

Prishtinë, June 2024

Enabling Income Generation for the Poor (EnInGeP)

Financed by Austrian Development Agency

Implemented by CARE International in the Balkans and ECIKS

Terms of References: Web development, maintenance, and search engine optimization

Project Background

The private sector in Kosovo suffers from inability to create new jobs, lack of access to finance and BDS, low FDI inflows and gender norms which can prevent women and girls from reaching their full potential. Given the unequal distribution of economic opportunities, through facilitation and upscaling of market support functions, the project “Enabling Income Generation for the Poor” will address critical market constraints, igniting growth, narrowing disparities, and increasing the economic assets of the most vulnerable. This project distills lessons from ACCESS¹, to achieve an overall objective: contribute to a sustainable, resilient, and inclusive private sector development enabling inclusive job creation and income generation for the poor and vulnerable.

The interventions proposed will achieve the following outcomes:

- Development and modernization of the support system for MSME and future entrepreneurs in a gender-sensitive and socially inclusive manner by cooperating with and incentivizing relevant stakeholders (public, private and civil society) facilitated.
- Access to finance for innovative and entrepreneurial ideas in a gender-sensitive and socially inclusive manner (focus on inclusion and economic empowerment of vulnerable women and men) improved.
- Access to acceleration and digitalization services with a special focus on MSME led by vulnerable women and men facilitated.

The expected outputs are:

- Support service of KIESA for market development improved.
- Consultancy services of BCC standardized and regulated.
- Women’s participation in the ICT sector increased through supporting Digi Women Cluster.
- Kosovo’s Fund for Innovation and Technological Development (KFITD) established.
- MSMEs enabled to digitalize through targeted and upscaled Business Digitalization Services.
- Financial literacy of vulnerable population improved through the “Biznesi Im” Platform.
- MSMEs enabled to access digital services through the “Biznesi Im” Platform.

- Business Digitalization Services improved through certification of consultants from marginalized populations.

The target groups of the proposed project are vulnerable young and marginalized women and men interested in entrepreneurial activities. The main beneficiaries consist of MIET, KIESA, BCC, DECK and vulnerable MSMEs. By introducing systemic change through the application of IMSD, we aim at creating/maintaining 300 jobs, and generating benefits that would accrue to more than 10,000 enterprises.

About ECIKS – ECIKS is a cutting-edge consultancy firm with exceptional local and international expertise in helping private and public organisations unlock their potentials to achieve objectives and increase performance. ECIKS delivers value to institutions and firms in Vienna, Berlin, Zurich, Bern, Tirana, Prishtina for over 20 years through an agile and dedicated team of professionals specializing in management consulting, business strategy, digitalization, foreign direct investment, private sector development, investment promotion, research and analysis, and human resources.

About CARE International – CARE’s work in the Balkans started in 1993, when it provided humanitarian support to people affected by war. In the late 90-ties, CARE shifted its focus in the region from humanitarian post-war assistance and rehabilitation to socio-economic development, engaging in interventions directed at conflict prevention and peace-building, sustainable livelihoods, gender equality and the prevention of gender-based violence. CARE International in the Balkans places the quality of its program at the centre of its mission and has developed a regional strategy that encompasses two main program directions: Gender Equality and Social and Economic Inclusion.

EinInGep (“the Project”) is seeking a service provider (“the Contractor”) to develop the website of our beneficiary Kosovo Investment and Enterprise Support Agency – KIESA (“the Beneficiary”) incl. its maintenance and search engine optimization.

1. Objectives

- a) Create a modern, user friendly and secure internet presence (website) of the Beneficiary using its new brand and corporate identity.
- b) The website is a regularly updated and professionally maintained platform for interaction, information sharing and transaction for clients of the Beneficiary.
- c) The website should help to establish and improve the profile and branding of the Beneficiary at the country level and beyond.

The website is based on the following technologies:

- ASP.NET
- Content Management System: Word Press
- Server space (to be provided by the Beneficiary)

2. Scope of work

The scope of work includes following main areas of work:

1. Creating/designing the website in line with Beneficiaries’ corporate identity
2. Maintaining the website of the Beneficiary for a period of up to 2 years

3. Providing SEO services for the website of the Beneficiary.
4. Design the website in full accordance with GDPR Compliance and Data Protection.

