

Annex I: Terms of Reference



1. BACKGROUND

1.1. Context

In Turkey, 47% of net electricity consumption is from the industrial sector¹, with an estimated 70% of this energy consumption from electric motor-driven systems (EMDS), 90% of which use 3-phase squirrel cage asynchronous motors as defined in the EU Eco-design Implementing Measure 640/2009 on electric motors as amended by Implementing Measure 4/2014². Electric motors in Turkey, in general, are not energy efficient. The project aims to promote significant additional investment in industrial energy efficiency in Turkey by transforming the market for energy efficient motors used in small and medium sized enterprises. This objective will be achieved by strengthening the legislative and regulatory framework related to both new and existing EE motors in Turkey, developing appropriate governance and information infrastructure, upgrading test laboratories at the Turkish Standards Institute (TSI), launching a “one-stop shop” sustainable financial support mechanism (FSM), and developing and implementing a comprehensive public awareness and training programme.

The project is divided into five components focusing on:

- Component 1: Strengthened legislative and regulatory and policy framework for EE motors in Turkey.
- Component 2: Capacity building for relevant stakeholders to promote the benefits of EE motors.
- Component 3: Upgraded Turkish Standards Institute (TSI) test laboratory and strengthened monitoring, verification and enforcement.
- Component 4: One-stop-shop for financial support mechanisms.
- Component 5: Knowledge management and M&E

The DG for Safety and Inspection of Industrial Products under the Ministry of Science Industry and Technology (MoSIT) are responsible for market surveillance of energy related products (ErPs) covered by the Implementing Measures (IMs) under the framework Eco-design Directive 2009/125/EC including the eco-design implementing measures for electric motors and other several electric motor driven ErPs like water pumps and electric fans. These IMs have already been transposed or are about to be transposed into national Law pursuant to the Customs Union between Turkey and the EU.

One of the outputs of the Project will be a functional website which will be used as an important tool for awareness raising towards SMEs regarding benefits of energy efficient electric motors, communications tool among the Executing Agency, project partners, PMU and relevant stakeholder (as needed) and a policymaking help for the Executing Agency using the national EE Motors database online by allowing the electric motor suppliers to enter necessary data in this database online using the website.

In view of the above, the subject consultancy will perform the following functions which are needed by the Project:

- User friendly, attractive and functional Project website design and construction,
- Capable website generation in terms of operating online data entry and data base, calculation tools and web-compatible interface program(s).

¹ TEDC (TEDAS), Electricity Distribution and Consumption Statistics of Turkey, 2015

² These are defined in Communiqué on Eco-Design Requirements for Electric Motors (OG No. 28197 of 7 February 2012)

1.2. Institutional Setup

The Project is implemented by UNDP, in this context, the Directorate General (DG) for Productivity (DGP) under the Ministry of Science, Industry and Technology (MoSIT) serves as the implementing partner of UNDP. The National Project Director (NPD) of the Project is a high-level official of the DGP. In addition to this UNDP established a Project Management Unit (PMU) which is headed by the Project Manager and comprised of Project Manager and Project Associate and supported by a Chief Technical Advisor (CTA).

2. OBJECTIVE AND SCOPE

The objective of the assignment is to design, implement and maintain a project website that promotes the project and to upgrade the website structure in the course of the Project implementation with additional components when needed and the content for them has been produced by other project consultants (i.e. the Electric Motors Market Monitoring Database). The web design and administration expert will work in close co-operation with the Project's Local Awareness Raising Consultant for the design and look of the website and with Local and International Market Monitoring and GHG Reduction Analysis Consultants for linkage with the Market Monitoring Database to be developed under the Project.

3. DUTIES & RESPONSIBILITIES OF THE INDIVIDUAL CONSULTANT (IC)

The proposed Consultant is expected to take the following roles in coordination with and under the organization of the PMU:

