

Terms of Reference (ToR)

Website Redevelopment and Technical Assistance

1. Introduction and Background

LIWAY, which stands for Livelihoods Improvement for Women and Youth, is a thirteen-year development program launched in July 2017 and scheduled to run until December 2028. Funded by the Swedish Embassy and the Embassy of the Kingdom of the Netherlands, LIWAY is implemented by a consortium of partners, including SNV Netherlands Development Organisation (lead), and Mercy Corps. Its primary aim is to contribute to sustainable poverty reduction and social stability in Addis Ababa by increasing incomes through improved wage and self-employment opportunities, especially targeting poor women and youth. The program utilizes a Market Systems Development (MSD) approach, working across four interconnected market systems: Labour, Micro and Small Enterprises (MSE), Medium and Large Enterprises (MLE), and Skills. In its efforts to effectively communicate its mission, activities, and achievements to a global audience, LIWAY maintains a public-facing website, www.liway.org.

The current website has served its purpose; however, to align with contemporary digital standards, enhance user experience, and better reflect LIWAY's evolving strategic objectives, there is a critical need for its comprehensive redevelopment. Furthermore, to ensure the website remains dynamic, secure, and relevant, ongoing technical assistance and maintenance are essential.

This Terms of Reference (ToR) outlines the requirements for a qualified web development firm or individual consultant to redevelop www.liway.org and provide continuous technical support.

2. Project Objectives

The primary objectives of this project are to:

Modernize Design and User Experience: Transform www.liway.org into a visually appealing, intuitive, and highly user-friendly platform that reflects LIWAY's professional image and values.

Enhance Functionality: Implement robust features and functionalities that improve content delivery, user engagement, and administrative efficiency.

Improve Responsiveness: Ensure the website is fully responsive and provides an optimal viewing experience across all devices (desktops, tablets, mobile phones).

Optimize Performance and Security: Deliver a fast, secure, and reliable website.

Facilitate Content Management: Provide an easy-to-use Content Management System (CMS) that enables Liway staff to manage and update content efficiently without technical expertise.

Ensure Continued Relevance: Establish a framework for ongoing technical assistance to keep the website updated, secure, and aligned with evolving digital trends and LIWA's needs.

3. Scope of Work: Phase 1 - Website Redevelopment

The selected consultant/firm will be responsible for the complete redevelopment of www.liway.org, including but not limited to the following:

3.1. Discovery and Planning



Conduct a comprehensive review of the existing www.liway.org website, its content, and current functionalities.

Hold consultation meetings with LIWAY team to understand specific requirements, target audience, and desired functionalities.

Develop a detailed project plan, including a sitemap, wireframes, and proposed technology stack.

3.2. Design and User Experience (UX/UI)

Create a modern, clean, and engaging visual design that aligns with LIWAY's branding guidelines.

Develop a user-centric interface (UI) and user experience (UX) that ensures easy navigation and access to information.

Provide multiple design mock-ups for key pages (homepage, internal pages, specific feature pages) for LIWAY's review and approval.

Ensure full responsiveness across all major browsers and devices (desktop, tablet, mobile).

3.3. Content Management System (CMS) Implementation

Implement a robust, user-friendly, and open-source CMS (e.g., WordPress, Drupal, or a suitable headless CMS solution) that allows for easy content creation, editing, and publishing by LIWAY staff.

Configure the CMS to support various content types (e.g., pages, news articles, publications, projects, events, staff profiles).

Provide appropriate user roles and permissions for content management.

3.4. Core Features and Functionalities

The redeveloped website should include, but not be limited to, the following core features:

Homepage: Engaging and informative, highlighting key initiatives, news, and calls to action.

About Us Section: Dedicated pages for mission, vision, values, history, team, and organizational structure.

Projects/Programs Section: Detailed pages for ongoing and completed projects, including descriptions, objectives, outcomes, and related media (photos, videos, documents).

News/Blog Section: A dynamic section for news updates, press releases, and blog posts with categorization and search functionality.

Publications/Resources Section: A searchable and filterable repository for reports, policy briefs, research papers, and other downloadable resources.

Events Calendar: Display upcoming and past events with details, dates, and registration options (if applicable).

Contact Us Page: Clear contact information, location map, and a functional contact form.

Search Functionality: Robust search capabilities across the entire website content.

Multilingual Support: Ability to easily integrate multiple languages in the future.

Social Media Integration: Links to LIWAY's social media channels and options for sharing content.

Newsletter Subscription: Integration with a newsletter service (e.g., Mailchimp).