3. Services

The services required and activities include:

3.1 Create the brand book of the Beneficiary

The Contractor will create the brand book based on the defined corporate identity of the Beneficiary:

- a) Logo
- b) Color palette
- c) Corporate font
- d) Business card
- e) Letterhead
- f) Envelope
- g) E-Mail signature
- h) Template designs for brochures

3.2 Website development:

Main activities:

- 1.1. Design a website based on the developed Corporate Identity of the Beneficiary
- 1.2. Develop a website that is compatible with different devices using latest technologies including VueJS or ReactJS. As CMS should be used Word Press. The website will be in Albanian, Serbian, and English.
- 1.3. Use enhanced, cost-effective techniques to test the design, usability, functionality, and security of the website.
- 1.4. Optimize the site for mobile users and for low bandwidth users.
- 1.5. Develop an e-newsletter module, including the design of a template for the e-newsletter.
- 1.6. Implement a blog page (archive page also) with options to share content on social media network: Twitter, LinkedIn, Facebook posting.
- 1.7. Browser compatibility. The site must be compatible with the current versions of the following browsers: Mozilla Firefox, Microsoft Edge, Safari, Opera, and Chrome, as well as Internet Explorer version 11 onwards, including the mobile optimization for all above browsers.
- 1.8. Add a comprehensive search functionality to the web site with dynamic filter/search capabilities.
- 1.9. Add subscribe section and connect with the newsletter distribution
- 1.10. Web application must be reviewed and tested for security vulnerabilities.

Additional tasks:

Before signing the contract and before starting with activity 1.1, provide additional comments and recommendations on the Terms of Reference with the aim of increasing usability, UI/UX, user area, accessibility, security etc. of the website and of the CRM/database with no extra budgetary implications. In addition, provide a detailed action plan, with clear deadlines. The contract may include financial penalties for unjustified delays.

3.3 Website hosting

- a) The website will be hosted on the servers of the Beneficiary.

3.4 Website maintenance & editing

- 3.4.1 Website content updates: upon request the Contractor will edit and update content (text, images, videos, files, etc.).
- 3.4.2 The Contractor will have an automated testing system that checks for broken hyperlinks on the site.
- 3.4.3 The Contractor will verify regularly that the site is up and running, secure, fast, and user-friendly and will revert to the back-up whenever necessary.
- 3.4.4 The Contractor will give guidance on using the admin / user interface of the CMS.
- 3.4.5 The Contractor will review the look as well as the functionality of the website annually and facilitate the recommended changes.
- 3.4.6 The contractor will deliver a manual on how to use the CMS and provide a two-day training to the designated staff on editing and publishing.

3.5 Search Engine Optimization (SEO) and site analysis

- 3.5.1 The contractor will ensure the search engine optimization.

The SEO work will include:

- Keyword research & analysis
 - Site analysis
 - Competitive analysis
 - Site content optimization
 - Mobile optimization
 - HTML code optimization
 - YOAST SEO integration
 - Search Engine submission
 - Off Page SEO (link building)
 - On Page SEO
 - Web ranking report.
- 3.5.2 The Contractor will provide a quarterly and detailed report analyzing progress, trends and areas to be improved. The report should also include comprehensive and cumulative figures for downloads.

3.6 Miscellaneous:

- 3.6.1 Documents and graphics, such as logos and images, will be provided by the Beneficiary. The Contractor will edit the provided files to improve their quality and usability.
- 3.6.2 Any content provided on the website shall respect intellectual property rights. The Contractor indemnifies the Beneficiary and the Project from any intellectual property rights infringement.
- 3.6.3 The Contractor should have an automated issue management ticket system for customer requests and allow clients to access tickets via the web at any time, including the correspondence log.

- 3.6.4 The Contractor shall appoint a Key Account Manager and ensure swift, timely and qualitative response, at any time.

3.7 Specific responsibilities

- 3.7.1 During the website development phase and the website testing phase, which is expected to last up to 3 months after the website is up and running, the Contractor will suggest any high-priority technical adaptations and changes to ensure a smooth, user-friendly and secure functionality.
- 3.7.2 GDPR Principles: The contractor will design and develop the website with a focus on data protection from the outset.
- 3.7.3 Enable cookie consent: Create a clear and easy-to-use way for users to agree/disagree to cookies.
- 3.7.4 Have a plan for data breaches: Set up ways to quickly find, report, and fix any data breaches.
- 3.7.5 Handle data requests: Make it easy for people to ask for their data and get answers quickly.
- 3.7.6 Secure the website: Use strong technical measures to keep personal data safe.

