



# Strengthening Community Safety in Yemen

**Terms of Reference (2019-50014-002)**

**for**

**Website Design, Development, Hosting and Maintenance**

**Application Deadline 14 April 2019**

## 1 Overview

The Berghof Foundation (BF) is looking for a competent web designer (individual or firm) to develop a user-friendly bi-lingual (Arabic and English) website for the Strengthening Community Safety in Yemen project with a strong visual appeal.

## 2 Background Information

The Berghof Foundation (BF) in partnership with the Political Development Forum Yemen (PDF) is implementing the European Union (EU) funded project, Strengthening Community Safety in Yemen. The specific objectives of the project are:

- to initiate and support a Yemeni-led inclusive discussion on local security and community safety principles,
- to strengthen capacities of key local security providers and selected community representatives,
- and to develop an information strategy to inform about and encourage follow-up on inclusive community safety concepts in the future.

The overall aim of the project is to contribute to the stabilisation of the country through improved inclusive local security and community safety approaches. It runs until March 2021.

For more information on the Berghof Foundation and our work, please visit:  
<https://www.berghof-foundation.org/en/>

## 3 Objectives and Audiences

The main purpose of the project website is to document and disseminate the project outcomes, as well as necessary informational materials on local security and community safety in Yemen. In addition, the website should also act as a platform to raise awareness on and advocate for inclusive community safety in Yemen by sharing relevant lessons learned.

The main target audience of the website therefore is:

- ≡ Yemeni legal and law enforcement institutions.
- ≡ Yemeni civil servants working on local governance
- ≡ Yemeni society and civil society organization
- ≡ International experts on local security and safety

## 4 Scope of Work and Key Deliverables

In close coordination with the project team, the service provider will be required to create (design, develop, host and maintain) a web platform.

### **The website should meet the following criteria:**

- ≡ Appealing, highly user-friendly and responsive bi-lingual Arabic and English web design;
- ≡ Average site load-time should be kept to a minimum;
- ≡ User-friendly search engine with the ability to search for and locate content based on keywords;
- ≡ Able to render appropriately on a wide variety of different browsers, optimised for tablet and smartphones, and remote places (low connection and internet penetration);
- ≡ User-friendly content management system allowing non-expert authorised users to edit and update the website including the ability to create, remove, edit and publish content;
- ≡ Integration of social media platforms;
- ≡ Easy access to a number of relevant reports on site statistics, for example, site usage, key searched interests/topics being, downloads and other relevant statistical data. (compatible with google analytics);
- ≡ Optimised design and structure to be LTR and RTL compatible for both Arabic and English language;
- ≡ Search engine optimisation

### **Features and Guidelines of the Website**

- ≡ The basic content includes but is not limited to:
  - Homepage (Overview)
  - Project Background
  - About Us
  - News and Activities
  - Media Centre (In the news, outputs, library)
- ≡ The service provider is required to advise the project team on the visualisation of the website structure
- ≡ The service provider is required to coordinate with the project team concerning the guidelines of the website, which follow the communication and visibility plan of the project, in line with the communication and visibility regulations for European Union funded projects.

### Other related tasks

- ≡ Flexible to handle upgrades/modification requests within a reasonably brief timeframe;
- ≡ User-friendly CMS, admin management endeavoured so that as many changes as possible can be made from the CMS user interface
- ≡ An administrator tutorial document with screenshots for different tasks, with the most common troubleshooting guidelines; if necessary, provide an administrator training for project team members who will manage and populate the website;
- ≡ A guide for web hosting needs and security setups and controls to consider with the hosting of the website and data protection;
- ≡ Regular maintenance and updates of the project website for the entire contract period, when needed at least twice a month;
- ≡ Support throughout the contract period to assist with content update when the changes that have to be made are not possible from the CMS user interface;
- ≡ Maintain a full backup of the website through the duration of the contract;
- ≡ Verify regularly that the site is up and running, and revert to the back up whenever necessary;
- ≡ Potential for website hosting and management transfer.

## 5 Selection Criteria

The service provider should have:

- ≡ Proven experience of innovative and creative web design. Experience of working for the international development sector will be preferred;
- ≡ Experience of creating websites for countries with low internet penetration and limited internet speed essential. Experience of creating websites for Yemen will be preferred;
- ≡ Strong experience in developing in common and widely used open source platforms, such as Drupal, Joomla, Typo3, Craft, etc.
- ≡ Understanding of End Users' needs and take it into considering when designing adequate technical solutions.
- ≡ Ability to provide tutorial training and all documents in English and Arabic;
- ≡ Strong track record in website design, security and administration, google analytics, etc.;
- ≡ Search Engine Optimization;
- ≡ Value for money, budget assessment

## 6 Estimated Timeline

- ≡ Deadline for application: 14 April 2019
- ≡ Selection process and contract signing: 15 April –15 May 2019

- ≡ Website development: as soon as possible
- ≡ Website launch: as soon as possible

## 7 Application

If you meet the selection criteria, please submit your application including:

- ≡ A brief implementation plan with a first outline of ideas for the website;
- ≡ A budget proposal, including a quotation of maintenance service and web hosting per year, as well as other related software licenses if needed; and,
- ≡ A track record of your experience and examples of relevant work.

For more information, please contact: [R.merhej@berghof-foundation.org](mailto:R.merhej@berghof-foundation.org)