Image/Video Galleries: Easy management and display of multimedia content.

3.5. Technical Requirements and Optimization

Security: Implement robust security measures (SSL certificate, regular security updates, firewall configuration).

Performance: Optimize website loading speed and overall performance.

Search Engine Optimization (SEO): Implement basic SEO best practices (clean URLs, meta tags, sitemaps, schema markup).

Accessibility: Adhere to web accessibility standards (e.g., WCAG 2.1 AA) to ensure the website is usable by people with disabilities.

Analytics Integration: Integrate Google Analytics or similar tools for website traffic monitoring.

Hosting: Advise on suitable hosting solutions and assist with deployment.

3.6. Content Migration

Migrate existing relevant content (text, images, documents) from the old www.liway.org to the new website structure.

Work with LIWAY staff to identify content for migration and new content creation.

3.7. Testing and Deployment

Conduct thorough testing (functional, compatibility, performance, security) across various browsers and devices.

Address any bugs or issues identified during testing.

Deploy the redeveloped website to the live server.

4. Scope of Work: Phase 2 - Continued Technical Assistance and Maintenance

Following the successful launch of the redeveloped website, the selected consultant/firm will provide ongoing technical assistance and maintenance services for a period of 6 months. This includes:

4.1. Website Updates and Security

- Regular updates of the CMS core, themes, and plugins to ensure security and compatibility.
- Proactive monitoring for security vulnerabilities and immediate action to address any threats.
- Regular backups of the website database and files.
- Restoration services in case of data loss or website compromise.

4.2. Content and Functionality Updates

- Assistance with minor content updates and modifications as requested by LIWAY staff (e.g., adding new pages, updating existing text, uploading new documents).
- Troubleshooting and bug fixing for any issues that arise post-launch.
- Minor adjustments to website layout or styling as needed.

4.3. Performance Monitoring and Optimization

- Continuous monitoring of website performance and loading speeds.
- Periodic optimization to ensure optimal performance as content grows.



4.4. Technical Support and Consultation

- Provide technical support via email/phone within agreed-upon response times.
- Offer expert advice and consultation on new features, digital trends, and website improvements.

4.5. Reporting

- Provide monthly reports on website performance, security updates performed, and any issues addressed.

5. Deliverables

The successful consultant/firm will deliver the following:

- Detailed Project Plan, Sitemap, and Wireframes.
- Design Mock-ups for key website pages.
- Fully functional, responsive, and secure redeveloped www.liway.org website.
- CMS Administrator Access and Documentation.
- Migrated content.
- Post-launch technical support and maintenance as per Phase 2 scope.
- Monthly performance and maintenance reports.
- Training session for LIWAY staff on CMS usage.

6. Timeline

The project is expected to be completed in two phases:

- Phase 1: Website Redevelopment: 8-12 weeks from contract signing.
- Phase 2: Continued Technical Assistance: 6 months commencing immediately after Phase 1 completion.

A detailed timeline with specific milestones should be proposed by the bidding consultant/firm.

7. Reporting and Communication

The selected consultant/firm will report directly to the Project Officer under the supervision of the MRM and Knowledge Management Advisor. Regular communication, including bi-weekly progress updates and scheduled review meetings, will be required throughout the project duration.

8. Payment Schedule

The payment schedule will be milestone-based, tied to the successful completion and approval of deliverables in both phases. Specific payment terms will be negotiated and outlined in the final contract.

9. Eligibility Criteria and Qualifications

LIWAY invites proposals from experienced web development firms or individual consultants with the following qualifications:

- Proven track record of designing and developing modern, responsive, and user-friendly websites, preferably for non-profit organizations or similar entities.
- Demonstrable expertise in chosen CMS platforms (e.g., WordPress, Drupal, etc.).
- Strong understanding of UI/UX principles, web security, SEO, and accessibility standards.
- Availability of a dedicated team or individual with relevant technical skills (web design, front-end development, back-end development, project management).
- Excellent communication and project management skills.

- Ability to provide ongoing technical support and maintenance.
- Portfolio of previous work with client references.

10. Submission Requirements

Interested consultants/firms are requested to submit a comprehensive proposal that includes:

- **Company Profile/Consultant CV:** Including relevant experience and expertise.
- **Understanding of the ToR:** A brief statement demonstrating comprehension of the project requirements.
- **Proposed Methodology and Work Plan:** Detailed approach for both redevelopment and ongoing technical assistance, including a proposed timeline with milestones.
- **Proposed Technology Stack:** Details on the CMS, programming languages, and tools to be used.
- **Design Concepts/Portfolio:** Examples of previous work, particularly relevant website designs.
- **Team Composition:** CVs of key personnel who will be assigned to the project.
- **Financial Proposal:** Detailed breakdown of costs for both Phase 1 (redevelopment) and Phase 2 (6 months technical assistance), including hourly rates for additional work if applicable.
- **References:** Contact details for at least three (3) professional references from previous clients.

