Website Design & Development Request for Proposal

Summary
InnoFoodAfrica seeks proposals to design and develop the projects new website. This will be a concept-to-completion production. InnoFoodAfrica is an EU H2020 funded research, innovation and action research project. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

Timeline: RFP Sent: August 17, 2020
Responses Due: August 25, 2020
Goal for new website launch: Oct 31, 2020

The website will be hosted under the URL http://www.innofoodafrica.eu

This is an open and competitive process. The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal. OSSREA will negotiate contract terms upon selection. All contracts are subject to review by OSSREAs legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

Overview
InnoFoodAfrica is a research, innovation and action project funded by the European Union H2020. It received funding from the European Union’s Horizon2020 Programme for research, technological development and demonstration under Grant Agreement no 862170. InnoFoodAfrica aims to develop new sustainable value chains (VC) to produce and distribute diverse and healthy foods from African farms to local and export markets. It focuses on Southern and Eastern African regions (South Africa, Ethiopia, Kenya, Uganda) and European export markets by empowerment of smallholder farmers and SME entrepreneurs. The project is designed by a strong multidisciplinary consortium of 20 partners, 15 of them from four African countries with deep understanding of local needs, and supported by 5 European partners.

The project will develop and demonstrate optimal solutions for cultivation practices, processing and production of new value chains, thus enhancing nutritionally balanced food consumption in
urban Africa and creating opportunities to reach international markets. The main output is to demonstrate the huge potential of the African crops as healthy ingredients in combating both malnutrition. The emphasis is to target vulnerable groups, such as malnourished children, pregnant women and adults under the risk of obesity, by increasing the diversity of affordable, nutrient-dense and healthy food products based on local crops, and educating people for improved eating habits.

One of the partners of the InnoFoodAfrica consortium is Organisation for Social Science Research in Eastern and Southern Africa (OSSREA). OSSREA is a regional research and capacity-building organization whose mission is to promote dialogue and interaction between researchers and policy-makers in Eastern and Southern Africa with a view to enhancing the impact of research on policy-making and development planning. It’s headquarter is based in Addis Ababa, Ethiopia.

InnoFoodAfrica project implementation is categorized into various work packages. OSSREA has been tasked to lead work package six which is focusing on Communication and Dissemination. As such, OSSREA has been tasked to develop and manage the InnoFood Africa website. It is against this background that OSSREA is seeking a qualified firm to develop this website.

**Website Objectives**

The main objective of the project’s website is to create a flexible, informative user-friendly website that is easy to maintain. The website must be a user-friendly site that can deliver large amounts of constantly changing information to our key audiences. Basically, the website should fulfil the following objectives:

1. Design should be lighter, more visually stimulating and more inviting to navigate
2. User interface should present comprehensive information in a readily accessible, searchable format
3. Content management should facilitate frequent updates of events and cross-postings
4. Homepage should generate more traffic, better reaching our audiences
5. Website must be safe and secure using HTTPS and a hardened CMS
6. Website should work well on mobile devices and tablets using best practices of responsive design
7. Website should comply with accessibility standards and best practices to ensure that people with disabilities can use our website

The website should fulfil the following minimum functionalities and features:

1. Newsletter capability (Mailing list creation and maintenance)
2. Blog functionality
3. Comprehensive search capability
4. Photo gallery
5. Site administration capability
6. Content Management Capability (WordPress, Drupal, Joomla)
7. Social media integration - Content from Twitter, YouTube and Facebook
8. Accessibility for people with disability
9. Mobile friendly website
10. Integration to the Innovation Platform

Development Guidelines

- An easy-to-use content management system (CMS);
- Easily updated;
- Intuitive navigation;
- Information should be grouped and presented in a logical manner and require no more than three levels of “drill down” for the user to find the desired information.
- Clean and focused design with strategic use of images, common theme;
- Based on InnoFoodAfrica color scheme
- Optimized with SEO best practices;
- Social media integration (share buttons, follow buttons, etc.);
- Fast Loading Pages;
- Scheduled posts feature;
- Contact Form;
- Analytics: Info on web traffic analysis, Path analysis, Visitor trends, Page views, Entry pages, Top pages, Exit pages, Page – length of stay, browsers and platforms
- Provide necessary software and licenses to maintain site internally – within the cost of the contract

Project Management

- An assigned project manager will be made available to present content and information to the consultant.
- The project manager will organise webinars a reasonable number of webinars to present design and development solutions.
- Once the website has been completed and accepted by the InnoFoodAfrica Consortium, the website design and all of its contents, software and architecture become property of InnoFoodAfrica Project
- The consultant will test and ensure the website works properly on all applicable platforms as promised.
- The consultant will deploy the website on the InnoFoodAfrica URL.

Proposal Contents

Please include the following in your proposal response:

- Overview of how you will meet our objectives
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.

- Details about your experience in producing sites for non-profit and/or academic projects
- Recent design & development examples
- Pricing with optional elements line-itemed
- Terms and conditions
- Samples of work done

Evaluation

Proposals will be evaluated with the following criteria:

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references
- Aesthetic Capabilities – Prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.

RfP & Project Timeline Details

RFP Sent: August 17, 2020
Responses Due: August 25, 2020
Finalists Selected & Contacted: August 30, 2020
Winner Selected & Contacted: August 31, 2020
Project Kick-off: September 01, 2020
New Website Launch Target Date: Sept 30, 2020

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response. If you have any questions, please contact Alemu Tesfaye, Communication & Dissemination Manager (InnoFoodAfrica), alemu@ossrea.net; cyberalext@gmail.com; Send proposals to: Alemu Tesfaye, with a copy to Dr. Truphena Mukuna (truphena@ossrea.net)