**Terms of Reference**

**Political Parties Web Portal Design and Development - UNDP Jordan Country Office**

1. **Job title:** Political Parties Web Portal Design and Development – UNDP Jordan Country Office.
2. **Duty station:** Amman – Jordan
3. **Project:** **Network of Local Governments II project**
4. **Practice area:** Digital transformation and citizens engagement.
5. **Type of contract:** Contractual Services
6. **Languages required:** Arabic & English
7. **Initial duration of assignment:** 3 Months
8. **Background and Context**

Since 2011, His Majesty King Abdullah II led multiple calls for political reform, seeking to shift the social contract in Jordan to one that places the emphasis on inclusive participation, with special focus on youth, women, and political parties, in decision-making, electoral and political streams and representation in elected bodies, to enhance democratic accountability, transparency and political pluralism.

With the newly endorsed Election Law, seats were allocated for political parties (PPs) with explicit quotas for youth and women. As well, with the Political Parties’ Law, which raised the bar on parties to introduce internal democracy and to accommodate more youth and women, Jordan is undergoing a major political transformation.

In the national district, political parties will participate in a closed list proportional representation system. In other words, 30 percent of the seats in parliament will be reserved for political parties. These party lists must have at least one woman for every three candidates. In a bid to encourage the political engagement of youth, the minimum age for a parliamentary candidate has been reduced from 30 to 25, and political parties’ lists must have at least one candidate aged below the age of 35 among the first five candidates.

Both formal and informal engagement can be understood as political participation, and both are beneficial for a vivid and resilient democracy and should be supported. There is strong evidence that the participation of young people in formal, institutional political processes is relatively low when compared to older citizens across the globe. This challenges the representativeness of the political system and leads to the disenfranchisement of young people.

In 2022, there are now less than 40,000 members of 50 different parties and negligible party representation in Parliament. This scattered and weak picture is in fact a mirror of the situation of the political parties, as they prepare to go through the experience of forming governments as the main pillar of political reform.

The authority over political parties has been transferred to the Independent Election Commission (IEC) which ostensibly lessens government interference in parties. The Commission is now responsible for approving parties’ licenses, following-up with them, and ensuring that they abide by the law and the Constitution.

As UNDPs’ mandate includes promoting and supporting women, youth and people with disabilities electoral and political participation, UNDP is keen to support (IEC) in creating an Online Platform that represents a portal for political parties (Portal) as a result of the Constitutional amendments related to adding new mandates to the Independent Election Commission regarding the registration of political parties in Jordan, after ratifying the Parliament’s Election Law No. (4) of 2022 and the Parties Law No. (7) for the year 2022, as the vision and orientation to create an innovative platform that serves all political and non-political spectrums.

This intervention falls under the United Nations Development Programme’s Network of Local Governments (NLG) project. The project, funded by the Norwegian Ministry of Foreign Affairs, aims to enhance public transparency, accountability, and citizen participation in the decision-making process and territorial planning at the local level.

1. **Objectives and Scope of Work**:

The overall objective of the initiative is developing and operationalizing a Portal for Political Parties (PPP) with the aim of managing political party news more efficiently; encourage more political network interaction; build a unified database of political parties that allows to structure the data systematically, link parties across data sets and revise existing information about the parties. Also, the portal shall combine public opinion surveys, expert surveys, and supports the measurement of socio-political orientations.

To summarize, the Portal shall support:

* Publishing data on political parties as available, including; Party name and logo, party organizational structure, date of establishment, affiliates, program, party goals, contact information, methods of financing and financial disclosure, current activities and events, plans, etc.)
* Creating a political parties’ database to be fed with data and information by focal points assigned by the respective political parties for this purpose. Each focal point shall be allowed to add, modify and update the data inside the Portal.
* Informing the citizens of the parties’ manifestos and programs for the purpose of increasing political awareness and guiding citizens in choosing their representatives for the Parliament.
* Involving citizens in decision-making using surveys and opinion polls.
* Increasing the confidence of citizens in partisan life and the electoral process in general, as well as achieving the principle of equal opportunities for parties to expand their membership base.
* Increasing interaction between the parties and the general public, enhancing the Portal with the feature of allowing the public to post questions, suggestions and comments.

The **Portal components** are:

* **Component 1: Web Portal dedicated to registered political parties to interact with (IEC)**

Through this Portal, an individual Web page is created for each registered political party, through which, electronic services between the party and IEC are implemented, and party data is also published directly from the Parties’ database available through IEC. The political parties are provided with a username and password by the IEC site administrator.

