

# COMISSÃO DA CEDEAO

## COMMISSION DE LA CEDEAO

Agence Régionale pour l'Agriculture et l'Alimentation  
ARAA



## ECOWAS COMMISSION

Regional Agency for Agriculture and Food  
RAAF

## Terms of reference

For the recruitment of a Consultant  
for the development of a new interface of the website [www.RAAF.org](http://www.RAAF.org)  
of the ECOWAS Regional Agency for Agriculture and Food

March 2022

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## **1. Background information**

The ECOWAS Regional Agency for Agriculture and Food created by regulation *c/reg.1/08/11 of August 19, 2011* contributes to the implementation of the regional agricultural Policy, ECOWAP, whose vision is backed by modern and sustainable agriculture, based on the effectiveness and efficiency of family farms and the promotion of agricultural enterprises through the involvement of the private sector.

RAAF's mandate is to “*ensure the technical execution of regional investment programs and plans contributing to the operationalization of the regional agricultural Policy by relying on regional institutions, bodies and actors with proven skills*”. It provides the function of specialized technical structure, delegated contracting authority for ECOWAP/CAADP projects and programs.

Specifically, RAAF's mission is to:

- Strengthen the technical intervention and action capacities of the ECOWAS Department of Agriculture, Environment and Natural Resources in the implementation of investment programs to enable the Department to fully play its sovereign role (strategic orientation, regulatory, management and monitoring-evaluation, strategic watch, etc.),
- Coordinate, with a view to rationalization, the activities and fields of intervention of specialized technical institutions in the agricultural and agri-food fields,
- Contribute to building the capacities of regional and national actors in the preparation of files/projects, the implementation and monitoring of activities.

## **2. Justification**

As part of the communication and visibility actions in overall support of the RAAF, an institutional website was developed and put online in 2016 at the address [www.araa.org](http://www.araa.org). This institutional website developed with the CMS Drupal, made it possible to ensure online communication of the Agency's actions, in particular the programs and more than 300 projects of all sizes carried out within the framework of the implementation of the ECOWAS regional agricultural Policy.

The increase in the portfolio of projects entrusted to the RAAF as well as the current dynamics of the Agency's programs quickly revealed shortcomings in terms of the architecture of the current website and especially its navigability.

The RAAF therefore proposes to initiate this project to develop a new interface for its website, which should be dynamic in order to improve the user experience of its customers.

This will involve redesigning the website to adopt a modern and more user-friendly format to improve its ability to inform about the missions and achievements of RAAF. To avoid duplication, the new RAAF website shall be redesigned taking into account the content of the ECOWAP monitoring and evaluation platform ([www.ecowap.ecowas.int](http://www.ecowap.ecowas.int)).

### **3. Objectives**

The overall objective of the consultation is to design and put online a new dynamic web interface for the Agency's website, thus making it possible to reflect its revisited mission and offer customers better user comfort when searching for 'information.

The specific objectives of the consultation are:

- a. Carry out an in-depth technical analysis of the existing system (draw inspiration from the RAAF's institutional communication system) in particular the website visit statistics (Google Analytics), architecture, interactivity and graphic charter,
- b. Propose an innovative architecture and graphic charter that take into account the concern for usability of the interface which improves the user experience on any type of screen (responsive design); easy reading and navigation with a minimum of resizing, panning, and scrolling, across a wide range of devices from mobile phones, tablets, laptops, desktop computers, and different Browsers,
- c. Develop and put online the new web interface of the website, which should be dynamic and facilitate better digitization of the Agency's communication,
- d. Update the document management module (publications/memory sheets/capitalization documents) on the website to a more innovative interface,
- e. Propose an organization/architecture that takes into account current communication standards and trends (social networks, etc.),
- f. Support the Agency for the launch of the new version of the web interface,
- g. Update the website user and administration guide,
- h. Train the RAAF Communication team on the management and use of the platform,
- i. Provide maintenance/technical assistance for one (01) year after the launch of the new web interface to ensure that it works well.

