



TERMS OF REFERENCE

Recruitment of Consultancy firm for Website development for the Smart Africa Digital Academy (SADA).

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Contact	For any questions or enquiries, please write to: procurement@smartafrica.org

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1. ORGANIZATIONAL BACKGROUND

Smart Africa is a bold and innovative commitment from African Heads of State and Government to accelerate sustainable socio-economic development on the continent, ushering Africa into a knowledge economy through affordable access to Broadband and usage of Information and Communications Technologies.

The Transform Africa Summit held in Kigali, Rwanda on 28th-31st October 2013 culminated in the adoption of the Smart Africa Manifesto document by seven (7) African Heads of States (Rwanda, Kenya, Uganda, South Sudan, Mali, Gabon, Burkina Faso) in which they committed to providing leadership in accelerating socio-economic development through ICT's.

On 30th -31st January 2014, The Smart Africa Manifesto was endorsed by all Heads of State and Government of the African Union at the 22nd Ordinary Session of the Assembly of the African Union in Addis Ababa. This development places the Manifesto at the heart of the ICT agenda in Africa beyond just the 7 original signatories at the Summit to all the 54 African countries. The Smart Africa Alliance has since grown to include 31 African countries that represent 750+ million people.

The Smart Africa Manifesto aims to put ICT at the center of national socio-economic development agenda of member countries; improve access to ICT especially Broadband; to improve accountability, efficiency, and openness through ICT promoting the introduction of advanced technologies in telecommunication; to put Private Sector first, and to leverage ICT to promote sustainable development.

2. PROJECT BACKGROUND

Over the past decade, Africa has made great strides in enrolling children in school, with some countries providing free primary education for the first nine years. Despite this achievement, the average Human Capital Index (HCI) falls below the average, with one of the highest being 52 on a scale of 100, education being a major determinant factor.

With a population estimated to approximately 1.3bn people who are majorly youthful, ensuring quality jobs to leverage on the continent's demographic opportunity is set to be one of Africa's game-changer. An estimated 15 to 20 million increasingly well-educated young people will join the African workforce every year for the next three decades.

The Smart Africa Digital Academy (SADA) is the delivery vehicle of the Smart Africa capacity building and skills development activities across the various digital skills spectrum. It is a pan-African dynamic learning ecosystem in which African citizens of all ages and social classes can gain or improve their digital skills, gain qualifications, meet the emerging talent needs of employers, industry or be self-reliant.

The birth of SADA was driven by the need to meet a genuine need for sustainable jobs driven by the fact that 15% of the world's working-age population are expected to be from Africa by 2030. The governments of the Smart Africa Member States recognize the urgency to drive inclusion and economic growth through the development and adoption of strategies for education and skills development to build this required future workforce.

Digital skills development at all levels – from basic to competency-based – is required to allow the uptake of new technologies in the economy, increase productivity, support growth while avoiding unnecessary disruptions in the labor market and society.

3. OBJECTIVE OF THE ASSIGNMENT

The Smart Africa Secretariat would like to contract a website developer to design and develop an interactive website for the Smart Africa Digital Academy (SADA).

- Create SADA's own website linked to Smart Africa website
- Once-off development work to implement new features

4. SCOPE OF WORK

a. Website Requirements:

- The website should be aesthetically good, on-brand and user-friendly
- The website should be accessible to search engines and be coded with good on-page search engine optimization
- The website will have calls to actions (i.e subscribe to newsletters)
- It must be mobile friendly and have good loading speed
- The homepage must feature the SADA logo
- A search box should appear on every page
- It must have links to SADA's social media accounts
- Must be based on principles of good user experience and user interface
- The bidder will be responsible for sourcing relevant stock images and stock videos
- The website must be in both French and English
- The website must contain a Content Management System (CMS)

b. Website's main sections:

- Home page
- About & Purpose/Mission/Prospectus
- Projects/Partnerships
- Training/Courses
- Media (Blogs, newsletter)
- Contact
- FAQs

INDICATIVE TIMELINES AND EXPECTED RESULTS

The successful bidders must carry out the project within thirty (30) days from the date of signing the contract.