* **Component 2: Web Portal for citizens to interact with the registered political parties**

Through this Portal, an individual Web page is created for each registered political party, through which, certain party data is published. Furthermore, it serves as an interactive platform for parties and the public where citizens can post questions, make comments and suggestions related to parties, while Party page administrators can respond accordingly.

The Portal shall support all registered political parties in Jordan and the IEC Political Parties Directorate. Access to the Portal system shall be channelled through IEC’s website [www.iec.jo](http://www.iec.jo) (with the same domain).

**Portal Users:**

* Back End Users: Those include political parties’ focal points and content managers, with the responsibilities of data management related to their respective political parties.
* Front-End Users: Those include citizens with interest in browsing the Portal to learn more about political parties.
* The system administrators: Those responsible for administering the system whether those representing IEC or political parties. They shall also be able to extract reports and statistics that support conducting evidence- based research and analyses.

**Political Parties Portal Functional Requirements:**

The Portal provides the following functions to registered political parties:

* The IEC shall be committed to responding to information related to complaints/enquiries/requests/suggestions and feedback. Internal reviews shall be undertaken by IEC and channeled to the Parties focal points for follow up.
* Inquiry about party members' data.
* Inquiries about transactions and correspondences through the transaction number or correspondence number.
* Inquiry about the decisions of IEC.
* Submitting a membership request.
* Submitting a member resignation request.
* Sending notifications, correspondences and suggestions.
* Posting Parties’ activities.
* Posting names of party members wishing to run for office.
* Receiving feedback and decisions.
* Uploading meeting minutes, including recorded meetings on the Political Parties Portal.
* Inquiry about basic party data and request to amend members’ data.
* Disclosing and publishing annual reports, mainly financial reports, in case of elections.
* Enabling the upload and download features.
* The ability to send SMS text messages automatically from the Portal.

**Download Forms:**

The user can download the following forms from the Web Portal:

* Different forms requests.
* New membership form.
* Data modification form.
* Application form for members to run for election.
* Printing reports.

**Citizens’ Portal Functional Requirements**

* Publishing data and information on political parties as available, such as: Party name and logo; party organizational structure; date of establishment; affiliate members, its program, party goals, contact information, methods of financing and financial disclosure, current activities and events, plans, etc.
* Interactive electronic map showing geographical locations of the parties, including important Party information.
* A system for creating and publishing a survey or questionnaire with the ability to review and analyze the results in reports and graphs.
* Providing a mechanism for citizens through an electronic form to communicate and request information from any party and enabling the content manager of the concerned party to respond electronically through an e-mail issued from the Portal.
* Showing the most frequently asked questions, inquiries and comments.

**General Requirements:**

* Providing Admin & User-manual guide for the Portal management.
* The offer must include free maintenance for three years.
* The winning bidder shall provide IEC with all needed technical documentation.
* Providing training on content management and system administration to IEC staff and to all Political Parties’ focal points and Content Managers (Around 100 Trainees).
* Transfer of all rights to IEC, including Portal Source Code and any third-party tools and licenses.
* Submitting the required documents along with the source code documentation and third-party licenses to IEC.
* Setting clear and easy foundations and instructions and conducting appropriate training for party liaison officers by IEC for the process of feeding the system with data, as well as for searching for any information in a clear way that prompts those concerned to enter the system and encourages them to obtain what they inquire.

**Technical Requirements:**

* Updating content and managing users through a modern content management system built using the latest technologies.
* Classifying the data in the system, which will be an important feature among the parties and IEC. IEC shall directly monitor and determine the data that can be published.
* Access to the Parties Portal is through a log in screen using a username and a password that is created and provided to the Parties through the system administrator.
* Two-Factor Authentication support.
* Integration with the electronic party registry database through the Web Service.
* Integration with the electronic correspondence system currently used in IEC in order to follow up on the correspondences sent by the Parties to IEC.
* Responsive Design and cross browser compatibility.
* System alerts and notifications capabilities.
* The possibility of developing the system in the future to be a mobile application to facilitate access to data by all target groups and those concerned with access to party data.
* Extracting statistics and periodic reports from the system to support informed decision making.
* Providing a site map and a sophisticated search mechanism
* Providing system audit trail to track users’ operations on the Portal.
* User Experience/Interoperability: The bidder shall propose the best and most advanced technologies available to allow interaction, personalized pages, and intelligent search capabilities. Currently, Arabic will be the primary language of the Portal with the ability to add multi-language feature in the future.
* The Portal should be interoperable and open on different screen sizes.
* Cross-Browser compatibility: it should support the following browsers:
* Chrome 7.0 and higher.
* Safari 5.0 and higher.
* Opera 9.5 and higher.
* Firefox 3.0 and higher.
* IE 7.0 and higher.

