

Terms of Reference

Request For Proposal

National Consultant: To develop an online communication plan, logo and a website relevant to the BioProducts Advancement Network South Africa (BioPANZA)

Type of Contract:	Individual Contract (IC) or RLA
Languages:	English
Duration:	Approximately 60 working days over a 4 month period
Location:	South Africa

1. Background

1.1. Introduction:

The Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising from their Utilization (ABS), a supplementary agreement to the Convention on Biological Diversity, was adopted on 29 October 2010 in Nagoya (Japan) and entered into force on 12 October 2014, it provides a transparent legal framework for the effective implementation of the 3rd objective of the Convention on Biological Diversity (CBD). The Nagoya Protocol applies to genetic resources that are covered by the CBD and to the benefits arising from their utilization, it also covers traditional knowledge (TK) associated with genetic resources held by indigenous and local communities. Contracting parties to the Nagoya Protocol need to fulfill core obligations to take measures in relation to access to genetic resources, benefit-sharing and compliance.

The UNDP-GEF Global ABS Project “*Strengthening human resources, legal frameworks, and institutional capacities to implement the Nagoya Protocol*” is a 3-year project that specifically aims at assisting 24 countries in the development and strengthening of their national ABS legal frameworks, human resources, and administrative capabilities to implement the Nagoya Protocol. The project seeks to achieve this through its 4 components namely:

- Component 1: Strengthening the legal, policy and institutional capacity to develop national ABS legal frameworks;
- Component 2: Building trust between users and providers of genetic resources to facilitate the identification of bio-discovery efforts; and
- Component 3: Strengthening the capacity of indigenous and local communities to contribute to the implementation of the Nagoya Protocol.
- Component 4: Implementing a Community of Practice and South-South Cooperation Framework on ABS.

The implementation of the basic measures of the Nagoya Protocol in South Africa similarly to the other participating countries will unleash a wide range of monetary and non-monetary benefits for providers of genetic resources. Some of these benefits should be reinvested in the conservation and sustainable use of the biological resources from where the genetic resources were obtained. This will fulfill the three objectives of the CBD.

As per the approved Annual Work Plans for the year 2019 for South Africa, the body of work will require a national consultant to design and develop a user-friendly and well-illustrated website for the BioProducts Advancement Network South Africa (BioPANZA), which will aim to facilitate coordination within the different clusters of the bioprospecting/biotrade sub-sector.

1.2. South African Context:

South Africa, the third most biodiverse country in the world, has the competitive advantage to capitalise on its unique and potentially renewable natural resources and indigenous knowledge. The sustainable use of South Africa's genetic and biological resources have the potential to support many local economies and livelihoods in the country, through providing business and job creation opportunities for individuals and communities. The biodiversity economy, specifically the bioprospecting and wildlife sub-sectors of South Africa encompass the businesses and economic

activities that either directly depend on biodiversity for their core business or contribute to conservation of biodiversity through their activities.

The South African bioprospecting sector encompasses organisations (businesses, national and provincial government departments, public entities, research organisations, academic organisations), and people (communities, individuals, investors) that are searching for, collecting, harvesting and extracting living or dead indigenous species or derivatives and genetic material for commercial or industrial purposes. Commercial and industrial products which fall under the ambit of the bioprospecting sector include (but are not limited to) drugs, industrial enzymes, food flavours, fragrances, cosmetics, emulsifiers, oleoresins, extracts or essential oils which contain these indigenous species. The bioprospecting/biotrade sub-sector of the biodiversity economy has already demonstrated the potential for significant development and growth, impacting on the national economy while contributing to national imperatives such as job creation, rural development, and conservation of our natural resources. However, for the bioprospecting subsector to achieve its full potential, a strategic partnership between the state, private sector, and communities is required. The country has thus developed national strategies, tools and action plans to address developmental challenges in this sector.