The indicative timetable is as follows:

Timeline	Deliverables	Expertise required
Week 1	<ul style="list-style-type: none"> • Development of project plan • Development of a website prototype 	<ul style="list-style-type: none"> - Lead Consultant/team
Week 2	<ul style="list-style-type: none"> • Review and validation of prototype and initial designs 	<ul style="list-style-type: none"> - Consulting team - Smart Africa communications team
Week 3	<ul style="list-style-type: none"> • Additional recommended features and further revisions 	<ul style="list-style-type: none"> - Consulting team - Smart Africa communications
Week 4	<ul style="list-style-type: none"> • Final testing and evaluation • Implementation 	<ul style="list-style-type: none"> - Consulting team - Smart Africa communications team

5. FIRM PROFILE AND EXPERIENCE

In addition to the human resources required to assemble its team, as described below, the firm must meet the following minimum requirements to be considered for the evaluation:

- The firm should be registered under the laws of Rwanda, have proven experience in web development with at least five (5) years' experience in similar services
- Minimum of three (3) dully signed Service completion certificates/letters of similar works delivered

The work shall be carried out by a team of at least (3) three highly qualified consultants/experts each in the requested specialties, namely:

- **Lead Consultant/Team Leader (1)** with the minimum requirements below to be considered for the evaluation:
 - √ Bachelor's degree in computer sciences/Information Technology, software development or related fields
 - √ Having five (5) years proven experience in managing website development projects
 - √ Having a solid knowledge and experience in website development
 - √ Deep expertise and hands on experience with Web applications and programming languages such as JavaScript, HTML, CSS, as well as Search Engine Optimization, etc.

- √ Excellent time management, planning and analytical skills
 - √ Having participated in at least three (3) similar projects
- **Web Development Expert** with a focus on platform design and development:
 - √ At least five (5) years proven experience in website development
 - √ Bachelor's degree in computer sciences/Information Technology, software development or related fields
 - √ Having a solid knowledge and experience in website development
 - √ Having proficiency with Web applications and programming languages such as JavaScript, HTML, CSS, as well as Search Engine Optimization, etc.
 - √ Having participated in at least three (3) similar projects
 - √ Relevant professional certificate
- **Design Expert (1)** with the minimum requirements below to be considered for the evaluation:
 - √ Three (3) years proven experience in website design
 - √ Bachelor's degree in website design, creative design or related field
 - √ Having a solid knowledge and experience in website design
 - √ Having proficiency with Web applications and programming languages such as JavaScript, HTML, CSS, as well as Search Engine Optimization, etc
 - √ Extensive attention to detail
 - √ Having participated in at least three (3) similar projects
 - √ Relevant professional certificates is a plus

The Consultancy firm shall propose additional staff as part of the consulting team as necessary with adequate justification towards the realization of study objectives. The related financial quotation should be included for additional staff.

6. EVALUATION CRITERIA

The following model will be used to evaluate all respondents and proposals submitted:

a) **Technical Evaluation Criteria**

Item	Assigned Points	Point Range
Approach, Methodology, and Work Plan		
<i>including the approach to working remotely with social distancing norms imposed by the Covid-19 pandemic</i>		

