

Terms of reference (ToR)

Website design and development for the project ACTIV

August 2021

Introduction

Terre des hommes (Tdh) is the leading Swiss child relief agency. Founded in 1960, we are committed to improving the lives of millions of the world's most vulnerable children. Through our innovative health, protection and emergency aid projects, we provide assistance to over three million children and their families in almost forty countries each year.

In Europe, Terre des hommes has operational programmes in Albania, Kosovo, Moldova, Romania, Ukraine, and Greece. We also work together with partners to create regional projects, synergies and develop transnational solutions to problems such as child trafficking or the protection of children on the move. Tdh's activity in Europe is coordinated by the regional office in Hungary, opened in 2005.

For more information, visit:

www.tdh.ch, <http://tdh-europe.org/>, www.tdh.ro

Mandate

Terre des hommes Romania (Tdh) needs a digital concept to convey, put forward and promote its current ACTIV project, implemented by three Tdh delegations (Romania, Ukraine and Moldova). We wish to create a website that will help us to display and share widely the messages within this project.

ACTIV

With the ACTIV project (two years), we aim to reduce gender-based violence (GBV) in schools. The agents of change will be pupils, school staff, parents and communities who will play a key role in creating a culture of gender equality and equity. We will approach the gender-based violence issue through activities addressed to 375 teachers and 250 pupils from 25 schools in Romania, Moldova, and Ukraine. In Romania we will involve schools from the vulnerable communities in Olt, Dolj, Gorj, Bucuresti and Bacau.

Goals of the website

- To show, promote, and widely disseminate the activities within the project, especially those initiated by children and teachers;
- To design a layout that caters for a mixed audience: the general public, children, teachers;
- To raise awareness regarding gender based violence in schools, its causes, risks and effects;

Target groups

- General public, traditional media, and decision-makers in Romania, Moldova and Ukraine;
- Teachers, parents, and the local community;

- Children and youth aged 11 -15.

Restrictions

Tdh [Child Safeguarding Policy](#) and [Code of Conduct](#)

(We do not use images of children in desperate need)

Visual identity

The website of this initiative/ project must have a unique identity

Compatibility

- Browser: Working on latest versions of IE, Firefox, Chrome, Safari
- Mobiles and tablets: iOS & Android

Languages

The site must be available in Romanian, English and Ukrainian.

Creative and technical brief

We require an appealing, intuitive and minimalist landing page. The visuals of the website must be based on pictures of young people (which will be provided by Tdh).

The website will showcase all types of quality content: text, interactive infographics (ex. Microsoft PowerBI), video, photos and contain 1 home page and at least 4 other pages with content related to project activities and objectives, gender-based violence, and project results.

The website must provide an attractive image, easy to use for both tech-savvy and not tech-savvy users.

The website must also include the logo and disclaimer of the donor and Terre des hommes.

Deliverables and deadlines

Stage 1 – Invitation to tender and submit offers: 08.08.2021 -18.08.2021

Stage 2 – Detailed brief for the selected developer(s): 19.08.2021 -20.08.2021

- Presentation of concept
- Draft website layout
- Estimation of budget and timetable

Stage 3 Validation and contracting: 22.08 -25.08.2021

Stage 4: Development of project: 25.08 -21.09.2021

- Design & development
- Initial content upload

Stage 5: Testing and detailed adaptations: 22.09 -30.09. 2021

Stage 6: Launching website: 30.09.2021

- Delivery of site files
- Documentation
- 1 year guarantee to fix the potential bugs
- Training for the project staff on how to manage and add content on the website

• **Required skills and Experience**

- At least 4 years of prior experience designing visually appealing and navigation/ user friendly web sites;
- Broad knowledge and experience in using different Content Management Systems (CMS);
- Proven knowledge of current web development technologies and design tools in the field, including graphic design, web sites, online video publishing, and social media networking;
- Demonstrated ability to create innovative and visually appealing design;
- Key professional staff qualifications and competence needed for the assignment:
 - Lead developer responsible for the web development process and ensures continuous communication with the Terre des hommes Foundation. The lead developer should have at least 4 years of experience in programming and CMS development.
 - Graphic designer part of the company's team with at least 4 years proven experience in designing websites (a portfolio should be submitted to support the technical proposal).

Documents to be included in the proposal

- A technical proposal describing the previous work done in this area;
- A portfolio of previous work of webs with similar functionalities;
- CVs of the lead developer, and graphic designer (if applicable);
- A financial offer to address the volume of work (The proposed lump-sum fee should indicate the breakdown of all costs and include ALL considerations).

Evaluation and Selection Process

The evaluation of the proposal shall be carried out in line with the following criteria:

Evaluation criteria – 100 points

- Quality of the work presented through the portfolio [30 points];
- Experience and qualifications of the team proposed to deliver the work by the company [20 points];
- Experience in developing site in CMS [30 points];
- Timeline to deliver the objectives of the assignment based on the deadlines provided in this document [10];
- Experience working with civil society organisations [10 points];

In order to qualify for further consideration, the company must obtain a minimum score of 70 percent in the technical offer. The financial offer will account for a maximum of 30 points.

Please submit your proposal at elena.cofaru@tdh.ch by 18.08.2021 and include “ACTIV, Call for Website design and development, name of the company” in the subject line of the application email.

Due to an anticipated high number of applications, Tdh Romania is not in a position to respond to every applicant individually. Please note that only shortlisted candidates will be contacted for an interview.