

Terms of Reference

1. Required supply: [*Web Design and Development Consultant for AmplifyChange Learn*]

2. Background

AmplifyChange is an independent, not-for-profit grant-making organisation that supports local civil society organisations to advocate for sexual and reproductive health and rights (SRHR). Further information about our organisation can be found at: <https://amplifychange.org>

3. Scope of project/work

AmplifyChange Learn (<https://amplifychangelearn.org>) is the key source of resources written by and for civil society advocates. AmplifyChange Learn brings together a collection of practical guides written by grantee partners for grantee partners and applicants. The website is an opportunity to share the knowledge and experience of AmplifyChange grantee partners on a range of sexual and reproductive health and rights topics.

AmplifyChange Learn was built in 2019 following a user design process. The original website focuses on a simple library of written content that is friendly to low-bandwidth settings and mobile phones. While we aim to keep simplicity and accessibility at the heart of the website's refresh, we acknowledge the breadth of content that exists in other media forms that can't be hosted on our current site, as well as the difficulty in navigating the current website with no search function.

The development of the website must follow a user-centred design process, where we would engage with our grantee partners and other stakeholders (such as donors) to ensure their thoughts/needs are taken into account in the design. We would like to develop an easily editable website within a CMS managed by Communications staff and flexible to add-ons and widgets that prioritises the security of the website. As an organisation working on sensitive issues, strong security measures must be an integral part of the design and management. The website must also meet GDPR and enhanced cookies functionality.

We are also looking to better organise the content and tailor the interactive experience of the user to their needs through an enhanced search functionality, such as an AI chatbot. We want an easy way to include multimedia content as well as complement grantee partner-written resources with those from other experts, such as the WHO, and externally-hosted resources created by our grantee partners.

The design of the website will follow the recently refreshed brand guidelines, ensuring that the new visual look aligns with our brand and visually links to our main website. We also want to build up the linkage between our main website – amplifychange.org – and AmplifyChange Learn. The website must be able to operate in both French and English.

We want to ensure the website serves as a way to showcase the expertise and work of the organisations we fund; provide resources to civil society organisations working on

advocacy and SRHR programming; support the organisational development and strengthening of civil society; and provide further support to potential applicants to AmplifyChange. A tool called [the Organisational Strengthening Handbook](#), currently in PDF form, will be built as a component of the Learn website to support these goals and provide an easier way to update the content.

Additionally, any preferred suppliers must align with AmplifyChange's values and be supportive of abortion rights and LGBTIQ rights, as the design work will centre around the topics we support across sexual and reproductive health and rights.

4. Deliverables

- UX process informs the layout and design of the website – designed with AmplifyChange brand
- Website is built on easily accessible CMS (such as WordPress)
- Website is built with mobile, low-bandwidth, and accessibility (WCAG 2.1 AA) in mind with French and English language capability. Security is at the forefront of the design and build, as well as GDPR requirements.
- Website has an enhanced/interactive search facility (such as a chatbot).
- Training is provided to communications team on the management and upkeep of the website.

5. Key risks and assurances

No risks identified

6. Data protection particulars

Is it anticipated that the Supplier will process personal data on behalf of AmplifyChange?

No

Yes

7. Reporting

The consultant will report to Katie Northcott, Communications Manager, and Tshego Bessenaar, Head of Learning, Impact and Partnership.

8. Fees and expenses

- Up to £15,000 + VAT
- Expenses must be agreed in advance with the Head of Operations.

9. Contract duration

- **Contract duration:** 4 months
- **Contract start date:** 01 August 2024
- **Contract end date:** 31 December 2024
- **Likely number of delivery hours/days/weeks:** to be discussed based on proposal

10. Application process

Please submit your proposal by email to communications@amplifychange.org by CoB on 22 June 2024.

Please include the following documents/statements:

- Overview of experience with user-centred design (UX, UI, etc.)
- Overview of experience with website design and build
- Portfolio of previous work or list of previous projects
- Outline of proposed approach to the project (maximum 2 pages)
 - Include your approach to website security and data protection; accessibility; and interactive functionalities including AI
- Proposed Team Composition
 - If you intend to submit a proposal for only one component of the ToR (eg, just the website design or development), please explain how you would work with others to complete the full project
- Fee proposal including estimated level of effort

11. Mandatory statements

Information received from potential suppliers will be received in good faith. Any subsequent discovery of deliberate misinformation being provided or of any illegal or corrupt practices being undertaken will result in the offer being rejected or any contract awarded being terminated.

Potential suppliers mandate to declare any perceived or real conflicts of interest at every stage of this procurement process.

The attention of potential suppliers is drawn to the list of exclusion criteria set out with the Evaluation Criteria.

12. Annexes

Evaluation Criteria

- Value for Money
- Level of experience with user-centred design
- Level of experience with website design and build (including portfolio)
- Approach to project, including detail on how they would integrate language, interactive features, and other requirements
- Approach to security and accessibility
- Approach to team composition and collaboration with AmplifyChange

Organisations excluded from participation in procurement procedure

<p>These individuals or organisations may not be invited to be included in an AmplifyChange</p>	<ul style="list-style-type: none"> a) They are bankrupt or being wound up or are subject to an administration order. b) They have otherwise suspended business activities, are subject of proceedings concerning those matters, or have breached legal or regulatory conditions.
---	--

<p>procurement process</p>	<ul style="list-style-type: none"> c) They or those with powers over control and decision-making have been convicted of an offence concerning their professional conduct. d) They have been guilty of proven grave professional misconduct. e) They have not fulfilled obligations relating to the payment of social security contributions or taxes. f) They or those with powers over control and decision-making have been convicted for fraud, corruption, involvement in a criminal organisation or money laundering. g) They make use of child labour or forced labour and/or practise discrimination, and/or do not respect the right to freedom of association and the right to organise and engage in collective bargaining pursuant to the core conventions of the International Labour Organization (ILO). h) They do not support the general aims and values of AmplifyChange. i) Have any business relationships with the tobacco industry or affiliates, including accepting payments or receiving support from any tobacco product manufacturer or wholesaler, and/or having business relationships with any person, interest group, advocacy organization, or other business or organization that represents the interest of the tobacco industry.
----------------------------	---