- Submit three designs & update until the DGP and UNDP agrees upon,
- Develop necessary components and navigations of the website and activate the website both in Turkish and English
- Manage the project website, updating and actively improving layout, design and content on an on-going basis.
- Develop and operate the interface and/or panels for updating the sub-pages of website and it should be ensured that consultant can make necessary updates on his/her own. The interface should be shared with administrator(s) assigned by DGP at any stage.
- Advise and guide Project Management Unit planning electronic publications on design and layout considerations.
- Actively maintain contact with the Project Management Unit regarding electronic publication content and current news.
- Ensure all the information on the project website is up to date and presented in an attractive and easily accessible way.
- Back up whole content and the security of web pages.
- Return/share all codes relating to the website whenever needed.
- The "Electric Motors Stock Database", which will be made available by another party will be integrated during the design phase of the websites in this work package. The database on Microsoft Office 365 Excel or other tool(s)/ program(s) will be placed on the server, a web-compatible interface program will be created, and the administration panel will be designed and installed so that the data can be updated by MoSIT/DGP and the PMU specialists.
- Provide training on updating and operating the website for administrator(s) to be assigned by DGP; and
- Provide DGP with statistical information such as number of hits, number of downloads from the web pages, number of visitors, number of page hits etc.

Domain and Hosting

An appropriate, easy and comprehensible domain and hosting for website prescribed within the framework of the project will be maintained from the Project sources and taken by contractor on behalf of DGP. The domain duration will be indicated by UNDP. DGP will take initiative to receive governmental tailed hosting for the website such as “*www.tevmot.gov.tr*”. Contractor will not ask for licensing, copyright or rent fee for the website. Website should be placed both separately and linked under the project partners’ and other relevant web addresses.

The website should host the following items but not limited with:

- Information on the Project
- Photograph Gallery (with thematic and geographic folders)
- Links of Related Institutions
- Contact Information
- Announcements
- Presentations (in pdf format)
- E-Library
- E-Bulletin
- Glossary
- Database (for members)
- Forum
- Media Appearance
- Publications (including a scientific journal)
- Search
- Site Map
- Events Calendar
- Information for Consumers and / or Campaign for Consumers

Graphic Design and Site Development

- Template should be user friendly.
- Every page should have a link to the main page and the menu on the main page.
- Link between Turkish and English sites should be easy to handle.
- Every page should be opened within 2 seconds. In order to open website quickly, dimension of elements on page should be downloaded without loss of its quality.
- All pages should be printer friendly.
- Turkish files should be saved under a folder named “tr” and English content should be stored under the folder “eng”. File names should be understandable and no Turkish characters (ğüşöç) should be used.
- Every page should have a note stating the website belongs to the DGP and also show the date of the last update.
- There should also be direct link to the main page of project partners (i.e. MoSIT, TSE, ASO, ISO, Arçelik, AEMOT, GAMAK, VOLT Motor).
- Web page should be registered with popular search engines for easy accessibility.
- Meta part of every page should have character code definition (ISO-8859-9), key word, page description and copyright details.
- Content will be dynamically updated with user-friendly content management system.
- Web page design should not make updating procedure complex.
- At the part of announcement, events should be updated easily, current events should be to be grouped according to into order of month and day, and events at archives should be able to be grouped according to year.

- At announcements, events should have the ability of adding photos.
- Page view should be same for user of different monitor types or operating systems.
- Latest versions of HTML, CSS, compliant with the W3C should be used for designing and developing the page. When CSS is used CSS files should be created. Pages containing visual material should be designed according to latest standards.
- Web page design should also consider users with a slow internet connection.
- Web page should be compatible with the DGP's web page.
- The project registry section of the web page should have compatible database with MSSQL, access or IIS based server as per compatibility with the DGP web page.
- Design of web pages should consider modular and interactive system.
- DGP has the right to update the page when necessary.
- Web page will host mass media material i.e. photos and video for downloading and viewing.
- During the web development process, the contractor should work closely and coordinate with the UNDP Turkey and DGP officials.
- Website will include e-library. Contents of e-library will be provided by DGP.
- E-bulletin should be prepared bi-monthly according to events and this bulletin should be sent to people and institutions, whose contact information is given.
- Website will include a registry. The website should be developed in a way that further registration requirements in the future do not require extensive change and programming.
- Users will be activated by the administrator assigned by DGP & PMU after review and approval.
- Website must be easy to modify and adapt for different types of content while maintaining the institutional brand.
- Alternate templates can be set for a page or section of pages to distinguish sub-sites.
- Design changes should be possible without extensive programming.
- Need to program new elements for templates should be minimal and the system should come with number of components or should develop these components during the early deployment.
- Website should be compatible with different common used internet browsers (Internet Explorer, Firefox etc.).
- Every page should involve the statement that "information at this site belongs to ..." related to copyright.
- The system will provide customization on source code.

