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TERMS OF REFERENCE

CONSULTANCY TO REVAMP THE AFAAS SECRETARIAT PORTAL WITH NEW FUNCTIONALITIES

Proc Ref: AFAAS/IFAD-EU/CQS/2020/009
[Approved Procurement Plan 2020 - Activity 2.3.3(i)]

1. GENERAL BACKGROUND

African Forum for Agricultural Advisory Services (AFAAS) is a Continental body that brings National Agricultural Extension and Advisory Services (AEAS) stakeholders under one umbrella. The AFAAS' goal is to enhance utilization of improved knowledge and innovations by agricultural value chain actors for improving productivity oriented towards their individual and national development objectives. AFAAS desires to ensure enhanced competency of AEAS providers to enable them better address the increasing needs and demands of various value chain actors. AFAAS 2018-2027 strategy focuses on three pillars namely: (i) strengthening and expanding network and knowledge management capacities. (ii) developing capacities for scaling out technologies and innovations (iii) facilitating advancement of AEAS. Notably, Agricultural extension is a key component of the innovation system, plays a pivotal role in promoting productivity, increasing food security, strengthening rural communities, and underpinning agriculture as the engine of pro-poor economic growth and one of the key pillars for transforming rural livelihoods and contributing to Africa's agenda 2063.

The EU initiative on the Development of Smart Innovation through Research in Agriculture (DeSIRA) intends to boost the transformation of innovation in agriculture and food systems in partner countries make them to be more resilient to climate change and better respond to the development demands. This specific Action will support the African continental and sub-regional organisations (SROs) for agricultural research and innovation, namely: FARA, AFAAS, ASARECA, CCARDESA and CORAF. The direct beneficiaries of this action are the national agricultural knowledge and innovation systems (NAKIS) in African countries in AFAAS context the Country Fora (CFs) and their members, while the ultimate beneficiaries of the transformation of these agricultural knowledge and innovation systems are the rural poor comprising smallholder farmers, women and youth agripreneurs and pastoralists, as well as marginalized communities.

The goal of the project is to contribute to the implementation of Agenda 2030. It will contribute to the progressive achievement of Sustainable Development Goal 2 (zero hunger) and to the action to combat climate change and its impacts (SDG 13). It promotes progress towards ending poverty (SDG 1), gender equality (SDG 5), decent work and economic growth (SDG 8), and responsible consumption and production (SDG 12). The project will additionally contribute to Agenda 2063 and the Malabo Declaration of the African Union (AU). While the objective is to enable agricultural research and innovation, including extension services, to contribute effectively to food and nutrition security; economic development and climate mitigation in Africa. This will be achieved by improving the capacity, effectiveness and positioning of the Regional and Sub regional Agriculture research and extension organizations as well as National-Agriculture-Research-Systems, and by promoting collaboration and knowledge sharing among the organizations. Specifically, the project shall (i) strengthen the operational capacity of AFAAS and its sub-regional partner organizations; (ii) improve collaboration within and

among the national, sub-regional and continental agriculture research and extension organizations; (iii) promote policy enhancement in agricultural research and innovation; (iv) create climate-relevant innovations; (v) promote investments and market linkages; and (vi) enhance knowledge generation and dissemination in support of decision making, advocacy and innovation sharing.

One of the key outcomes of the Action is to eventually contribute to improved capacities of AFAAS to strengthen and support agricultural knowledge and innovation partners at all levels in Africa to transform agriculture and food systems and to influence policy formulation through effective linkages to and the use of climate relevant science, knowledge and innovation.

The AFAAS ICKM unit is concerned with the process of identifying, acquiring, distributing and maintaining knowledge that is essential to the organization. Currently, the AFAAS portals cannot upload the eNewsletter due to absence of the Mailchimp which is very critical in Knowledge management and yet the skills for enhancing the functionalities is nonexistent in house. It is important to source a designer and marketer to design these functionalities, test them and integrate the eNewsletter on the new AFAAS portal. Therefore, AFAAS secretariat is seeking services of a qualified and experienced designer and marketer to enhance the functionalities of the AFAAS portal with a view of improving communication and visibility.

2. OBJECTIVE OF THE ASSIGNMENT

The objective of this assignment is to revamp the AFAAS portal with new functionalities to improve the communication and visibility of AFAAS and enable interactions and collaboration among different stakeholders.

3. SCOPE OF THE ASSIGNMENT

The Designer and Marketer is expected to undertake the following activities with specific focus to the following tasks:

- Analyze the actual website
- Identify actual functionalities
- Propose new design and new functionalities for the site
- Develop the new design with the new functionalities
- Migrate the data from the ancient site to the new one
- Test, adjust and improve the new portal based on AFAAS Secretariat and stakeholders feedbacks
- Integrate e-Newsletter contents to the portal

4. DELIVERABLE

The consultant will be required to provide the following outputs during the execution of the assignment:

- Have a revamped and enhanced website with new technical characteristics and functionalities.

The portal must be:

- Responsive (good visual experience on mobile and on laptop)
- Updated with the latest versions of PHP and MySQL
- Embellished with an optimized and attractive design
- More informative with regular updates and a diversity of contents
- Multilingual portal developed, in French and English
- Easy to navigate

- All Contents from old site will be migrated and new contents and functionalities will be added to the following sections: Projects, Country Fora, Publications, Calendars, Opportunities, Who's Who directory, Tools and Systems.
- The structure of the site will be flexible enough to allow new tools to be plugged in and allow the integration of new systems (e-learning, M&E tool) in the near future.

5. QUALIFICATION

The following set of competencies will form the basis for selection of the consultant (web developer):

- BSc in Computer Science, Software Development or equivalent
- Minimum 5 year experience in developing web based software using PHP
- Good knowledge of Web hosting environment, including Linux environment
- At least three years' experience in Web development for donor funded projects
- Experience integrating eNewsletter, Mail Chimp on portals
- Proficiency in desktop publishing and web software (preferred).
- Must be multi-lingual (preferred; English, French and Portuguese)

6. WORKING CONDITIONS

- Workplace: The Consultant shall work at AFAAS Secretariat or in any other country where s/he can do teleworking.

7. DURATION OF THE ASSIGNMENT

The assignment shall be undertaken in the period of 5 months (March to July 2020).

8. REPORTING AND LIAISON

The consultant shall report to AFAAS Executive Director and Work under the technical supervision of the ICTKM Consultant, and collaborate with other AFAAS secretariat staff

9. TERMS OF PAYMENT

- Payments shall be made on monthly basis upon delivery of summary reports detailing deliverables for the period. The expected Salary-professional fees is US\$ 1000/month to be paid upon approval of monthly report/worksheet

10. APPLICATIONS

Interested qualified and experienced individual consultants should send their expression of interest (via e-mail) and comprehensive curriculum vitae, detailing proof of similar experience, together with the names, e-mail addresses, and telephone numbers of three referees. The expression of interest should be addressed to:

Dr. Silim Mohammed Nahdy

Executive Director, AFAAS, Email: secretariat@afaas-africa.org

Tel: +256-312-313400.

Further information may be obtained from AFAAS Procurement Specialist, Grace Paddy Wanzala, and Email pwanzala@afaas-africa.org;