### **4. Expected results**

The consultation will produce the following key results:

- a. A dynamic website, in French, English and Portuguese, is functional and put online and hosted on RAAF's cloud.
- b. A new architecture which will in fact be a reconfiguration of the existing one. The consultant will however have the liberty to propose a different organization of the headings or additional headings in consultation with the RAAF.
- c. An intuitive and sufficiently advanced document management module that facilitates the search for documents on the website;
- d. Full integration of the website with the Agency's existing social media accounts, including facebook, twitter, youtube, LinkedIn (coming soon) and referencing to all of the Department's and partners' existing websites;

- e. A “responsive” design of the interface which greatly improves the user experience (display on all terminals, simplified and highly interactive navigation, ease of searching and downloading of documents);
- f. A responsive website that works not only on various screen sizes, but also on various browsers,
- g. A photo album integrated into the site,
- h. A technical note presenting the new website interface,
- i. A guide to use and administration of the site for its handling by the Agency, and
- j. The staff of the Agency's communication service trained in site management to ensure animation and updating of information.

The Agency will retain ownership of all patents, patent applications, patent disclosures, inventions and improvements (whether patentable or not), copyrights and copyrighted works (including scripts), as well as of their records and software, including any software, firmware or source code, trade secrets, know-how, database rights, designs and any other forms of intellectual property (other than trademarks) (collectively, Intellectual Property ) created during the development process of the new website interface.

## **5. Elements of methodology**

In the working methodology that the consultant will propose, the RAAF suggests the following elements to be taken into account in the course of the consultation:

- a. Discuss with the Agency's communication experts based in Lomé to deepen understanding of the results expected from the consultation (scoping meeting in person or by videoconference,
- b. Agree by mutual agreement with the Agency's Communication Manager on the information products to be disseminated on the website and its architecture,
- c. Propose and validate the graphic charter of the web interface by mutual agreement with the RAAF Communication Unit,
- d. Propose a provisional version of the web interface which will be tested online from a development server and collect user feedback, and
- e. Take into account the Agency's comments to produce a final version of the web interface to be put online on the RAAF Cloud.

## 6. Duration of consultation

The time allowed for the consultation is forty (45) man/days to be carried out over a maximum period of three (3) months. The maintenance of the new web interface must be provided for a duration of one year (monthly flat rate).

1. Recruitment of the consultant	1 <sup>st</sup> March – 31 <sup>st</sup> March 2022
2. Collection of data and presentation of the draft architecture of the new interface	1 <sup>st</sup> April – 15 <sup>th</sup> April 2022
3. Development of the web site including interactions with RAAF	16 <sup>th</sup> April -17 <sup>th</sup> June 2022
4. Deployment of the web site	18 <sup>th</sup> June -25 <sup>th</sup> June 2022
5. Training of the RAAF communication team	26 <sup>th</sup> June – 4 <sup>th</sup> June 2022
6. Maintenance/technical assistance	August 2022 – July 2023

This schedule is indicative and can be change.

## 7. Conditions of service

The consultant will benefit from a RAAF service provider contract for the performance of his work. He will be able to carry out the expected mission from his place of residence but will have to be in constant contact with the RAAF Communication Unit in Lomé, Togo.

## 8. Required profile

The Drupal Consultant must have the following profile:

- proven experience in designing dynamic, innovative and creative websites,
- hold a higher education diploma (BAC + 3 at least) or equivalent in the field of Information and Communication Technologies (ICT), the web and/or any other field related to ICT and web databases,
- have at least seven (7) years of professional experience in IT development, website development and infographic design;
- have developed several different dynamic websites;
- Have at least three (3) references of job completion (development of institutional websites with any CMS tool) over the past five (5) years in the region (provide copies of certificates of successful completion or contracts). Development experience with Drupal CMS is an asset,
- have solid notions in terms of security of applications / websites , referencing in search engines, as well as legal notions relating to compliance with the regulations in force, particularly in terms of the protection of personal data;
- having a good knowledge of the ECOWAS Commission and its institutions would be an asset.

## **9. Application file**

Candidates must submit their complete application file consisting of the following documents:

- A cover letter,
- A detailed Curriculum Vitae,
- A copy of the highest diploma,
- A technical and financial offer.

Applications must be sent to the RAAF at the following address: [procurement@araa.org](mailto:procurement@araa.org)