Updates/Test/Maintenance Services

- Contractor will make the required updates and notify UNDP and DGP by e-mail.
- For urgent updates, contractor will provide at least one contact person. Urgent updates should be finalized within three-hour.
- Update request history should be kept by the contractor.
- After each update, updated pages should be tested for download speed, links and appearance.
- Website should be tested monthly (until the expiration of project) and performance report should be sent to the PMU & DGP officials. There should also be a web access to those reports.
- Web pages that are not in use or broken links should be purged at least monthly.
- In case of any reported operational failure of the site by PMU, DGP or UNDP, the contractor will take an urgent action to clear this operational problem within the very same week.

Report/Archive

- Contractor will provide an update history report for the PMU & DGP officials in monthly basis.
- After every major update, contractor will archive the old version of the website for the PMU & DGP officials.
- Monthly back up of the web page will be provided to the PMU & DGP officials by the contractor until the end of the project.

4. INSTITUTIONAL ARRANGEMENTS

UNDP will provide all relevant background documents. UNDP is not required to provide any physical facility for the work of the IC. However, depending to the availability of physical facilities (e.g. working space, computer, printer, telephone lines, internet connection etc.) and at the discretion of the UNDP in consultation with relevant stakeholders such facilities may be provided at the disposal of the IC. UNDP will facilitate meetings between the ICs and other stakeholders, when needed.

The Individual Consultant will report to the PIMS 5285: UNDP/GEF Promoting Energy Efficient Motors in Small and Medium Sized Enterprises (EE Motors) Project Manager.

After submission of the deliverables listed in Section 5, UNDP may have some comments and revision requests on the deliverables. The Consultant shall address the comments of UNDP and if there are comments on the submitted deliverables, shall revise the deliverables as per the comments within latest 10 calendar days following notification by UNDP of the comments to the consultant.

5. DURATION AND DELIVERABLES

The assignment is expected to start in 1 June 2018 and will be completed by 31 January 2019. The table below outlines the number of man days that are allocated to the Consultant to carry out the assignment.

In order to fulfill required tasks for the development of deliverables as defined and listed in the table below, the estimated number of days to be invested are also provided. The number of days presented as 'estimated number of man/days to be invested' is indicative. The IC may invest less/more than the estimated number of days in each month and finalize the respective deliverable.

The payment for each deliverable will be made on the basis of the actual number of days invested for that respective deliverable; however, the overall number of days to be invested for all deliverables cannot exceed **35 days** throughout the contract validity. The amount paid shall be gross and inclusive of all associated costs such as social security, pension and income tax.

The deliverables expected from the consultant are as follows:

NO.	ACTIVITY	DELIVERABLE	BRIEF DESCRIPTION	ESTIMATED NUMBER OF MAN/DAYS TO BE INVESTED*	TARGET DATE FOR SUBMISSION TO UNDP
1	<ul style="list-style-type: none"> - Submit three designs & update until the DGP and UNDP agrees upon, - Develop necessary components and navigations of the website and activate the website both in Turkish and English. 	Final Version of the Project Website	<ul style="list-style-type: none"> - Submit to the DGP and UNDP for consideration at least 3 suggestions for the design of the website. - Following the decision on the design of the website, carry out all necessary revisions in line with the utmost quality standards of the DGP and UNDP 	8	30 August 2018
2	<ul style="list-style-type: none"> - Manage the Project website, updating and actively improving layout, design and content on an on-going basis. - Develop and operate the interface and/or panels for updating the sub-pages of website and it should be ensured that consultant can make necessary updates on his/her own. The interface should be shared with administrator(s) assigned by DGP at any stage. - Advise and guide Project Management Unit planning electronic publications on design and layout considerations. - Actively maintain contact with the Project Management Unit regarding electronic publication content and current news. - Ensure all the information on the project website is up to date and presented in an attractive and easily accessible way. - Back up whole content and the security of web pages. - Return/share all codes relating to the website whenever needed. - The "Electric Motors Stock Database", which will be made available by another party will be integrated during the design phase of the websites in this work package. The database on Microsoft Office 365 Excel or other tool(s)/ program(s) will be placed on the server, a web-compatible interface program will be created, and the administration 	Activation, operating and maintenance services for the Website	<ul style="list-style-type: none"> - Domain and hosting received - Functional and attractive visual design and efficient format developed - Necessary components developed - Project content developed and uploaded into the website - Website tested and activated after updating upon feedbacks received (bug fixing & update) 	24	30 November 2018