4. Qualification requirements

For this assignment, a professional Information Technology & Web Development company will be hired. The Contractor must have at least the following minimum requirements:

- 4.1 Be an experienced IT company with a strong background in web development, multimedia, IT consultancy, and trainings, with at least 5 (five) years relevant experience in the area. Experience with investment and private sector promotion institutions would be an asset.
- 4.2 Have experience in training users in public or private institutions in the area of information management and database entries & functionalities.
- 4.3 Have a proven capacity in project management and reporting, gained through at least 2 projects. Experience with donor-funded projects would be an asset.
- 4.4 Have a proven technical capacity and experience in successfully developing and running at least 2 similar systems/platforms.
- 4.5 Have capacity to provide support throughout the whole duration of the project.
- 4.6 Have capacity to communicate and implement projects using English as Project language.

The Contractor's staff working on this assignment shall have:

- University degree (at least B.A.) in ICT or similar;
- Ability to use one or more online software development languages (PHP, HTML, CSS etc.);
- Expertise in current computer hardware and software;
- Experience in project management, reporting and database management;
- Ability to work in a team;
- Eye for detail and identifying problems, strong analytical and problem solving skills;
- An understanding of business processes with analytical and commercial experience;
- Experience in trainings with very good communication and coaching/training skills;
- Excellent interpersonal and communication skills;
- Fluency in written and spoken Business English.

The staff's CV needs to be submitted together with the Technical and Financial Offer. In addition, the Contractor needs to assign a contract manager serving as a responsible contact point throughout the whole duration of the assignment.

5. Offer requirements

The Contractor is expected to submit a separate technical and financial offer as described above.

TECHNICAL OFFER

The Technical Offer shall provide following documents:

1. Methodology and Action Plan describing how the Contractor will meet the different tasks/requirements described in section 1 "Objective" and section 3 "Services", specifying in particular:
 - Development, functionalities and configuration of the website, showing that the ToRs have been fully understood
 - Schedule of website development outputs with a very accurate project timeframe
 - Milestones with dates
 - The required inputs from the Beneficiary and the Project
 - Testing and quality check procedures
 - Training schedule and content
 - Maintenance services
 - Staff to be engaged.
2. Company's portfolio included business registration certificate, VAT Certificate, Fiscal Certificate;
3. Staff's CV that will be included in the project;
4. At least 2 references for similar services

FINANCIAL OFFER

The total available budget for this assignment is EUR 15,000

The financial offer should be presented exempted from VAT and should be broken down into the following components:

- Website Development
- Testing
- Quality, privacy and security check procedures.

Operational support and training

- Training of Admin staff according to different user roles and functionalities
- Remote support services starting end of development.

Maintenance

- Website maintenance service.

The Companies are expected to submit a separate technical and financial offer as described above.

Submission of the offers should be in hard copies at ECIKS office in Prishtina (Rruga B, Royal Mall, Kati 4, Nr. B17, 10000 Prishtina, +383 49 721284) or electronically through email office@eciks.com, no later than 1st of July 2024, at 16:00 hour.

Interested parties can submit questions related to ToR until 25 June, 2024 to office@eciks.com

6. Selection Criteria

The evaluation of the offers will be evaluated based of the cumulative analysis methodology. Technical weight 80% and financial criteria weight 20%.

Only the bids obtaining a minimum of 70 points in the technical evaluation shall be considered for the financial evaluation. The evaluation criteria shall be as follow:

| Criteria | Weight | Max point |
|-----------------------------------|------------|------------|
| Technical | 80% | 100 |
| Brief methodology and action plan | | 20 |
| Company's portfolio | | 20 |
| CVs of staff | | 30 |
| References for similar services | | 30 |
| Financial | 20% | 100 |

7. Milestones and delivery dates

| Milestone | Delivery date |
|---|---|
| Implementing the brand book | 10 calendar days after the designs are handed over to the Contractor |
| Development and handover of the website | 90 calendar days after the signature of services agreement |
| Website maintenance | Continuously for up to 2 years from the date of signature of services agreement |
| Search engine optimization | According to a separate plan |

8. Management

The Contractor will report in written to the Team Leader and Intervention Manager in accordance with the predetermined milestone development schedule. Additionally, the Contractor is obliged to provide specific reports upon demand. The Contractor will also hold regular bi-weekly meetings with the Intervention Manager to present progress updates.

9. Work acceptance

The work under this assignment will be considered complete once all functionalities, as outlined in the Terms of Reference (ToR) have been successfully implemented and the Projects has explicitly accepted the deliverables in writing. For this purpose, an acceptance test will be conducted jointly by the Contractor and the Project.

10. Commencement of Services

The commencement date for Services will be determined upon finalization of selection and contracting.

Note: The Project reserves the right to accept or reject any proposal and to annul the selection process and reject all proposals at any time prior to the contract award, without incurring any liability to affected interested parties. Additionally, this activity is subject to final approval by the Beneficiary.