



Terms of Reference for a consultancy to support the update of ACB's website

Background:

Established by a resolution of African Health ministers in 2012, the African Constituencies Bureau for the Global Fund (ACB) was set up to be a platform to facilitate engagement, participation and consensus building among the Global Fund's East and Southern Africa (ESA) and West and Central Africa (WCA) constituencies in Global Fund policies and governance engagements. Also known as "The Bureau", the organization is an operational hub and policy think tank of the WCA and ESA and begun its formal operations in March 2017. The purpose of the Bureau is to ensure effective engagement, representation and participation of the Africa constituencies in Global Fund processes as well as enhancing the capacity of the Africa constituencies to shape Global Fund policies and processes.

In that context, an interactive, attractive, and informative website is important to improve the user experience. The Communication team is planning to conduct a series upgrade on the website.

Objective of this Consultancy:

The purpose of the call of interest is to find a competent firm/ consultant to revamp the ACB website with new web sections and other web pages proposed in this TOR and use this opportunity to further increase interaction and collaboration among key site users.

Therefore, ACB is looking for qualified firms or consultants 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.

Scope of Work and 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 3 months excluding the additional six months maintenance support period and the expected starting date of 10/01/2025. The development of the three alternative options for the website design will be ready in one month's time, starting from the date of signing the contract.



The user manual, webinar and the new webpages should be completed within the three months and the maintenance of the new webpages will be maintained from the third month of the contract.

Briefing/debriefing arrangements

A first meeting/conference call will be scheduled with the ACB 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 Specialist. They will follow up the design process answering questions related to the documents.

Support provided

ACB will provide access to the current ACB website credentials and content.

Deliverables:

1. [ACB's website](#) has a new visual appearance, and its functionalities have been enhanced to provide a better user experience.
2. New features/ pages are developed and integrated into the website.
3. Source code handover: A report on deployment with full source code, including all developed libraries, shall be handed over to the ACB.

New look and feel

Following the ACB branding guidelines, design a new look-and-feel for the ACB site capturing the different functionalities outlined in this TOR. The company/ Consultant 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/guidance webpage template, country story webpage template, event webpage template.

New sections

Based on the agreed templates, develop new web sub-sections to the ACB site based on, but not limited to the structure, functionalities and features defined in these terms of reference (Countries Stories/ Profiles, videos, etc.) and reordering the current sections.



The new subsections webpages should incorporate functionalities to guarantee the latest information on that sub-section is displayed.

Functionalities to include in the new templates

The following features will be guaranteed through the new templates outlined in the section:

- Responsive and attractive design tailored for different audience including ACB theory of change, ACB value proposition and highlights about ACB achievements, policy wins and impact in countries

Knowledge transfer

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

Source code handover

A report of deployment with full source code including all developed libraries shall be handed over to the communication

Tasks

1. The company/ consultant will adjust concept based on feedback and comments from the ACB team.
2. The company/ consultant 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 the ACB team.
3. Development of web sections and content upload.
4. Integration and final approval by ACB.

Required experience and expertise

- Vendor should demonstrate and provide examples of previous experience in the performance of similar services as follows:
- Have at least 7 years of prior experience designing visually appealing and navigation friendly web sites;
- Familiarity and relevant experience in using different Content Management Systems (CMS), particularly WordPress;
- Have a broad knowledge of current web development technologies and design tools in the field, and new software and other web programming languages and programs including use of HTML, XHTML, CSS, XML, XSLT, Macromedia Flash, Java;



- Have excellent knowledge of recent trends in graphic design, web sites, including online video publishing, and social media networking; Demonstrate the ability to create innovative and visually appealing design;

Duration: The consultancy is expected to begin on 10/1/2025 and conclude by 9/4/2025

Application procedure

If you have the required qualifications and are interested in this contract, please submit A narrative describing the previous work done in this area;

- Separate technical and financial proposal.
- The financial offer must be expressed in US DOLLARS (us\$) and should be inclusive of all taxes, fees and expenses

Evaluation and Selection

Selection of the successful firm will be based on quality-cost considerations and proposals will be evaluated as follows:

- Technical Proposal:70%
- Financial proposal: 30%

Evaluation of technical proposal

Evaluation Criteria	Score
The work presented through the firm portfolio will be evaluated to assess the quality of the	10%
Experience and qualifications of the team proposed to deliver the work by the company.	20%
Experience in developing sites in WordPress CMS;	50%
Timeline to deliver the objectives of the assignment based on the deadlines provided in this	10%
Experience working in the development sector producing high quality outputs	10%
Total	100%

Evaluation of Financial Proposal

- The financial offer must be expressed in US DOLLARS (us\$) and should be inclusive of all taxes, fees and expense
- The financial offer of consultants who are successful in the technical evaluation will be considered for further steps and evaluated out of 30%

Presentation of the Economic and Financial Offer

- To draw up the offer, the service provider shall consider the following aspects:
Present a detailed budget draft.



- Expected cost for each issue, broken down by type of expenditure, including all fees.

Payment Modalities

The ACB will pay the successful recruitment firm in accordance with the agreement to be made between the two parties.

Time frame and proposal submission

The consultancy agreement will become effective upon signatures from both parties and will be valid for one year.

Qualified **company/ consultant** should send/present their submission proposals to the ACB and should be addressed to awel.mezgebe@afribureau.org with a copy to falemayehu@afribureau.org not later than 31 **December 2024** at 5pm Addis Ababa time.

The ACB reserves the right to accept or reject any or all proposals.