**Terms of Reference**

**Contracting Authority:** Institute for Development Research and Alternatives (IDRA)

**Financing institution:** Smart Balkans Project

**Assignment:** Website design and development

**Eligibility:** Company/NGO/team of individuals

**Application deadline:** July 10, 2023

**Expected duration of the contract:** 5 months

**Provisional commencement date of the contract:** August 2023

1. **Objective and Scope of the Project**

In the framework of the SMART BALKANS Programme, IDRA Institute in cooperation with Center for Free Elections and Democracy (CeSID) and Institute for Strategic Research and Education as Lead Partner, was awarded the grant contract “Corruption Free Universities in Albania, North Macedonia and Serbia”. The overall goal (impact) is to promote rule of law, provide effective administration of justice and prevent corruption among students and university employees in the higher education of Albania, North Macedonia and Serbia. Whereas the specific objective(s) (outcomes) are focused on: (1) to raise awareness of all stakeholders in HE system for effective implementation of corruption prevention mechanisms; (2) to strengthen the capacities of university administration and management as well as the capacities of students, student bodies and organizations to implement the existing legislation for corruption prevention and to develop new instruments to address the emerging challenges and (3) to promote the establishment of enabling environment for reporting corruption through better-informed stakeholders and the general public.

One of the activities proposed under this contract is the design and development of a website in four languages (English, Albanian, Macedonian, Serbian) using a content management system (CMS) that allows the organization to manage content updates easily.

1. **Specific tasks**

The website project shall include the following components:

* Design and development of a website in four languages (English, Albanian, Macedonian, Serbian) using a content management system (CMS) that allows to manage content updates easily.
* Creation of a project database that allows visitors to explore the organization's projects and activities in the region.
* Integration of a chatbot for automatic response to frequently asked questions and other scenarios.
* Testing and optimization of the website for performance, usability, and accessibility.
* Creation of a user manual to serve the purpose of training of staff members to manage and update the website in continuance.

1. **Profile and competencies**

For this contract, company/NGO/team of individuals are required to put together all efforts to conduct the work. The company/NGO/team of individuals are preferred to have relevant experience in designing and developing websites with similar features and functionalities as well as technical skills and expertise in using and developing CMS based websites and project database.

Core competences to be fulfilled are:

At least 3 years of demonstrated experience in website development

Have a solid understanding of web development principles and experience in creating websites using various technologies and tools.

Proficiency in web development languages such as HTML, CSS, and JavaScript.

Proficiency in using popular CMS platforms such as WordPress, Joomla, or Drupal is important.

Ability to create websites that are responsive and adapt to different screen sizes and devices is crucial.

Understanding of CSS frameworks like Bootstrap or Foundation.

Good understanding of SQL or other database management tools like MySQL, MongoDB, or PostgreSQL.

Good understanding of UX design principles to create a user-friendly interface for the website, optimizing website navigation, and ensuring a positive user experience.

Knowledge of web analytics tools, such as Google Analytics, and understanding the basics of search engine optimization (SEO) is valuable.

Proficiency in using version control systems like Git is important.

Possess strong problem-solving skills.

Excellent communication skills, including the ability to convey complex concepts and recommendations in a clear and persuasive style tailored to match different audiences.

Excellent language skills in English/Albanian.

**Deliverables**

* A fully functional and responsive website that meets the organization's requirements and standards, supported by an attractive and user - friendly design.
* A fully functional chat bot compliant to the pre-set scenarios.
* Documentation of the website's features and functionalities.
* Training materials for staff members responsible for managing and updating the website.

**Timeline**

* Request for Proposals (RFP) issued: June 23,2023
* Request for clarifications: July 5, 2023
* Deadline for proposal submission: July 10, 2023
* Selection of vendor: August 2023

**Award criteria**

Lowest price

**Proposal Submission and Contact Information**

Interested parties should submit their proposals by July 10, 2023 at [idra@idra.al](mailto:idra@idra.al) .

**Terms and Conditions**

The organization reserves the right to reject any proposal without providing a reason.

The organization retains ownership of all intellectual property rights to the website and its content.

The selected vendor will be responsible for all costs associated with the website project, including but not limited to web hosting, domain registration, and software licenses and maintenance for 3 years.