As an example, the National Biodiversity Economy Strategy (NBES) is a 14-year strategy, drafted by the Department of Environmental Affairs (DEA), and focuses on optimizing the economic benefits from the utilisation of indigenous resources specifically in two key aforementioned sub-sectors. The NBES amongst other functions seeks to encourage and facilitate the sharing and dissemination of information across all levels in the biodiversity economy to ensure balanced representations of communities, traditional knowledge holders, all spheres of government and industry role players.

The DEA together with the relevant stakeholders engaged in the Operation Phakisa Biodiversity Economy, which aimed at developing an implementation plan for the NBES. The bioprospecting/biotrade work stream identified and categorised gaps that hinder development of this sector; i.e. enterprise development, commercialization, and coordination gaps. One of the initiatives conceptualised during this process, is to establish a BioProducts Advancement Network South Africa (BioPANZA). By definition, BioPANZA is a coordinating network which blends partnerships to optimise development and enhance growth in the South African biotrade and bioprospecting sector.

The BioPANZA aims to (i) coordinate and harness existing initiatives (ii) play a role in increasing the demand and local value addition of the country's indigenous biological resources and (iii) promote applied research, innovation and product development, as well as to promote the use and awareness of plant species used in the sector. Phase 1 of establishing the BioPANZA was to determine and secure a leadership structure. This initiative will be tri-chaired by the DEA, Department of Science and Technology and the Department of Trade and Industry. Phase 2 follows with the virtual stage, where an interactive BioPANZA website is envisaged. A BioPANZA website will serve as a centralised information hub, where interested parties and the public will have access to information such as approved studies/research, current news/information from the sector, supporting initiatives and potential collaborators, funding opportunities, market information.

1.3. Objectives of the assignment

The scope of work of the Consultant(s) is to use electronic information provided by the Department of Environmental Affairs to design and develop an interactive and user-friendly website for the Bio Products Advancement Network South Africa (BioPANZA). The services required by the consultant are to develop an online communication plan relevant to the BioPANZA, and to develop and design a logo and a website.

2. Description of Responsibilities

The consultant shall work in close coordination with the project country team including, at minimum the National Project Manager/Coordinator and relevant officers at the DEA, the Project Manager from the UNDP country office and the regional project specialist for South Africa from the UNDP Global ABS project team. The consultant will be responsible for the provision of the following services:

- a) A brief but comprehensive analysis should be conducted to determine the online/social media needs for BioPANZA, including the development of a website
- b) The consultant should conduct a one day workshop with the BioPANZA team to finalise: the design specifications of the website and a BioPANZA logo, and the packaging of information on the website
- c) Source and package information from the BioPANZA network in a manner useful and accessible to stakeholders in the bioprospecting/biotrade sector and emerging entrepreneurs
- d) Regardless of the results from point (a) and (b) above, the BioPANZA website must primarily respond to the following specifications:
 - Home page: this page should be designed to display and showcase information that is most recently uploaded onto the website. The BioPANZA logo should be displayed on each page/tab and when selected should revert to the Home page.

Tabs:

- **About:** The 'About' page should clearly and creatively describe what BioPANZA is; display the key role players in an infographic and display what services the website has to offer
- **Clusters:** The Cluster tab/page should creatively display the five clusters, whereby selecting one would direct the user to the individual cluster page. The clusters are, and should include the following information:
 - Network – database of contacts/stakeholders and an infographic of the relevant organisations
 - Finance – would display funding opportunities within the sector: organisations offering funding (eg. SEFA, IDC, CSIR) and the contact details; links to adverts, calls for submissions/proposals for funding,
 - Market – main sectors within the Bioprospecting/biotrade industry in South Africa; trade statistics for top resources and products; leading markets (national/international) for resources; access to markets – market entry requirements and barriers to entry; legislative implications; SA and global market: consumer needs; trends showing the sales of products, harvesting of resources; gaps for opportunities in the sector
 - Innovation – showcasing new projects, new products developed, Research and Development projects, other pilot projects
 - Policy – this cluster should display links to a list of all the relevant legislation, policies and strategies. The links from the Policy cluster page link to the Resource Centre (explained below)
- **Resource Centre** (has a list of tabs, mentioned below):
 - Plants of South Africa tab – Showcases species used in the sector, their economic profile (basic information, uses, success stories in Bioprospecting, conservation status) – Useful links to add for each plant species from SANBI's PlantzAfrica (<http://pza.sanbi.org/>) and Red List of SA Plants (<http://redlist.sanbi.org/>)
 - Documents tab: should be in PDF and Microsoft Office document formats. Application forms (permits, notices, funding etc.), legislations, strategies and guides are some of the important documents to consider
 - Media gallery tab: to exhibit relevant videos (eg. YouTube videos and links to videos) and images related to the industry (of conferences, workshops, field/site visits, products, resources)
 - Other Websites tab: links to websites such as the CBD, ABS Capacity Development Initiative, [UNDP-GEF Global ABS Project / ABS Community of Practice Website](#), CITES, CBI, relevant government departments and research institutions
 - Projects tab: This page should display any current or completed projects as well as success stories from the bioprospecting/biotrade sector

- **Contact page and Communication**

- The departments contact details (phone number and postal address) and a BioPANZA email address (biopanza@environment.gov.za) should feature on this page
- The Contact page should also allow for the public to directly email the BioPANZA team from the website: A block with 'Required' fields: Name and Surname, Organization, Email and Subject line. Once completed the enquiry is automatically forwarded to the biopanza@environment.gov.za email address
- An online registration platform should be created where visitors subscribe and create a personal profile (name, surname, contact details, organization, sector, nature of business) which allows access to documents and website updates sent via email. The membership subscription page should be a pop-up option on the main screen when a visitor first opens the website.

- **Calendar:** the calendar should essentially be a small pop-up on the home page showing important dates for conferences/conventions, exhibitions, markets (examples: Trade shows, Afro Day, natural products exhibitions)
- Frequently Asked Questions: information will be provided from the BioPANZA team

e) **Considerations:**

- The website will be hosted within the DEA infrastructure therefore the developer would need to allow full technical and security permission to DEA IT and Communication teams
- The look and feel of the website should be similar to the DEA website (<https://www.environment.gov.za/>) as this platform will be later transferred to the DEA main site
- Compatibility: the website should be compatible with all internet browsers/search engines and must be mobile friendly
- Functional requirements: Content Management System
- Consultant should source photography or use image resources available from the DEA, the DST or **the dti**.
- Date of 'the last update' should be displayed on the home page
- DEA Disclaimer on the main page should indicate the information is protected/copyrighted
- Website should be tested regularly until transferred to the DEA system
- A 1-day session should be conducted with the relevant DEA teams to handover the website for maintenance purposes.

3. Reporting:

The Consultant(s) will report to the UNDP South Africa Country Office on administrative and payment matters relating to the contract. The Global ABS Focal Point in the Department of Environmental is responsible for overseeing the technical content and quality assurance approvals that will be supported by the UNDP Project Specialist in the UNDP-GEF Global Team. To this end, the Consultant shall work in close coordination with the project country team including, at minimum the Global ABS Focal Point and Officers at DEA.

4. Duration:

The consultant is expected to finalise the body of work by 3 May 2019 (Go-Live: 6 May 2019)

5. Deliverables:

The specific deliverables and payment schedule is provided in the table below:

- Website Design and Development:
 - The consultant shall design the front end of the website to be user friendly and responsive for multiple platforms including desktop, tablet and mobile devices and SEO friendly while maintaining project branding and colors in agreement with the DEA team
 - A draft design/mock website should have a similar structure and design to the DEA website and be submitted to the team for review