**Security:**

* SQL Injection: The user's ability to send Queries scripts to the Website's database.
* Broken Authentication and Session Management.
* Cross-Site Scripting.
* Remote / local file inclusion.
* Cross-site request forgery (CSRF).
* Redirect is disabled.
* Security settings must be taken into account at the supervisor and end user levels.
* Login passwords should be changed by design, with a minimum of 10 characters and complex passwords.
* The administrator’s username must be changed to an unexpected name.

**Advanced Site Search Module**

User will be able to search the required information or file by entering a specific keyword, sentence, or file name. To allow for an advanced search using the site search database.

The site search database shall contain, at least, the following:

* Search inside all Portal dynamic data.
* Search inside all modules of the Portal and inside all module sections.
* Search Portal content: The user can enter more than one search term and the search module will look for content that has all the terms entered.
* Search text is preferred to be highlighted on the results page.

**SEO (Search Engine Optimization)**

Search engine optimization activities would enhance the ranking of the Portal on the major search engines and facilitate the process for users to locate the Portal when they are searching for specific data.

On-Site optimization:

* Choose and apply keywords to site.
* Add a customized 404 error page.
* Submit XML sitemap.
* Use alt tags for images.
* Create unique, accurate, meaningful page titles.
* Place site map to all pages in the footer area.
* Place useful text on the home page and bold important keywords in site content.
* Use headers h1 and h2.
* Use Meta tags.
* URL rewriting (if possible).
* Use Hidden Div. on the main page.

Off-Site optimization:

It is very important to build up a solid linking strategy that will increase and improve the Portal awareness. The below options should be discussed during project implementation:

* Submit Portal to major business directories.
* Submit Portal to major search engines.
* Submit Portal to social networking and bookmaking websites.
* Add social widgets.

**Hosting Requirements**

The Hosting shall be on IEC Data Center. The bidders shall advise on the required server specifications and the disaster recovery plan(s), pooling and backup strategies.

Furthermore, it must provide the renderer and be responsible for stable staging hosting during the development and testing period. Moreover, the bidder is responsible for publishing the final product.

1. **Bidding requirements**

It is preferable that the bidder applies agile methodology developing in iterations. Focusing on satisfying the project’s need and continually develop the Portal, while changing requirements are embraced for the best UNDP competitive advantage. Delivery preference will be placed on the shortest possible time span.

A weekly and/or bi-weekly meetings with UNDP team is also required to track the work progress.

Besides, developer(s)/representative(s) on behalf of the bidder and UNDP team must work together throughout the entire project.

Upon approval on the sitemap and wireframes, the bidder shall create and deliver at least 2-3 different responsive template design proposals. These templates shall include, but not limited to, the following elements: Interface design/look and feel, colors, font sizes, pages (or sections) header and footers, pages titles, style sheets icons, buttons, tables, popup windows styles, polls, charts, surveys, or other graphics/images to be used inside the portal.

Upon approval on the selected template, the bidder shall prepare the Portal Prototype: This will serve as an online like Portal using the template and guidelines defined in the Portal template design.

1. **Expected Outputs and Deliverables**

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| # | **Deliverables / outputs** | **Target date** | **Payment Percentage** |
| 1. | Detailed inception report and work plan | One Week after signing contract | 10% |
| 2. | Develop the scope of the Portal that is based on the assessment of capacities, existing systems in use and other elements. | One week after submitting the first deliverable | 10% |
| 3. | Design, develop, and deliver Portal Prototype. | Two weeks after submitting the second deliverable | 20% |
| 1. 4553   4. | * Setup the CMS, the backend, and the related database with the required Integrations. * Setup CMS front end. * Deliver Complete Portal Functionalities for Parties & Citizens Portals. * Setup Search Engine Optimization. | Four weeks after submitting the third deliverable. | 20% |
| 5. | * Finalize Pending Modifications. * Full testing for the product. * Arabic and English User & Admin Manuals with demonstration video on how to use the established portal. * Deliver Arabic and English technical training to around 100 trainees. | Two weeks after submitting the fourth deliverable | 10% |
| 6. | * Deploy a bug free Portal on IEC Hosting Environment * Ensure that the Portal is live and accessible by all users * Deliver complete documentation and source code. * **Provide a one- month support to End Users on creating & Uploading Content** | After three months from signing contract | 30% |

1. **Contractor Qualifications Criteria and Requirements**

**Required experience and qualifications**

* + - * Minimum 10 years of proven work experience in the field of website layout design and software development.
      * Experience with database systems such as SQL, My Sql and Oracle.
      * Ability to deliver high-quality results under tight deadlines.
      * Previous Experience with UNDP and\or UN Agencies is a must.
      * Previous Experience with Public Sector Entities is preferrable.
      * Previous Experience in Database Integration.
      * Previous Experience in SEO and Responsive design.

