



Indigenous Livelihoods Enhancement Partners (ILEPA)

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Terms of Reference (TOR) for Website Development

1. Project Overview

Indigenous Livelihoods Enhancement Partners (ILEPA) is a non-for-profit community-based Indigenous Peoples organization (IPO) dedicated to promoting and protecting the rights and livelihoods of indigenous communities with a focus on the pastoral communities in the southern landscapes.

Project Assignment:

The organization uses its website, (<http://ilepa-kenya.org>), as a primary platform for sharing stories, showcasing community engagements, and connecting with stakeholders. However, the current website is hard-coded, making it difficult for non-developers to manage. Additionally, the site is not aesthetically pleasing, has slow loading times, and does not efficiently meet the needs of its users.

The objective of this project is to redesign and redevelop the ILEPA website into a user-friendly, visually appealing, and efficient platform that enhances storytelling and community engagement.

2. Objectives and Scope of the Assignment

The selected developer will be responsible for the following tasks:

- Website Redesign: Create a modern, responsive, and visually appealing design that aligns with ILEPA's mission and values.
- Content Management System (CMS): Implement an intuitive CMS that allows non-technical staff to easily update and manage content on the website.
- CRM Integration: Propose and integrate a CRM solution that helps manage and track relationships with community members, partners, and other stakeholders.
- Performance Optimization: Optimize the website for fast loading times and overall performance.
- Accessibility: Ensure the website is fully accessible, adhering to relevant accessibility standards.
- SEO and Analytics: Implement basic SEO strategies and integrate web analytics tools such as Google Analytics.
- Training and Documentation: Provide training to ILEPA staff on using the CMS and CRM, along with detailed documentation.
- Maintenance and Support: Propose a plan for ongoing website maintenance and support post-launch.

3. Technical Requirements

- CMS Platform: The developer should propose a CMS platform (e.g., WordPress, Joomla, Drupal) that meets ILEPA's needs for ease of use and content management.
- CRM Integration: The developer should recommend a CRM platform and integrate it into the website to support ILEPA's community and stakeholder management activities.
- Responsive Design: The website must be fully responsive and provide a seamless experience across devices (desktop, tablet, mobile).
- Security: Implement security measures to protect the website from potential threats, including data breaches and hacking attempts.
- Cross-browser Compatibility: Ensure the website works across all major web browsers (e.g., Chrome, Firefox, Safari, Edge).

4. Design Requirements

- Branding: Adhere to ILEPA's branding guidelines, using appropriate colors, fonts, and logos.
- User Experience (UX): Prioritize a user-centric design that provides an intuitive and engaging experience for visitors.
- Visual Aesthetics: Incorporate high-quality visuals, including images and videos, to effectively tell the stories of the indigenous communities ILEPA serves.

5. Tasks, Responsibilities, and Deliverables

- Design Mockups: Provide initial wireframes and design mockups for approval before starting the development phase.
- Fully Developed Website: Deliver a fully functional website that meets all specified requirements.
- CRM Integration: A fully integrated CRM system tailored to ILEPA's needs.
- User Manuals: Provide detailed documentation and user manuals for the CMS and CRM systems.
- Training: Conduct training sessions for ILEPA staff on managing the website and CRM.
- Maintenance and Support Plan: Propose a plan for ongoing website maintenance and support post-launch.

6. Qualifications and expertise required.

ILEPA is looking for firm/personnel with the following minimum qualifications:

- Experience skills: Proven experience in professional website design and development
- Demonstrated experience in creating (firm) website.

- Excellent skills and proficiency in relevant software.
- Ability to work in diverse and remote locations.
- Strong communication and collaboration skills.

Professional experience:

- Should have at least 5 years of proven and well-documented portfolio to showcase.
- Expert in the creation and delivery of a website (on indigenous affairs is an added advantage)
- Excellent communication/writing and facilitation skills (English, Maasai [added advantage])
- Understanding of the context/ situation and stakeholders in Narok County and Southern rangelands
- Commitment to the said work is required (on a need basis)
- Demonstrated ability to work in a multi-cultural environment

6.1 Mandatory Compliance Evaluation

The Firm(s)/ Personnel(s) will be subjected to Mandatory Compliance Evaluation, and should submit the below:

- Legal status recognized by the Government of the republic of Kenya
- KRA Certificate and eTIMS Registration
- KRA Compliance Certificate
- Company Registration Certificate (for Firm(s))
- Certificate of Good Conduct (for firms, Director Certificate is advised)

7. Timeline

Project Start Date: 30th August, 2024

The developer should submit the detailed workplan and methodology.

8. Budget and Mode of Payment

Budget Proposal: The developer should provide a detailed cost breakdown for all aspects of the project, including design, development, CRM integration, training, and ongoing maintenance.

The Scope of Work fees will be subject to a 5% withholding tax.

9. Proposals evaluation criteria

The selection process will be based on the following criteria:

- a) Experience: Demonstrated experience in developing similar websites with strong portfolios (30%)
- b) Proposed Solution: The suitability of the proposed CMS and CRM platforms, and how well

they align with ILEPA's needs. (20%)

c) Cost: Reasonableness and clarity of the proposed budget. (20%)

d) Interpretation and understanding of the TOR (10%)

e) Timeline: Ability to meet the project deadlines. (10%)

f) Support: Availability of post-launch maintenance and support services (10%)

10. Ethical Considerations, Confidentiality and Proprietary Interests

- All data collected during the Scope of Work should be treated with the utmost confidentiality and used solely for the purposes outlined in this TOR.
- Ethical considerations, including informed consent and protection of participants' rights, should be adhered to throughout the documentation process.
- Adhere to high standards of photography and videography ethics and integrity throughout the documentation process.

11. Copyrights and Intellectual Property

- All data taken through the scoping of work explained in this TOR will be the property of the Indigenous Livelihoods Enhancement Partners (ILEPA)
- All copyrights belong to the Indigenous Livelihoods Enhancement Partners (ILEPA)

12. Amendments

- Any proposed amendments to this TOR shall be communicated and approved by the ILEPA Project Steering Committee.

13. Mode of application

- Interested developers should submit their proposals by 23rd August 2024 procurement@ilepa-kenya.org. Any application submitted after the set deadline will not be considered.

Proposals should include:

- i. A brief introduction to the developer or development team.
- ii. An overview of the proposed approach, including the CMS and CRM platforms to be used.
- iii. A detailed project timeline and cost estimate.
- iv. Examples of previous work relevant to this project.
- v. Contact information for follow-up.

14. Approval Authority:

This TOR is approved by:

Director/ Program Manager

16th August 2024