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## **CARIBBEAN TSUNAMI INFORMATION CENTRE (CTIC)**

### **TERMS OF REFERENCE for CTIC Website Design Consultancy**

<b>Job Title:</b>	<b>Consultant, CTIC Website Design</b>
<b>Contract Type:</b>	<b>Individual Contract or Service Contract</b>
<b>Contract Amount:</b>	<b>Maximum of USD 4,950</b>
<b>Eligibility:</b>	<b>Open to all suitably qualified specialists</b>
<b>Duty Station:</b>	<b>Home Based</b>
<b>Duration of assignment:</b>	<b>2 months</b>
<b>Contracting Authority:</b>	<b>United Nations Development Programme (UNDP), Sub-regional Office for Barbados and the OECS</b>

#### **Beneficiary Countries**

Antigua and Barbuda, Aruba, Bahamas, Barbados, Belize, Brazil, Colombia, Costa Rica, Cuba, Curaçao, Dominica, Dominican Republic, France (Martinique, Guadeloupe, St Martin, Guyane, St. Barthelemy), Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Netherlands (Bonaire, Saba, Sint Eustatius), Nicaragua, Panama, Saint Kitts and Nevis, Saint Lucia, St. Vincent and the Grenadines, Sint Maarten, Suriname, Trinidad and Tobago, United Kingdom (Anguilla, British Virgin Islands, Bermuda, Cayman Islands, Montserrat, Turks and Caicos), United States (Puerto Rico, US Virgin Islands), Venezuela (Bolivarian Republic)

#### **1. CTIC BACKGROUND**

The CTIC was established on September 02, 2013 through a partnership between the Government of Barbados and the Intergovernmental Oceanographic Commission of UNESCO (UNESCO/IOC). CTIC has a mission to mitigate the impact of tsunamis and other coastal hazards in the Caribbean and adjacent regions and therefore supports all elements of the tsunami early warning system (TEWS) for the Caribbean and its adjacent regions (CARIBE EWS). These elements include:

1. Monitoring and Detection – data (sea-level and seismic) collection, data assessment and identification of tsunami formation;
2. Hazard Assessment – analysis of tsunami risks including modelling and mapping;
3. Warning Communication and Information Dissemination – development of protocols and standard operating procedures to guide the issuance of coordinated and timely warnings from international to community levels through traditional and non-traditional redundant communication tools; and
4. Preparedness, Readiness and Resilience - continuous and targeted awareness and education activities to instil a culture of self-evacuation, particularly in the event of local tsunamis where there may be little time for officials to issue a tsunami warning.

The CTIC is to efficiently serve as an information resource from which government agencies, public and private stakeholders at all levels, and the general public can draw to implement tsunami and other coastal hazards safety measures to save life and property. As a regional entity the CTIC will also support national and community-level implementation to ensure that all persons in vulnerable coastal areas are prepared and respond appropriately and in a timely manner upon recognition that a potential destructive coastal hazard may be approaching. In so doing, it will aim to fulfil its mandate to reach the “last mile” of the population.



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CTIC is one of 4 tsunami information centres (TICs) being coordinated globally by UNESCO/IOC through regional Intergovernmental Coordination Groups (ICGs). The other tsunami information centres are the International Tsunami Information Center, Hawaii (ITIC), Indian Ocean Tsunami Information Center, Jakarta (IOTIC) and North Eastern Atlantic and Mediterranean Tsunami Information Centre, Paris (NEAMTIC). UNESCO/IOC is the United Nations body responsible for ocean services such as tsunami warning systems. UNDP, Barbados and the OECS also provides administrative and technical support to the CTIC.