11. Evaluation Criteria

The following criteria will be employed for the evaluation of the proposals:

a) Technical Criteria for evaluation (weight: 70%)

A pre-defined technical criterion will be employed for the evaluation of applicants. Failure to secure 60% in the technical criteria (i.e. **42 Points out of the 70**) will automatically disqualify the applicant.

- 1. Page Limit on Technical Proposal:
 - The technical proposal should be between 10 - 12 pages. CVs and other supporting documents should be included as annexes. Proposals that exceed this page limit may be automatically disqualified.
 - **Scoring Criteria: Mandatory**
- 2. Solid Experience and Knowledge:
 - Proven track record of designing and developing modern, responsive, and user-friendly websites, preferably for non-profit organizations or similar entities, with demonstrable expertise in chosen CMS platforms (e.g., WordPress, Drupal, etc.), and a strong understanding of UI/UX principles, web security, SEO, and accessibility standards.
 - **Max. Score:20**
 - More than 8 years of direct experience in similar assignments: **15 points**
 - 5-8 years of relevant experience: **10 points**
 - 3-5 years of relevant experience: **5 points**
 - Less than 3 years of relevant experience: **0 points**

- 3. Quality of Technical Proposal:
 - Demonstrates a clear understanding of the website redesign assignment's objectives and scope. The proposed methodology is sound, and the work plan for both redevelopment and ongoing technical assistance is clear, detailed, and logical.
 - **Max. Score:30**
 - Proposal clearly demonstrates a full understanding of the assignment with a high-quality, detailed methodology and work plan: **30 points**
 - Proposal indicates a partial understanding of the assignment: **15 points**
 - Proposal does not indicate a clear understanding of the assignment: **0 points**
- 4. Team Capacity and Composition:
 - The proposed team is multi-disciplinary and possesses the required technical expertise to cover all facets of the assignment, including web design, front-end development, back-end development, and project management. CVs of the proposed team members clearly demonstrate the necessary experience.
 - **Max. Score: 20**
 - A well-composed team with demonstrated senior-level expertise in all key areas of web development: **20 points.**
 - Team composition is acceptable, but lacks demonstrated expertise in one or more of the key areas: **10 points**
 - Team composition is missing more than half of the required expertise: **0 points**
- **Total Technical Score: 70**

b) Financial Evaluation Criteria (weight: 30%)

- The financial proposal, submitted in a separate document, should be simple, and the proposals shall indicate all applicable taxes separately in a clear manner.
- If Applicants are legally registered consulting firms (copy of annexing of business license, tax registration certificate or any other legal documents need to be submitted). If the supplier is a Local supplier SNV shall deduct either 3% (if the company has valid license and tin number) or 30% (if the company has no tin number and/or license) of the contract amount in lieu of withholding tax and duly paid to relevant inland authority.
- Financial Proposal needs to be submitted in Euro/Birr.
- **Exchange Rate Declaration:** All financial figures in this proposal are calculated using the official SNV monthly exchange rate applicable on the financial proposal opening date. This rate is determined by SNV's Finance Department and will be used for all cost evaluations, comparisons, awards, and contract/purchase orders.

Important Notes:

- Technical and financial proposals will be submitted separately in marked separate envelopes. Only proposals that have a point of 42/70 and above in the technical proposal are eligible for financial evaluation.
- Proposals that have scored **42/70** on the technical proposal will have their financial proposals evaluated out of 30 and only shortlisted candidates will be contacted.

12. Contractual Terms



The selected consultant/firm will enter into a service agreement with LIWAY, which will outline the detailed terms and conditions, intellectual property rights, confidentiality clauses, and dispute resolution mechanisms.

13. Submission Procedure

Both the **Technical** and **Financial** proposals should be sent separately through ettenders@snv.org

Therefore, SNV will expect **two submission emails** that are for **the technical** and **financial offer**.

Both email subjects must contain the name of the assignment and proposal type.

Proposals must be received by the SNV no later than **August 18, 2025, 17:00 PM**, close of business.

For further information/clarification, please contact us using this email: hgetawyalew@snv.org

SNV-Ethiopia reserves the right to cancel the bid partially or fully.