Terms of Reference

Design, develop and implement regional ECA web-based platform on gender equality in STEM

1. Background

UNDP is committed to promoting gender equality and women's empowerment through a diverse range of programming activities, knowledge products, advocacy campaigns and capacity development tools. In the Europe and Central Asia (ECA) region, the UNDP Istanbul Regional Hub (IRH) supports Country Offices to address gender equality in all thematic areas. As part of this work, the IRH Gender Equality Team designs advocacy campaigns, and compiles, analyzes and presents information and messaging on gender equality issues in ways that can meaningfully inform policy design. Such information is also used to help UNDP provide evidence-based advisory services to governments and other partners to advance gender equality in the region. As part of these efforts UNDP is looking at policy and programming solutions to scale up countries' efforts to ensure a more inclusive pattern of economic growth that will provide women and men with equal opportunities to benefit from and contribute to it.

Recent research in the Europe and Central Asia region suggests that although young women are on par with young men in scientific disciplines at the tertiary level, fewer women than men tend to pursue STEM (science, technology, engineering and mathematics) degrees in university, particularly in engineering and ICT (information, communication, technology) departments. More women need to be encouraged to pursue careers in STEM fields is important for a number of reasons: to maximize human potential for the digital transformation, reduce gender inequalities, and eliminate gender bias in STEM research and development.

At UNDP, external and internal communication—nationally, regionally and globally—is critical to achieving both development results and business objectives. Skillful communication contributes to transparency and development effectiveness, attracts and fosters strong partnerships, and can boost resource mobilization. Communications also plays a crucial role in positioning UNDP as a credible and trusted development partner and thought leader, creating greater awareness about the organization's work and its impact on the continent.

In order to ensure continued support to our initiatives in the ECIS region, UNDP's IRH invites companies to send their applications to design, develop and implement web-based platform on gender equality issues and solutions in STEM fields.

2. Description of Responsibilities

Scope of work

The platform will be developed as outlined in the expected deliverables section, to ensure adaptation to the requirements of the project. Deliverables/products will be developed in close coordination with the UNDP team to ensure testing and feedback to developers.

- Design, develop and implement regional ECA web-based platform on gender equality in STEM, compliant with UN accessibility criteria and based on the concept provided by UNDP which will include a landing page and four subpages:
  - About the platform
  - Gender barriers in STEM
  - Solutions
  - Test Yourself
- Create a web-based platform provide access to information in different multimedia formats about good practices, research, events to support variety of stakeholders in their journey to promote gender equality in STEM fields. The web-platform shall meet the high-quality design standards incorporating the latest designs trends, including the following:
  - Brand-centric design
  - Mobile-friendly design practices
  - User-friendly UI/UX design
  - Forward-thinking custom illustrations to explain STEM ecosystem and gender-based barriers.
  - Integration between social media and the website
- Design an Information management system, with appropriate security measures and with system capacities to visualize data and multi-media content in user-friendly way.
- In collaboration with UNDP to design attractive and user-friendly website content material (virtual interactive storytelling, infographics, data graphs images and videos, Blog, surveys, questionnaires) from the standpoint of reader interest, clarity, etc.
- The platform should be mobile friendly and 100% accessible from mobile devices.
- Ensure information from platform is easily sharable with UNDP social media channels, e.g. Facebook, Instagram, Twitter, etc.

Basic technical requirements:

- The platform will be 100% web based.
- The platform should be in English but developed to allow for later extension to other languages representing the region.

- Adaptable to different browsers (Chrome, Safari, Explorer, Mozilla Fox, etc.)
- Development of the system will meet design requirements to ensure easy navigation across the platform.
- The platform system should enable later development of technical interactive engagement, secure multiple user subscription and interactive exchange of information, including online meetings and sharing of personal stories.
- Together with UNDP, design the platform to be hosted in a server that provides enough space to store the data generated.
- The service provider should support the web hosting, including sourcing a 3rd provider approved together with UNDP.
- The service provider should support on the acquisition of the domain name to linked to the web platform the system should allow in-house maintenance.
- A content management system should be in place, providing the necessary tools to edit, update and upload data into the platform.
- The system should allow in-house user management system, allowing UNDP to manage the content and user profiles and registration in later stages.
- The system should be mobile-friendly and 100% accessible from mobile devices.
- The system will provide an option for registered users to share information and resources (webinars, podcasts, publications, data, videos, etc.)

3. Deliverables and Timeframe

Deliverable 1 (15%) by 30 October 2020

- Outline of web-based platform on gender equality in STEM, based on the UNDP developed content submitted for UNDP review.
- Upon consultation with UNDP, confirm elements of the website content to ensure optimal navigation for the user and aligned with objectives of the platform.
- Design the branding for the site, recommendations for selecting colors, font and types of media when producing content and submitted for UNDP review.
- Submit work plan for the project, including timeline for UNDP to obtain and manage agreed upon content, videos, and images for each page from the regional country offices to be used on the website to ensure all assets and elements are obtained before first presentation of mockup of the website.