As the emergent regional organisation specifically addressing the low-frequency tsunami hazard, the aim of the CTIC Communications Plan is to create enhanced visibility for the CTIC as the organisation with responsibility for the implementation of a comprehensive tsunami mitigation programme throughout the region. With this in mind, key objectives of the CTIC's communications strategy and associated tools are to:

- i. Sensitise stakeholders about the role and functions of the CTIC;
- ii. Build a culture of trust and recognition regarding the work of the CTIC;
- iii. Create an easily recognised brand through use of a logo as well as other associated symbols and materials;
- iv. Sensitise all stakeholders to the four (4) components of the ICG/CARIBE EWS and the appropriate actions which should be taken in the event that a tsunami is propagated;
- v. Create and maintain multiple avenues for dialogue and engagement with all stakeholders through the strategic identification of target groups;
- vi. Create and take advantage of joint communication initiatives with the donor community and partners;
- vii. Highlight CTIC's activities and initiatives utilising multi-media, multi-lingual resources which are tailored to all stakeholders or specific target groups as appropriate; and
- viii. Implement a monitoring and evaluation programme to assess the success of its communication initiatives.

For more background information on CTIC, UNESCO/IOC and the other TICs, please visit [www.ioc-tsunami.org](http://www.ioc-tsunami.org).

## **2. WORK ASSIGNMENT**

The (CTIC) is desirous of engaging a Consultant to develop a functional, attractive, interactive, culturally appropriate, multi-media website (inclusive of social media services) that promotes greater awareness and understanding of tsunamis and other coastal hazards to the general public and select target groups within the Caribbean and adjacent regions. The website will support other CTIC initiatives to ensure that all persons in vulnerable coastal communities are prepared and respond appropriately and in a timely manner to save lives and mitigate impacts upon recognition that a potentially destructive tsunami or another coastal hazard may be approaching. The website will be hosted and maintained by UNESCO/IOC including enhancement through the installation of the PaperClip suit after development. Initially, the website will feature primarily English content, materials and products, with a strong focus on the tsunami hazard. Provision should be made to facilitate the easy upload and addition of multi-lingual pages and more substantial content on other coastal hazards at a later stage.

The duration of the consultancy is two (2) months.

**More specifically the Consultant will:**

### **2.1 Participate in the Inception Meeting**

- 2.1.1 Participate in an Inception Meeting to discuss the Terms of Reference and confirm the scope of the work.



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## **2.2 Prepare an Inception Report**

- 2.2.1 Prepare and submit for CTIC's approval, a Draft Inception Report detailing the approach to be used in the execution of the consultancy. The report should include a detailed account of the work programme (inclusive of a review of related documents and materials and recommendations for achieving the main objectives of the CTIC's Communications Plan through the website development), as well as a timeline for the development, review and revision of the webpages and testing of the website;
- 2.2.2 The Draft Inception Report should make specific provision for the development of the website using a Joomla platform (latest version), arrangements for hosting the beta versions of the website during development, the inclusion of social media as well as recommendations for the management and sustainability of the website; and
- 2.2.3 Finalise the Inception Report incorporating comments from the CTIC.

