



Terms of Reference

Development of Website for the Department of Energy's Appliance Standards and Labelling Project

Location: South Africa

Application Deadline: 15 June 2017

Category: Climate change mitigation; energy efficiency

Type of Contract: Institution/Professional Contract

Assignment Type: Development of Website for the DoE's Appliance Standards and Labelling Project

Languages Required: English

Starting Date: (date when the selected candidate is expected to start): Upon signing the contract

Duration of Initial Contract: 180 days

Background:

The South African government through the Department of Energy in collaboration with the Department of Trade and Industry (the dti), and the United Nations Development Programme (UNDP) is implementing the appliance energy efficiency Standards and Labelling (S&L) Project. The project is designed with the objective of removing inefficient appliances from the South African market and to encourage the adoption of new minimum energy performance standards (MEPS) for energy efficient appliances. The project forms an integral part of the measures / interventions designed to reduce electricity consumption and the carbon footprint of the residential sector.

A comprehensive marketing and communications campaign has been planned to introduce the project to the South African consumer and public. The communication channels will include print, television, billboards, radio and advocacy. Research has found a S&L communication campaign to have the desired effect and achieve its objectives it must be supported by an informative and appropriately designed website. Visitors to the website must be able to find the information they are looking for in a format and a language that can be easily navigated and understood. All demographic groups buy appliances meaning that it is imperative that the website can appeal to all visitors and be able to hold their attention.

A website has already been designed and a content plan developed. This project has two objectives:



*Empowered lives.
Resilient nations.*

1. To review the existing design and content plan with the project manager, department of energy and any other stakeholders that the department may wish to include, to make changes (if necessary), produce the final content and launch the website. The consultancy is expected to build on what has already been developed.
2. Build and maintain the website for a period of six months (until December 31, 2017). The vendor must then hand over control of the website to an entity to be decided by the department. The website url will be registered under .gov.za and the vendor will be required to assist the department to secure the necessary permissions by satisfying requirements

Duties and Responsibilities

UNDP is seeking to recruit a vendor to perform the following tasks:

1. Review the existing website design and content plan. Deliver a short appraisal with recommendations and present it at an inception workshop. The outcomes of the workshop will provide the website content requirements (design and content) which must then be written and used to develop a final website.
2. Develop and launch the website using the designated url. The vendor will be required to support the department in securing the url, but ultimate responsibility lies with the department.
3. Participate and follow the communications campaign to ensure the website provides the necessary support. Changes and updates must be undertaken based on instruction from the project management team.
4. Provide analytical statistics and information i.e: number of visits, time spent etc
5. Maintain the website until December 31, 2017 and then formally handover and provide necessary training.

Expected Outputs and Deliverables: The vendor shall prepare and submit:

Deliverable 1: Final Content Plan, Website Content and Website Design: This deliverable will be the outcome of the inception workshop. The plan, design and content must be signed off by the Department of Energy

Deliverable 2: Website: A fully functional and live website with necessary pages uploaded with content

Deliverable 3: Monthly Maintenance and Support: This must include monthly reports detailing website performance

Deliverable 4: Website Handover: Website to be handed over to the Department of Energy or an entity which it nominates

Institutional Arrangement:

The UNDP will accept submissions where firms have entered into a joint-venture agreement or have sub-contracted specialised skills/resources. However, the UNDP's contractual arrangement will be with one company who will take full responsibility for delivery. A team leader from the same company must also be appointed and will report to, and seek approval/acceptance of outputs from the project manager and the project management team.

Payment terms:

Deliverables	Description	Proposed due date	Payment Schedule
1. Website design and content	– Finalised and approved by the Department of Energy	10 days after appointment	20%
2. Website	– Website launched and publicly accessible	15 July 2017	45%
3. Monthly Support	– payment based on month end reports submitted, work completed, maintenance performance	30 September 2017	20%
4. Handover	– Website maintenance taken over by DoE designated entity	31 December 2017	15%

Duration of the Work:

The duration of the consultancy is for the period July – 31 December 2017.

Duty Station:

The consultancy must be based in South Africa and able to attend meetings at the Department of Energy in Pretoria as required.

Required Skills and Experience:

The selection of the consulting team will be aimed at delivering a website that will provide the S&L project communication and awareness with the necessary support, and is weighted as follows:

- **Proposed Workplan and Approach** – a technical proposal detailing the approach and methodology to be adopted and which adequately addresses the project requirements [250]
- **Team Members** – Appropriate qualifications and technical skills necessary for the project [300]
- **Expertise of Institution / Organisation submitting the proposal** – Number of projects/instances where you have provided services (related to appliance Standards and Labelling, website design, content development, maintaining and supporting websites) of a comparable nature (provide exact details). Provide at least 3 relevant verifiable project references [250].

Education:

- The proposal must demonstrate that the team members have the required qualifications, skills, technical expertise and experience to execute this assignment.

Language:

- English

Response Format

To facilitate the analysis of responses, all interested parties are required to prepare their response in accordance with the instructions outlined in this section. All proposals should be electronically generated. The consultancy will be hired on a UNDP contract.

Applicants are required to submit the following:

- A Technical Proposal: Letter of Interest, stating why you consider your service suitable for the assignment and a methodology on the approach and implementation of the assignment;
- Evidence and examples of similar projects that have been successfully completed;
- Personal CVs highlighting qualifications and experience in similar projects;
- Minimum of three references - contact details (e-mail addresses) of referees (organisation for whom you've produced similar assignments);
- All-inclusive financial proposal indicating consultancy fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment.

Applicants are required to submit the following documents to **procurement.za@undp.org** on or before the **15th June 2017** with the subject line: **Job Code Title and Reference Number.**