouts, logos, icons, and other visual assets. Experience with design tools such as Adobe Creative Suite (Photoshop, Illustrator, XD) or similar.	8
Experience in collaborating with developers and other team members to ensure design concepts are effectively translated into functional web elements.	4
Marketing/Communication Specialist	**25**
Postgraduate degree (Master's) in Communication, Digital Marketing, Strategic Communications, or a related field is preferred.	7
Minimum of 3 years' experience in communications, marketing, or public relations, with a focus on digital and online platforms.	3
Digital Marketing: Proven track record in managing and executing digital marketing campaigns, including SEO, SEM, social media, email marketing, and content marketing.	5
Experience in managing and optimizing websites, including content creation, analytics, and performance tracking.	5
Experience in developing and implementing communication strategies to effectively convey messages to target audiences.	5

NB: The minimum technical score required for the firm to be eligible for the financial evaluation is 70 points.

Evaluation method

The offers of the firm will be evaluated based on the combined scoring method:

- Technical qualifications (100 points max) weight: 70%
- Financial offer (100 points max) weight: weight 30%

A two-stage procedure will be used in evaluating the offers, with evaluation of the technical qualifications being completed prior to any financial bid being compared. Only the financial bids of applications who passed the minimum technical qualifications score of 70 points will be evaluated.

Financial Evaluation

The formula used to determine financial scores is as follows: **Fs = 100 x Fm / F**,
where **Fs** is the financial score, **Fm** is the lowest bid proposal, and **F** is the price of the proposal being considered.

9- BID MODALITIES AND DEADLINE

Bids must be submitted electronically no later than, October, 06th 2024 at 23:59 Tunis time at the following address: procurement@oss.org.tn indicating the reference "**Call for applications for the RECRUITMENT OF A WEB DEVEPLPMENT FIRM [AO/OSS/GCF-RS-LYB2_Web-Dev-Firm/110924-19]**" in the subject line.

Link for download the project Document: *https://www.greenclimate.fund/sites/default/files/document/20211203-libya.pdf*

ANNEX 1 - REFERENCING FORM

FIRM CONTACT INFORMATION

Company name:

Legal form:	Tax number:
Tax ID number:	Date of registration in the trade register:
Date of registration:	
Place of registration:	

Capital:	Website:	
Name, first name, nationality and position of the legal representative:	Position:	E-mail:
Name, first name and nationality of the Contact Person:	Position:	E-mail:

Legal address in the country of activity:

Zip code:	City:	Country:
Telephone:	Fax:	

PLEASE RETURN THIS DOCUMENT DULY COMPLETED AND SIGNED BY THE LEGAL REPRESENTATIVE.

Done at ……………………., on ………………….…..

Signature and stamp

ANNEX 2 - DECLARATION ON HONOR

PURPOSE OF THE CALL FOR TENDERS

I, the undersigned (name and surname): ………………………………………………………………………………

Nationality: ....

Acting in the capacity of: ....

Corporate name : ....

Address : ....

Registered in the trade register under the number..................on ....at. ....

Fiscal number:..

Declare on the honor that:

1. I have never been in receivership nor subject of any legal proceedings for any reason whatsoever,

2. I commit not to make use, by myself or through an intermediary, of practices that could be described as embezzlement, fraud or corruption in the various procedures for procurement, management and execution of this contract,

3. In the case that my offer is accepted, I commit to respect the procedures in force at OSS and the obligation of confidentiality and professional secrecy for all facts and/or information that I may have to know.

I certify the accuracy of the information given in this declaration and in the documents provided in my offer,

I certify that I am not related to any person receiving any remuneration from OSS,

I acknowledge that I am aware that any inaccuracy or error and any failure to comply with the conditions of participation in my offer will result in the rejection of my application.

Done at …………………. On……………………….

Signature and stamp