## **2.3 Develop a functional, attractive, interactive, culturally appropriate, multi-media website for the CTIC**

- 2.3.1 Comprehensively review related international, regional and national agency websites, (including the websites of UNESCO/IOC, ITIC, NEAMTIC, IOTIC, the National Oceanic and Atmospheric Administration [NOAA], the Caribbean Tsunami Warning Program [CTWP], the Puerto Rico Seismic Network [PRSN], the Caribbean Disaster Emergency Management Agency [CDEMA] and its affiliate [www.weready.org](http://www.weready.org), Seismic Research Centre [SRC], and the Coordination Center for Natural Disaster Prevention in Central America [CEPRENAC]);
- 2.3.2. Comprehensively review related documentation/materials to be provided (including the CTIC Website Development Guidelines, "A Caribbean Tsunami Information Centre: Roles and Functions for the Implementation of an Effective Tsunami and Coastal Hazards Warning and Mitigation System", "Tsunami Public Awareness and Education Strategy for the Caribbean and Adjacent Regions, together with the tsunami brochure and flyer which have been developed by CTIC) to ensure a better understanding of the scope of work.
- 2.3.3 Provide a summary of the key findings of the review processes detailed at 2.3.1 and 2.3.2 and proposals for the layout, format and design of CTIC website which are in keeping with the existing CTIC materials, international science, current research and practice, and make adequate provision for wide stakeholder usage of the website;
- 2.3.4 In association with the CTIC define the target audiences and the appropriate information strategies to be employed with respect to content and information vehicles;
- 2.3.5 Develop a functional, attractive, interactive, culturally appropriate, multi-media website for the CTIC which possesses the following features:
  - i. User-friendly web pages for the public and all target users (inclusive of a static mascot [character] to be used on the children's pages).
  - ii. Knowledge building and sharing elements including links to the websites of partner agencies.
  - iii. The integration of agreed social media services.
  - iv. A minimum number of third party extensions (maximum 5 modules if required for the frontend).
  - v. \*All third party extensions should be open source or free. Extensions should not be available free as trial versions or limited functionality versions.
  - vi. All third party extensions installed should be used in the website.



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- vii. Templates should not be created using a template creator (e.g. Artisteer etc.) but should be created as recommended by Joomla, where additional module positions could be created if required for the PaperClip suit.
- viii. Joomla should be at its latest version at the time of handover.
- ix. Login details for the administrator's account should be provided to CTIC and UNDP during the handover.
- x. Easy updating and adding of additional pages.

2.3.6 Provide recommendations for ensuring the sustainability and enhancement of the CTIC website.

\*In hosting and maintaining the website, UNESCO/IOC reserves the right to uninstall/disable any third party/Joomla extension which is not supported by the author or is unsafe for the security of the website and/or the hosting server.

### 3. DELIVERABLES

- 3.1. A **Final Inception Report** in accordance with Section 2.2.
- 3.2. A **functional, attractive, interactive, culturally appropriate, multi-media website** for the CTIC in accordance with Section 2.3.

### 4. REPORTING

The consultant will report directly to the Interim Director, CTIC.

### 5. INPUTS OF CTIC

CTIC shall provide the following to the Consultant:

- i. Background documentation and materials as appropriate.
- ii. Comments on the draft documents/products.
- iii. A technical review team to provide input to the development of the deliverables detailed in Section 3.
- iv. Content material and products for placement on the website.
- v. Coordination and facilitation of access rights and information from partner agencies.

### 6. REQUIRED CONSULTANT PROFILE

6.1. The Consultant Firm/Consultant Team/Consultant should possess the following minimum skill sets:

- i. A BSc Degree in Computer Science or Computer Engineering or any related field

#### AND OR

At least three (3) years proven experience in computer programming, website design or website application and knowledge of HTML, XHTML, javascripts, CSS, PHP and MYSQL database.

- ii. Experience in the design of public awareness and education materials would be a distinct asset.
- iii. Experience in web communication and multi-channel web distribution.
- iv. Experience in developing websites for a Caribbean audience would be an asset.
- v. Experience in meteorology, hydrology and/or disaster management or any other related field (including website development) would be an asset.



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- vi. A good command of the English language and the ability to clearly express ideas.
- vii. Ability to meet deadlines and pay attention to detail.

## 7. LOCATION AND DURATION

### 7.1. Location

The consultant would normally perform their tasks from their usual location utilising internet-based communication tools including Skype and email.

### 7.2 Duration

The Consultant would be engaged for a period of two (2) months to execute the Work Assignment detailed in Section 2.

## 8. ADMINISTRATIVE INFORMATION

### 8.1 Fees

The fee payable for the satisfactory completion of the Work Assignment detailed in Section 2 under this Website Design Consultancy is a maximum of **USD 4,950**.

### 8.2 Contract

The successful Consultant will be required to enter into a formal contractual agreement with UNDP, Barbados and the OECS.