Deliverable 2 (25%) by 20 November 2020

- Together with UNDP, finalize branding, including visible elements, including color, design, font, and a brand's logo and overall look, accompanied by style and formatting guide for website content, multimedia content, etc.Finalize navigation map of the website
- Design content management system
- Design multimedia content for platform:

- About the platform:
    - One (1) animated video explaining gender barriers to women's advancement in STEM careers in the ECIS, based on UNDP provided storyboard (approx. 1 minute)
- Explore the barriers page:
    - Up to 4 illustrated, interactive data visualization and pictograms to portray gender barriers in STEM as provided by the UNDP.
- Solutions
    - Design interactive data displaying STEM ecosystem based on content provided by UNDP
    - Format up to 2 videos of storytelling and/or photo stories (around 45-60 seconds each)
    - Up to 5 pictograms for each solution
- Design the format for up to 2 quizzes assessing the users' knowledge of gender in STEM based on current concept. This will be a multiple choice quiz of 7-10 questions which will collect the answers and will provide a result for the user. Content of quizzes will be provided by UNDP.

Deliverable 3 (30%) by 4 December 2020

- Presentation of first mockup of website, including layout and navigation from the organogram, brand colors, logo and content with placeholders for videos and photos from country offices.

Deliverable 4 (20%) by 25 December 2020

- Finalization of the website content in collaboration with UNDP and testing and troubleshooting technical issues which may arise.
- Testing of content management system, social media connectivity, website hosting.

Deliverable 5 (10%) by 31 December 2020

- Conduct training for key UNDP staff on maintenance of the site, trouble-shooting, etc.
- Leave-behind manual for UNDP IRH staff on how to make changes to site, monitoring and evaluation plan, etc.
- Final transfer of website to UNDP.

Each deliverable as stated above is required to be delivered to UNDP IRH Gender Equality Team Leader in satisfactory quality and in a timely manner. Each deliverable and change in the methodology, research objective has to be discussed and accepted by UNDP IRH Gender Equality Team Leader.

4. Copyright

All information and products produced by contractor under this project will remain property of the UNDP.

5. Additional Information

A. Service provider coordination

The contractor will designate a focal point who will be the liaison with the Gender Equality team to work on the project and ad hoc will be established when necessary.

B. Payments

The payments will be effective against services provided to the satisfaction and prior approval of UNDP.

C. Profile Required

- Registered company for at least one year specialized in design and development of websites, online platforms, and mobile applications for the development of projects, at national and/or international level.
- Proven experience in developing online platforms. Showcase portfolio of two (2) samples relevant work
- The company will make available a team of professionals to cover services expressed above, including resumes reflecting last three years' experience developing relevant projects. The proposed team should include at least:
  - One (1) Web developer with the following:
    - University/academic degree in computer science or related area
    - At least three years experience with on-line platform development and mobile applications of similar value, nature and complexity over the last three years.
    - At least three years experience in UX/UI and digital products.
    - English fluency is preferred.
  - One (1) UX Designer
    - University/academic degree in multimedia/ online design or related area
    - At least three years experience in graphic design, visual arts, data visualization or related areas for website platforms and mobile applications.
    - At least three years experience developing digital design using user-centered design for website platforms and mobile applications.
    - English fluency is preferred.

6. Evaluation criteria

- **Technical Proposal (70%)**
  - Expertise of the Firm (20%)
  - Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan (30%)
  - Management Structure and Qualification of Key Personnel (20%)

- **Financial Proposal (30%)**
  - To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.

EVALUATION CRITERIA

The evaluation of technical proposal shall be conducted using scoring method (700 points), as follows:

Summary of Technical Proposal Evaluation Forms	Max Points Obtainable
1. Bidder's qualification, capacity and experience	200
2. Proposed Methodology, Approach and Implementation Plan	300
3. Management Structure and Key Personnel	200
Total	**700**

Section 1. Bidder's qualification, capacity and experience		Max Points obtainable
1.1	General Organizational Capability which is likely to affect implementation: management structure, financial stability and project financing capacity, project management controls, extent to which any work would be subcontracted Outstanding: 50-45 points Very strong: 45-35 points Strong: 35-20 points Moderate: 20-15 points Weak: 0-5 points	50
1.2	Demonstrable previous experience in developing user-friendly, visually attractive, highly interactive websites for different organizations	50
1.3	Relevance of specialized knowledge and experience on similar engagements done in the region/country	50
1.4	Experience with development partners, especially UN Agencies working on gender projects	50
Total Section 1		**200**

Section 2. Proposed Methodology, Approach and Implementation Plan Outstanding: 80-100 points Very strong: 60-80 points Strong: 40-60 points Moderate: 20-40 points Weak: 0-20 points		Max Points obtainable
2.1	Company specialized in design and development of websites and online platforms for the development of projects, at national and/or international level.	100

2.2	Proposed architecture, development tools and working methodology	100	
2.3	Clarity, consistency and coherence of the proposal. Planning and efficiency of the activities proposed	100	
Total Section 2		**300**	

Section 3. Management Structure and Key Personnel			**Points obtainable**
3.1	Composition and structure of the team proposed. Are the proposed roles of the management and the team of key personnel suitable for the provision of the necessary services?		**50**
3.2	Qualifications of key personnel proposed		
3.2 a	Developer		**50**
	- General Experience	20	
	- Specific Experience relevant to the assignment	10	
	- Regional/International experience	10	
	- Language Qualifications	10	
3.2 b	UX Designer		**50**
	- General Experience	20	
	- Specific Experience relevant to the assignment	10	
	- Regional/International experience	10	
	- Language Qualifications	10	
3.2 c	Junior Expert		**50**
	- General Experience	20	
	- Specific Experience relevant to the assignment	10	
	- Regional/International experience	10	
	- Language Qualifications	10	
Total Section 3			**200**