



ECOWAS COMMISSION  
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LA BANQUE MONDIALE  
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## TERMS OF REFERENCE

**Development and launch of the FSRP web portal**

June 2023

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## **1. Context**

The West Africa Food System Resilience Program (WASRP/FSRP) was approved by the Board of Directors of the World Bank Group on 18 November 2021 to combat food and nutrition insecurity and strengthen the resilience of food systems in West Africa. The programme currently brings together seven countries - Burkina Faso, Chad, Ghana, Mali, Niger, Sierra Leone and Togo - and three regional organisations: ECOWAS, CILSS and CORAF. It aims to increase agricultural productivity through climate-smart practices, promote value chains and intra-regional trade, build regional capacity for better agricultural risk management, and foster greater cooperation to ensure long-term food security for the people of West Africa. The FSRP is coordinated at regional level by the ECOWAS Regional Agriculture and Food Agency (ARAA).

As part of the implementation of this major programme, communication is a key activity. It helps to achieve the programme's objectives by ensuring its visibility and the circulation of information among those involved in its implementation, as well as contributing to the dissemination of its results. This is why the development of visual communication tools, including a web portal, is necessary.

These terms of reference focus on the rationale, objectives and main activities of the consultant to be recruited to develop the FSRP web portal.

## **2. Justification**

As part of the communication and visibility actions in support of the implementation of the RSFF, the Ecowas Regional Agency for Agriculture and Food is therefore proposing to develop a dedicated web-based information portal. It will serve as a single communication and information platform for the PRSP, managed by the regional coordination unit based within the RAAA. The countries, CILSS and CORAF will contribute information and data from the field.

This FSRP web portal will have to be designed taking into account the content of the ARAA's institutional website ([www.araa.org](http://www.araa.org)) in order to avoid any duplication.

### **3. Objectives**

The general objective of the consultation is to design and put online a dynamic web portal for the West Africa Food System Resilience Programme.

The specific objectives of the consultation are

- a. carry out a needs analysis of the FSRP's communication, drawing on the ARAA's institutional digital communication system, in particular the editorial line, the web system and the Agency's official graphic charter;
- b. propose a specific architecture and graphic charter that take into account the usability of the interface, improving the user experience on all types of screen and search engines (responsive design);
- c. propose an interface design that takes account of current standards and trends in digital communication (integration with social networks, etc.),
- d. develop and put online a centralised web platform to disseminate relevant and up-to-date information on the PRSF in the 3 official ECOWAS languages (French, English, Portuguese) and facilitate better communication of the activities of the countries and the region;
- e. develop a user and administration guide for the web portal;
- f. train the RAAA's communications department and the FSRP's country communications officers in the management and animation of the web portal;
- g. provide maintenance/technical support for (03) months after the launch of the web portal to ensure that it is working properly.

### **4. Expected results**

The consultation will produce the following key results

- a. a concept note summarising the specific web communication needs of the FSRP following the scoping meeting;
- b. a graphic charter and architecture that highlight the organisation of sections to offer different types of content based on the needs of countries and regional institutions;
- c. a layout reflecting a "responsive" interface design that enhances the user experience (display on all terminals, simplified and highly interactive browsing on different browsers, ease of searching and downloading documents),

- d. a dynamic web portal, in French, English and Portuguese, which has been put online and hosted on the ARAA cloud at <https://fsrp.araa.org> is fully integrated with the ARAA's existing social media accounts, in particular Facebook, twitter and LinkedIn;
- e. a guide to the use and administration of the site for the ARAA;
- f. the staff of the ARAA's communication department and the FSRP's country communication officers are trained in the management of the portal to ensure the animation and updating of information;
- g. the web portal will be maintained for 3 months after its launch.

The RAAA will retain ownership of all patents, patent applications, patent disclosures, inventions and improvements (whether or not patentable), copyrights and copyrighted works (including scripts) and their registrations and software, including any software, firmware or source code, trade secrets, know-how, database rights, designs and any other form of intellectual property (other than trademarks) (collectively, Intellectual Property) created in the process of developing the new Website interface.

## **5. Methodology**

In the working methodology to be proposed by the consultant, the RAAA suggests the following elements to be taken into account in the consultation process:

- a. discuss with the Agency's communications experts based in Lomé and the FSRP coordination team to gain a more in-depth understanding of the results expected from the consultation (face-to-face scoping meeting or videoconference);
- b. Discuss with the FSRP's group of communicators and the Agency's Communication Department the information products to be disseminated on the web portal and its architecture;
- c. Design the Portal based on the FSRP's Visibility Manual (Graphic Charter)
- d. propose and obtain approval for the web portal's graphic charter;
- e. propose a provisional version of the web portal to be tested online from a development server and gather feedback from users;
- f. Discussions with the group of FSRP communicators (countries, CILSS and CORAF) to take account of their observations and comments;

- g. take into account the Agency's comments to produce a final version of the web portal to be put online on the ARAA Cloud.

Please note: Each stage must be validated by ARAA/FSRP.

## 6. Length of consultation

The time allotted for the consultation is thirty (30) man-days to be carried out over a maximum period of two (2) months.

The web portal must be maintained for a period of three (03) months after delivery (fixed price).

1. Consultant recruitment	July 2023
2. Data collection and presentation of the draft graphic charter and web portal architecture	August 2023
3. Development of the web portal including interactions with the ARAA	August - September 2023
4. Put on line	End September 2023
5. Training of FSRP staff and country focal points	October 2023
6. Maintenance/technical support	October - December 2023

NB: This timetable is indicative and may be subject to change.

## 7. Terms of service

The consultant will benefit from a service provider contract from the RAAA for the execution of his assignment. He will be able to carry out the expected mission from his place of residence but will have to liaise constantly with the Communication Unit of the ARAA and the communication and visibility expert of the FSRP in Lomé, Togo.

## 8. Profile required

The Consultant must have the following profile

- Proven experience in designing dynamic, innovative and creative websites;
- hold a higher education diploma (BAC + 3 at least) or equivalent in the field of Information and Communication Technologies (ICT), the web and/or any other field related to ICT and web databases;

- at least seven (3) years' professional experience in IT development, website development and computer graphics design;
- have produced several dynamic websites (portofolio to be supplied);
- have at least three (3) references (development of institutional websites using Drupal) in the last three (3) years in the region (provide copies of completion certificates or contracts);
- Have your own hosting space for pre-production websites;
- Development work with the Drupal CMS is an asset;
- sound knowledge of the security of applications/websites and search engine optimisation, as well as legal knowledge of compliance with the regulations in force, particularly with regard to the protection of personal data;
- a good knowledge of the Ecowas Commission and its institutions would be an asset.

## **9. Application form**

Candidates must submit a complete application file comprising the following documents:

- a covering letter,
- a detailed curriculum vitae,
- a copy of the highest diploma,
- a technical and financial offer.

Applications should be sent to the ARAA at the following address: [procurement@araa.org](mailto:procurement@araa.org)