### 8.3 Hardware, software, and communication

The consultant must be equipped with the relevant hardware, software and communication tools, and must be accessible by email and telephone. The use of internet-based communication (Skype or equivalent) is encouraged.

## 9. APPLICATION INSTRUCTIONS

Submissions must be submitted to [ctic@unesco.org](mailto:ctic@unesco.org) and [procurement.bb@undp.org](mailto:procurement.bb@undp.org) **no later than 04:30pm Atlantic Standard Time (AST) on Thursday, August 07, 2014.** **The email should state “RFQ140807: Proposal for CTIC Website Design Consultancy” in the subject line.**

- i. Proposals **must** include:
  - A detailed curriculum vitae of each person engaged in the execution of the Work Assignment including a description of main achievements;
  - A list of sample of websites developed by the Consultant Firm/Consultant Team/Consultant;
  - Completed P11 form; and
  - Price Proposal in USD as per the template in Annex I.

Selection, evaluation and negotiation



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Candidates must fulfil the profile minimum requirements and comply with the application instructions to be evaluated. The evaluations will be conducted on the basis of the cover letter outlining main achievements, experience and rate proposals and assessment will be in accordance with the evaluation criteria outlined in Annex 2.

Negotiations will be conducted by UNDP with successful candidates on the basis of their budget proposal and UNDP rules and procedures.

Deadline extensions and amendments:

UNDP may, at its discretion, extend the deadline for the submission of Quotations. UNDP also reserves the right to cancel any Request for Quotation (RFQ) previously published at any time. Potential bidders will be notified of deadline extensions, amendments or cancellations at <http://www.bb.undp.org/content/barbados/en/home/operations/procurement/>

Clarification:

Clarification on any details contained within this document must be sent to [procurement.bb@undp.org](mailto:procurement.bb@undp.org). Responses to clarifications will be uploaded to <http://www.bb.undp.org/content/barbados/en/home/operations/procurement/>

UNDP Procurement Unit  
United Nations Development Programme  
UN House, Marine Gardens, Hastings, Christ Church, BARBADOS  
Tel: 246-467-6000  
Fax: 246-429-2448  
E-mail: [procurement.bb@undp.org](mailto:procurement.bb@undp.org)



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## Annex I

### Breakdown of Cost by Components:

Cost Components	Unit Cost	Quantity	Total Rate for the Contract Duration
I. Personnel Costs			
II. Other Costs (please provide details)			

*[Name and Signature of the Supplier's Authorized Person]*

*[Designation]*

*[Date]*

## ANNEX 2



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## EVALUATION CRITERIA

EVALUATION CRITERIA		POINTS	
		MAX	SCORE
<b>1. Academic Qualification</b>		<b>(5)</b>	
BSc Degree in Computer Science or Computer Engineering or any related field		<b>2</b>	
AND OR			
At least three (3) years proven experience in computer programming, website design or website application and knowledge of HTML, XHTML, javascripts, CSS, PHP and MYSQL database		<b>3</b>	
<b>2. Professional Experience</b>		<b>(70)</b>	
Proven experience in developing websites utilising a Joomla platform with paperclip functionality		<b>15</b>	
Proven ability to develop professional and public-oriented (awareness and educational content) websites with features targeting specific audiences		<b>15</b>	
Proven experience in developing functional, attractive, interactive, multi-media website (inclusive of social media services)		<b>20</b>	
Experience in web communication and multi-channel web distribution		<b>10</b>	
Experience in meteorology, hydrology and/or disaster management or any other related field (including website development)		<b>5</b>	
Specific relevant Caribbean experience		<b>5</b>	
<b>3. Organisational Approach &amp; Staffing</b>		<b>(25)</b>	
Good command of English and report writing skills (assessed by proposal submitted)		<b>5</b>	
Technical approach and methodology outline		<b>10</b>	
Organization and staffing		<b>10</b>	
<b>TOTAL</b>		<b>100</b>	