<ul style="list-style-type: none"> • The relevance of the suggested approach and methodology for the development of the platforms • Suitability of work plan and delivery schedule 	35 15	/50
Staff Experience		
<ul style="list-style-type: none"> • Lead Consultant, Team Leader <ul style="list-style-type: none"> i) 5 years and above ii) Between 3 and 5 years iii) Less than 3 years 	15 10 5	/15
<ul style="list-style-type: none"> • Web Development Expert <ul style="list-style-type: none"> i) 5 years and above ii) Between 3 and 5 years iii) Less than 3 years 	10 5 0	/10
<ul style="list-style-type: none"> • Design Expert <ul style="list-style-type: none"> i) 3 years and above ii) Between 2 and 3 years iii) Less than 2 years 	10 5 0	/10
Firm Experience		
<ul style="list-style-type: none"> • Recommendation letters of related assignments performed <ul style="list-style-type: none"> - 3 similar assignments - 2 similar assignments - 1 similar assignment - 0 similar assignments 	15 10 5 0	/15

The financial proposal of only those firms which secure a minimum score of 70/100 in the technical evaluation will be opened.

St= Score for the Technical Evaluation

b) **Financial Criteria**

Once the technical criteria have been evaluated, the costs of all bids will be listed from low to high. Computing the cost criteria score will be accomplished by use of the following formula:

$$\frac{\text{Lowest Cost of All Proposals}}{\text{Cost of Bid for Respective Firm}} \times 100 = \text{Financial Score} = Sf$$

The Applicant getting maximum marks on 80-20 weightage (80% for technical and 20% for financial) will be considered for the assignment. The weights given to the Technical (T) and Financial Proposals (F) are: T = 0.80 and F = 0.20

The Final Score (S) is calculated as follows: S = St*T + Sf*F

7. SUBMISSION REQUIREMENTS FOR TECHNICAL AND FINANCIAL PROPOSALS

A specific outline must be followed to facilitate the Smart Africa Secretariat's review and evaluation of the responses received.

A response to this RFP must include the following sections in the order listed:

- 1.** A cover letter confirming the firm's interest to provide the services required
- 2. Administrative documents** (Company registration certificates, Tax clearance certificates). Failure to submit will lead to automatic disqualification of the offer.
- 3.** A technical proposal containing the following content:
 - Executive summary
 - Business experience/Profiles
 - Approach and Methodology
 - Work Plan / Schedule
 - Mission team experience/profiles
 - Updated Curriculum Vitae for the team and academic certificates requested
 - Recommendation letters signed and stamped
 - Company registration certificates and tax clearance
- 4.** Financial Proposal containing the following tables.
 - Summarized Total Cost VAT Inclusive (Value of tax indicated on final cost)
 - Breakdown of a remuneration package
 - Breakdown of reimbursable expenses
 - All companies should quote in Rwandan Francs (RWF) as currency.
 - All bidding firms/ companies should Indicate their preferred payment terms

NOTE: All financial proposals/offers should be password protected and Smart Africa will request for it for bidders who have been qualified in the technical evaluation.

8. SUBMISSION PROCESS

Technical and financial proposals must be submitted via email in pdf format showing each the nature of the offer concerned (technical or financial offer), the firm's name and both put in sub folder marked as follow: **041/S.A/RFP/04/2021: "Development SADA Website"** not later than 23rd **May 2021** at, **05:00 PM local time (Kigali)** prompt to the address below:

Smart Africa Secretariat

9th Floor, Bloc C, Makuza Peace Plaza,
10 KN4 Avenue, Kigali, Rwanda
Phone: +250 788-300-581/ 0784013646

Attention: Procurement, Smart Africa.

9. RIGHTS RESERVED

This RFP does not obligate the Smart Africa Secretariat (SAS) to complete the RFP process. SAS reserves the right to amend any segment of the RFP prior to the announcement of a selected firm. SAS also reserves the right to remove one or more of the services from consideration for this contract should the evaluation show that it is in SAS's best interest to do so. SAS also may, at its discretion, issue a separate contract for any service or groups of services included in this RFP. SAS may negotiate a compensation package and additional provisions to the contract awarded under this RFP.

10. ENQUIRIES

Any enquiries will only be received and addressed 3 days or more prior to the bid submission deadline. Prospective respondents who may have questions regarding this RFP may submit their enquiries to procurement@smartafrica.org