- The consultant shall develop HTML templates and demonstrate the process to package and upload content
- One day workshop to be held with the BioPANZA team to design the website and packaging of information
- Content Management System (CMS):
 - The consultant shall develop a CMS for the website which should be based on an open-source content management system
 - Creation of a simple CMS backend system that can be easily navigated by non-technical staff
- Reports should be submitted based on comprehensive testing and debugging of the architecture and the functionality of the CMS
- Proof of Registration of the domain name should be submitted
- Search engine optimization

Deliverables	Time	Payment term
Deliverable 1: Inception report detailing timeframes and proposed work plan	5 days	10%
Deliverable 2: Online/Social Media plan including a BioPANZA website plan	TBD, as per Inception Report	15%
Deliverable 3: User requirement specification document and the Technical specification document.	TBD, as per Inception Report	10%
Deliverable 4: Sample website design/s	TBD, as per Inception Report	15%
Deliverable 5: Website Administration manual	TBD, as per Inception Report	10%
Deliverable 6: Testing (User acceptance and Accessibility)	TBD, as per Inception Report	10%
Deliverable 7: Code files (Front end and Back end) and maintenance and support	TBD, as per Inception Report	15%
Deliverable 8: Launch of the Website and handover to DEA	On or before 6 May 2019	15%

6. Competencies:

- Knowledge of website design and graphic design
- Website coding and developing: back end and front end
- Knowledge and use of Drupal and other website building software
- Programming in HTML, ASP.Net or Java (and testing) CSS language and Javascript
- SQL Server 2012 and above or Oracle 12 C database design and development
- Search Engine Optimization capabilities
- Project management
- Online/Social Media strategies

7. Qualifications

7.1 Academic Qualifications/Education:

- Minimum Undergraduate degree in Computer related sciences, Communication, Graphic Design.
- A postgraduate qualification will serve as an advantage

7.2 Experience:

- Proven track record of website designing and development
- At least 5 years of experience in website development
- Hands-on experience with modern front-end frameworks - Foundation, Bootstrap or equivalent
- Familiarity with JavaScript web frameworks - react, angular.js, backbone
- Familiarity with modern web user interface design patterns

- Experience with creating layout packages for CMS implementation
- Knowledge of web accessibility standards
- Development of online/social media plans
- Knowledge of SEO systems and strategies
- Working experience in an international organization or knowledge of UN policies, procedures and practices is an asset

7.3 Language skills:

Excellent writing, editing, and oral communication skills in English;

8. Evaluation of Applicants

Applications will be evaluated based on a cumulative analysis **taking into consideration the combination of the applicants' qualifications and financial proposal.**

The award of the contract would be made to the individual consultant whose offer has been evaluated and determined as:

- a) responsive/compliant/acceptable, and
- b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

Only those candidates who obtained at least 70% of points in each of the steps of the process will be considered for financial proposal evaluation.

Technical Criteria - 70% of total evaluation – max. 70 points:

- **Criteria A** - Relevant education background (10)
- **Criteria B** – 5 years of professional work in developing websites, web applications for governments, private sectors entities, international cooperation organizations or projects, preferably with open-source platform solutions (15)
- **Criteria C** – Experience in web development (coding), website design and graphic design (10)
- **Criteria D** – Record of a minimum 3 fully-functional websites and/or web applications developed (10)
- **Criteria E** – Project Management (10)
- **Criteria F** – Development of online/social media plans (10)
- **Criteria G** – Previous work experience with UNDP or other related organizations and familiarity with their websites and knowledge management requirements (5)

Financial Criteria - 30% of total evaluation – max. 30 points

9. Application procedures

Qualified candidates are requested to apply online via this website. The application should contain:

- **Cover letter** explaining why you are the most suitable candidate for the advertised position and a brief methodological note on how the work will be undertaken
- **Financial Proposal*** - specifying a total lump sum amount for the tasks specified in this advertisement. The financial proposal must include a breakdown of this lump sum amount (number of anticipated working days and any other possible costs). **Please note that the **financial proposal is all-inclusive** and shall take into account various expenses incurred by the consultant/contractor during the contract period*