



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 19.02.2021

REF No.: IC/005/21

Country: Uzbekistan

Description of the assignment: Website Design and Development Consultant

Project name: Technical support to the Steering Committee of the UN Multi-Partner Human Security Trust Fund for the Aral Sea region in Uzbekistan

Period of assignment/services (if applicable): March – June, 2021

Application Process:

Interested candidates need to apply online at www.jobs.undp.org and upload requested documents in Part 4 of Procurement Notice **no later than end of March 5, 2021** (New York time). Please combine all your documents into one (1) single PDF document as the system only allows to upload maximum one document. Your on-line applications submission will be acknowledged to your email address provided in application. If you do not receive an e-mail acknowledgement within 24 hours of submission, your application may not have been received. In such cases, please resubmit the application, if necessary. Link to application at the UNDP Job Site – https://jobs.undp.org/cj_view_job.cfm?cur_job_id=97108 (cut and paste into browser address bar if the link does not work).

Your on-line applications submission will be acknowledged to your email address provided in application. If you do not receive an e-mail acknowledgement within 24 hours of submission, your application may not have been received. In such cases, please resubmit the application, if necessary.

You can review detailed Procurement Notice, Terms of Reference and download templates from the UNDP Procurement Notices Site following the link http://procurement-notices.undp.org/view_notice.cfm?notice_id=75622. (cut and paste into browser address bar if the link does not work).

Application submitted via email, incomplete applications or received after the closing date (March 5, 2021) will not be given consideration.

For more detailed information about UNDP Uzbekistan please visit our website at www.uz.undp.org
UNDP is an equal opportunity employer. Qualified female candidates are encouraged to apply. UNDP Balance in Manage Policy promotes achievement of gender balance among its staff at all levels.

Requests for clarification must be sent in writing to pu.uz@undp.org, ensuring that the reference number above is included in the subject line. UNDP shall endeavor to provide such responses to clarifications in an expeditious manner, but any delay in such response shall not cause an obligation on the part of UNDP to extend the submission date of the Proposals, unless UNDP deems that such an extension is justified and necessary.

1. BACKGROUND

This UN Multi-Partner Human Security Trust Fund for the Aral Sea region in Uzbekistan (MPHSTF) was established in 2018 under the aegis of the United Nations. It serves as a unique unified platform for international development cooperation and the mobilization of donor resources to implement integrated measures to address the negative consequences of the Aral Sea catastrophe. Its core objectives focus on mitigating inter-connected risks to human security, resilience-building of communities affected by the Aral Sea Disaster through an integrated and multi-level approach and to maintain the ecological balance in the Aral Sea basin. The MPHSTF is financed through joint funding from the participating UN agencies and the UN Human Security Trust Fund. The establishment of the MPHSTF is in line with Government priorities as defined in the State Programme on the development of the Aral Sea region for 2017-2021.

The strategy of the MPHSTF is two-fold:

- i) To govern a well-coordinated financial mechanism for implementing and sustainable financing of human security initiatives to promote and mainstream the human security approach in the region.
- ii) To enhance the partnership with the development partners aimed at restoring the ecological balance and socio-economic development of the Aral Sea region, through cooperation and implementation of the practical joint projects.

The MPHSTF is governed by a Steering Committee and supported by a Technical Secretariat. Dialogue with key representatives of other donors, government organizations, and civil society networks are held by the Steering Committee periodically to foster cooperation and a shared vision.

In order to ensure good programming, the MPHSTF is supported by the Technical Secretariat. It provides technical, operational, and administrative support to the MPHSTF Steering Committee and works under its overall guidance.

The Technical Secretariat supports the entire programming cycle of the MPHSTF with a workplan and budget reviewed annually by the Steering Committee. The Technical Secretariat also provides advice and quality control over the MPHSTF implementation and coordinates the meetings. It facilitates collaboration and communication between the Government of Uzbekistan, Participating UN Organizations, contributing donors, and the co-chairs of the MPHSTF. It develops and implements a resource mobilization strategy to attract investments from other donors. The Technical Secretariat will supervise the implementation of interventions that are context-specific and rely on available local assets and resources thereby empowering the participating communities.

More specifically, for this assignment, MPHSTF is seeking a Website Design and Development Consultant to upgrade an existing web site of the Aral Sea MPHSTF, add user friendly features, integrate donation platform among others specified.

2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

The Individual Web Design and Development Consultant will work under the oversight and guidance of the Head of the MPHSTF Technical Secretariat, and in close cooperation with the relevant programme staff. An incumbent will undertake the following within the indicated components:

I. Redesign of the current Aral Sea MPHSTF website

Based on global best practices, redesign the current Aral Sea MPHSTF website in alignment with the UN Brand and in accordance with the comprehensive communications, branding, and marketing strategy to be developed for the Aral Sea MPHSTF.

As a repository of information about the Aral Sea MPHSTF, the website must be designed to be comprehensive and accurate yet user-friendly and engaging. The Web Design and Developer Consultant is likewise expected to perform the following:

1. Improve existing site layout, graphics designs etc., and develop innovative new designs for the MPHSTF website (aral.mptf.uz)
2. Develop a layout and structure for the dynamic website, capturing the latest trends for website presentations which is responsive, compatible, and easily accessible to most common devices and browsers (i.e., desktops, mobiles, and other handheld devices, as well as Chrome, Safari, and Firefox browsers, and iOS and Android devices)
3. The website should have the following features:
 - An attractive graphic layout that embodies the Fund's image and adheres to the MPHSTF branding specifications
 - Interactive and user-friendly
 - A design that allows regular improvements on look and features
 - Written in efficient code
 - Availability of multilanguage support and their updates (Cyrillic / Latin correct view)
4. Add new features to the website:
 - Manage, update and improve site navigation and information architecture;
 - Integrate a section on Participating UN Organizations, as well as the Fund's donors;
 - Integrate functionality of a donation platform to accept online payments allowing individuals, as well as legal entities to donate online directly on the website and transfer funds to MPHSTF's accounts;
 - Integrate functionality to upload data to the website in MS Excel format, to quickly insert data into the statistical database; improve the downloading of statistical data and graphs into PDF format.
5. Implement the approved design and functions on an easy-to-use and easy-to-maintain Wordpress template (or its equivalent), ensuring ease-of-use of its content management system for future updates
 - May require some additional HTML coding or editing of CSS templates, widgets, and API integrations
6. Integrate social linking and sharing of the website to social media sites such as Facebook, Twitter, Instagram, etc.
 - Integrate an effective search function;
 - Add website visitors counter statistic and website feedback button to the website;
7. Set up the necessary search engine optimization (SEO), meta tags and descriptions, and analytics codes, such as Google Analytics, Google Tag Manager, etc., to ensure optimal searchability and visibility on search engines;
8. Obtain an SSL certificate for the website

9. Accepted site should be fully tested and independent from linking to local/test platform
10. Stay updated with technological and software developments to recommend the use of best-practice products, widgets, application, etc.
11. Continuously update the website as needed, for the duration of this Agreement
12. Continuously test website updates to anticipate or spot errors, and work efficiently to address these
13. Maintain software documentation, as is applicable
14. Develop a user-guide for the website and train relevant staff on how to manage content

II. Other Outstanding Activities

1. Collaborate with internal/external teams, as needed, to execute the Aral Sea MPHSTF website in line with the communications strategy, plan, and timelines
2. Ensure the website is of the highest technical standards in the areas of content, design, and impact
3. Liaise with national and international payment systems operators such as but not limited to Click, Payme, Humo, Uzcard, Visa, Master card
4. Pitch ideas confidently and present website design and development vision clearly to the MPHSTF Technical Secretariat and other key stakeholders
5. Collaborate on a regular basis with other team members and stakeholders within the MPHSTF Technical Secretariat
6. Any other duties within the scope of the ToR.

The total duration of the assignment will be 40 business days that will cover the period March – June 2021. The following deliverables should be prepared and submitted by the Consultant:

<i>Deliverables</i>	<i>Deadlines</i>	<i>Payment</i>
Overall re-design and the lay-out of the website drafted and presented to the TS. 50% of the deliverables described in Section I.	30 April 2021	50% 1 st instalment
Website with all features and integrations described in section I delivered (the rest 50%) And Section II are completed.	30 June 2021	50% 2nd instalment

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Academic Qualifications:

- A minimum of Bachelor's degree in Computer Science, Programming, Software Engineering, Multimedia Arts, Information Design, Graphic Design, Visual Communications or related fields. Additional certifications would be an advantage.

II. Years of experience:

- Extensive experience in web design, development, and content uploading/integration, using the latest platforms and programming languages, and designed for both desktop and mobile, as well as iOS, Android, and other types of devices and operating systems
- Solid experience in building websites designed for donations and crowdfunding
- Experience in API integrations

- Thorough functional knowledge and experience in coding
- Experience in or knowledge of Search Engine Optimization
- Excellent creative/design skills, and creative approach to communications
- Solid experience in using digital media and communications for marketing, communications, and stakeholder engagement
- Previous work in software development firms, corporate IT departments, digital marketing agencies, or multimedia newsrooms would be an advantage
- Previous work experience with governments and/or international development agencies would be an asset

III. Competencies:

- Accuracy, punctuality and reliability;
- Ability to communicate effectively in writing;
- Strong organizational and communication skills, ability to work in a team;
- Ability to use ICT as a tool and resource;
- Ability to work against tight deadlines;
- Commitment to UN values.

IV. Language requirements:

- Proficiency in English, Russian, Uzbek as an asset.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

1. Personal CV or P11, indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least three (3) professional references;
2. A cover letter with the proposal in which the approach and methodology to conduct the above assignment is presented;
3. Financial Proposal that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs. The financial proposal should not include any travel costs as it is envisaged that it is unlikely that travel will take place. However, if travel, will take place these additional costs will be paid for by UNDP Uzbekistan.

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5. FINANCIAL PROPOSAL

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in installments or

upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will specify a single daily fee. The daily fee in the financial proposal must be all-inclusive and take into account various expenses the candidate expects to incur during the contract.

1) **Deliverable 1** – 50% of the Total Contract Amount

2) **Deliverable 2** – 50% of the Total Contract Amount

Tax Obligations: Individual Consultant 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.

Travel

This is homebased assignment and no travel is planned under this assignment.

In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

6. EVALUATION

Evaluation will be made in two steps:

1. Pass/fail based on compliance with minimum requirements, e.g., academic qualifications or number of years of experience
2. Lowest evaluated offer of technically qualified candidates.

ANNEX

ANNEX 1- TERMS OF REFERENCES (TOR)

ANNEX 2- INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS (available at https://popp.undp.org/_layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/AC_Anti-Fraud_General%20Conditions%20of%20Contract%20for%20Individual%20Contracts.pdf&action=default)

ANNEX 3- OFFEROR’S LETTER TO UNDP CONFIRMING INTEREST AND AVAILABILITY FOR THE INDIVIDUAL CONTRACTOR (IC) ASSIGNMENT AND FINANCIAL SUBMISSION FORM (BREAKDOWN OF COSTS SUPPORTING THE ALL-INCLUSIVE FINANCIAL PROPOSAL)