	<p>panel will be designed and installed so that the data can be updated by MoSIT/DGP and the PMU specialists.</p> <ul style="list-style-type: none"> - Provide DGP with statistical information such as number of hits, number of downloads from the web pages, number of visitors, number of page hits etc. 		<ul style="list-style-type: none"> - Website update and maintenance duties (precautional, occasional, regular or irregular needs) resolved. 		
3	Provide training on updating and operating the website for administrator(s) to be assigned by DGP;	Training of DGP Administrators and PMU	<ul style="list-style-type: none"> - Training on administration of the website provided to DGP staff. - PMU staff to be trained on updating of the web site 	3	31 December 2018
TOTAL				35	

7. REQUIRED QUALIFICATIONS

The required qualifications and/or experience are presented below:

General Qualifications

- Bachelor's Degree in computer related science, fine arts, public relations, media management or other relevant departments.
- Full proficiency in English and Turkish;

Professional Experience

- A minimum of 5 years of relevant working experience.
- At least two finalized web-site design experiences for EU or international donor supported (such as GEF, GCF, CTF or else similar) projects.

Specific Experience

- A minimum of 3 years of experience in web design/development and management, database designing or open source software implementation.

Notes:

- Internships (paid/unpaid) are not considered professional experience.
- Obligatory military service is not considered professional experience.
- Professional experience gained in an international setting is considered international experience.

8. PLACE OF WORK

Place of work for the assignment is Ankara. All travel, accommodation and living costs in duty station (Ankara) will be covered by the Consultant. It may be required that the Consultant travels out of the duty station within the scope of this Terms of Reference. In case, travel out of the duty station is needed, the travel and accommodation costs of these missions will be borne by UNDP. It is required that the terms of such travels are discussed with the UNDP Project Manager prior to each travel. The costs of these missions may either be;

- Arranged and covered by UNDP CO from the respective project budget without making any reimbursements to the consultant (Any assignment-related travel (economy class), accommodation (bed & breakfast) outside duty station will be arranged by the travel agency UNDP works with, when necessary, by receiving prior approval of UNDP) or
- Reimbursed to the consultant upon the submission of the receipts/invoices of the expenses by the consultant and approval of the UNDP. The reimbursement of each cost item is subject to the following constraints/conditions provided in below table;
- Covered by the combination of both options.

Cost item	Constraints	Conditions of Reimbursement
Travel (intercity transportation)	full-fare economy class tickets	1- Approval by UNDP of the cost items before the initiation of travel 2- Submission of the invoices/receipts, etc. by the consultant
Accommodation	Up to 50% of the effective DSA rate of UNDP for the respective location	
Breakfast	Up to 6% of the effective DSA rate of UNDP for the respective location	
Lunch	Up to 12% of the effective DSA rate of UNDP for the respective location	

Dinner	Up to 12% of the effective DSA rate of UNDP for the respective location	with the UNDP's F-10 Form 3- Acceptance and Approval by UNDP of the invoices and F-10 Form.
Other Expenses (intra city transportations, transfer cost from /to terminals, etc.)	Up to 20% of effective DSA rate of UNDP for the respective location	

9. PAYMENTS

Payments will be made within 30 days upon acceptance and approval of the corresponding deliverable by UNDP on the basis of actual number of days invested in that respective deliverable and the pertaining Certification of Payment document signed by the consultant and approved by the responsible Project Manager. The total amount of payment to be affected to the Consultant within the scope of this contract cannot exceed **35 days**.

The consultant shall be paid in US\$ if he/she resides in a country different than Turkey. If he/she resides in Turkey, the payment shall be realized in TL through conversion of the US\$ amount by the official UN exchange rate valid on the date of money transfer.

If the deliverables are not produced and delivered by the consultant to the satisfaction of UNDP as approved by the responsible Project Manager, no payment will be made even if the consultant has invested man/days to produce and deliver such deliverables.

Tax Obligations: The IC is solely responsible for all taxation or other assessments on any income derived from UNDP. UNDP will not make any withholding from payments for the purposes of income tax. UNDP is exempt from any liabilities regarding taxation and will not reimburse any such taxation to the IC.