**Selection Process**

**a) Criteria for Selection of Best Offer**

The contract will be awarded based on the assessment of both a technical and a financial proposal submitted by bidding contractors. It will also be based on the quality and creativity of the implementing partner’s portfolio of previous work that is similar to this project.

The award of the contract shall be made to the contractor whose offer has been evaluated and determined as:

a) Being responsive/compliant/acceptable, and

b) Having received the highest score based on the following weight of technical and financial criteria for solicitation as per the schedule below:

\* Technical criteria weight: 70%

\* Financial criteria weight: 30%

Only candidates obtaining a minimum of 49 points (70%) in the technical evaluation shall be considered for the financial evaluation.

Of those offers considered in the financial evaluation, the lowest price offer will receive 30 points. The other offers will receive points in relation to the lowest offer, based on the following formula: (Pn / Pl) \* 30 where Pn is the lowest financial offer received and Pl is the financial offer being evaluated.

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|  | Selection Criteria | Score |
| 1 | **Expertise of the firm 30** | |
|  | * Previous experience with similar projects. * Quality of Proposal. * Understanding of requirements. * Understanding of scope, objectives and completeness of response. * Active on the market and has at least 8-10 years of experience on digital engagement platforms, or similar project. * Experience in working with government/public organizations. * Presentation of evidence-based examples of at least two successfully delivered projects within the past five years. * Company Financial status. | |
| 2 | **Methodology 20** | |
|  | * Description of the bidder's approach and methodology for meeting or exceeding the requirements of the Terms of Reference, specifically with regard to the design, security layers, and development of all the required modules. * Adequate project plan, description on how resources are distributed, and the implementation of sustainability measures in the execution of the project. * Details on how the different sections and modules shall be organized, controlled, and delivered. * Risk assessment - recognition of the risks/peripheral problems and methods to prevent and manage risks/peripheral problems. | |
| 3 | **Proposed Team / organizational capacity 20** | |
|  | **Team Leader:**  - Bachelor's university degree in Information Technology, Computer Science, or a related field.  - 10 years of experience in programming, developing digital engagement platforms, developing innovative methods for different stakeholders to interact efficiently or similar project.  - Professional expertise, knowledge and experience with similar projects, contracts, clients and consulting assignments.  - Project management certification is a plus (PMP, Prince2, etc.).  - Masters in related fields is a plus.  - Fluent in English and Arabic.  **Web/HTML Developer(s):**  - Bachelor's university degree in information technology, computer science, or a related field.  - 5 years of experience in development of web applications using different technologies, digital programming, digital engagement platforms and public awareness or similar project.  - Extensive experience in different technologies (HTML5, JavaScript, CSS3, and Bootstrap).  - Knowledge of Database Management Systems (Oracle and/or MSSQL and/or MySQL and/or PostgreSQL).  - Knowledge of server-side programming languages (PHP and/or ASP.NET).  - Fluent in English and Arabic.  **Designer and UX/UI Expert:**  - Bachelor’s degree in graphic design or web-design.  - At least 3 years of experience in creating mockups for web and mobile applications.  - knowledge of web design software such as Adobe creative suite, sketch map software, such as Adobe XD and/or Balsamic.  - Solid experience in creating wireframes, storyboards, user flows, process flows, and sitemap.  - Fluent in English and Arabic. | |
|  | **Total 70** | |
|  | ***Please note- scores less than 49, will not be technically qualified to go to the next level of financial evaluation.*** | |
| 4 | **Financial Proposal 30** | |
|  | v Financial Scoring based on UNDP Procurement Formula  (Lowest Bidder / Price Quoted \* 30) | |
|  | **Grand Total** (Technical + Financial) 100 | |
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**DOCUMENTS TO BE SUBMITTED**

Interested contractors should submit the following documents/information to be considered:

1. Contractor’s cover letter.
2. Background information about the company, including keys areas of work and CVs of the key personnel who will be engaged in this project.
3. A brief on the organization’s competencies and experience in handling similar projects.
4. A portfolio containing previous branding projects and other relevant design-related information which will help the UNDP to understand the agency’s aesthetics and design capacities.
5. References for the last three relevant projects, completed or ongoing, with contact details of clients.
6. Technical proposal:
   * Project management approach: How the contract will approach and manage this project.
   * Key steps and timeline for implementation.
   * Brief on information exchange needs.
7. Financial proposal in accordance with the Deliverables table above. Each component must be priced separately.

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| 1. Signatures | |
| UNDP  -------------------------------------------------- | Bidder  --------------------------------------------------- |