

Individual Consultant Procurement Call

Individual Consultant Procurement Call Number	ICP#ICTEC-StratupCityCahul-2021-013
Issuance date	March 18, 2021
Deadline for offers	March 31, 2021, 15:00 Chisinau time
Description	Individual consultant to provide web development and maintenance services for ATIC web platforms
For	1) Tekwill / Moldova ICT Excellence Center Project (ICTEC) – Part A 2) Eu4Moldova Startup City Cahul Project – Part B
Funded By	1) United States Agency for International Development (USAID) – Part A 2) European Union (EU) through Sweden – Part B
Issued by	National Association of ICT Companies (ATIC)
Type of Contract	Service Contract
ATIC Point of Contact:	llivadari@ict.md , Procurement Manager
Estimated start date	April, 2021
Assignment period	April 2021 – March 2022

Background

THE MOLDOVAN ASSOCIATION OF ICT COMPANIES (“ATIC”) is the business Organization uniting 45 companies. Umbrella Organization gathering over 5000 employees.

Being established in 2006, ATIC is the action leading association and the voice of the Moldovan ICT industry that promotes the development of the ICT sector in Republic of Moldova through viable partnerships between companies, similar organizations, government, state institutions and international organizations. The association was founded to represent the industry on different policy and legislative issues and to facilitate the exchange of best practices between members. ATIC mission is to protect and promote the Association members’ interests as well as facilitate a more favorable ICT business climate.

About Tekwill:

The ICTEC Project started as a USAID program implemented by the National Association of ICT Companies (ATIC). In 2016, the Government of Sweden joined the program and expanded the operations and content programs of Tekwill. The project is implemented as a private-public partnership (through Global Development Alliances instrument (GDA)), between the Moldovan Government, private industry, academia and donors. The private partners include multinational companies, IBM and Microsoft, and also Moldovan Association of Private ICT Companies (ATIC) members that are local (operated) ICT companies. The private partners bring significant new resources, ideas, software, technologies and development activities, such as trainings, practical assignments, and mentorship. The private sector partners will have the chance to use the center to communicate with the university, SMEs, startups, professionals and contribute to the curricula improvement answering the market needs, as well as the improvement of the IT and entrepreneurship ecosystem that will lead to the economic growth of the

country. The Government of Moldova supports this project at the highest level of the Prime Minister, and the partners include Ministry of ICT, Ministry of Education, and E-Government Center.

The EU4Moldova: Startup City Cahul Project financed by EU through Sweden is in line with the Annual Action Programme 2019 in favor of the Republic of Moldova and its Action entitled, based on the Commission Decision ENI/2019/042-243.

The overall objective of the Action is to harness and strengthen the potential of the digital economy and enhance regional competitiveness, its business and its investment environment.

The **specific objectives** are:

- Foster partnerships for innovation and entrepreneurship between the private sector, public sector and educational institutions in the region of Cahul.
- Promote technology, problem solving and creative solutions in learning and make STEM topics (Science, Technology, Engineering and Mathematics) more attractive for women and men, girls and boys.
- Facilitate the emergence of start-ups in innovative sectors, build their capacity and investment readiness.

Taking into consideration that the project implementation activities are launched, EU4Moldova: Startup City Cahul project requires more visibility and a better reach of interested parties. A powerful tool to reach this target of view represents a webpage that will gather the necessary and important information about the project necessary for good implementation of it.

Objective:

ATIC is seeking a web-designer for the development of web services related to various project initiatives. S/he will work closely with Project teams towards the development of an easy to use, client-oriented and content-oriented web-based landing pages.

Scope of Work:

The service provider will provide web development and maintenance, services, in accordance with the Tekwill Strategy and Implementation Plan, . This will entail creating dedicated landing pages which effectively capture and share information on the Tekwill policies and programmes, including those relating to training, and information on public.

1. Consultations with the ATIC on website content, functionality and web architecture, design and graphics including:

- General information, profiles, organisational structure and logos.
- Easily accessible content relating training, such as calendar, training curriculum, teacher profiles, public awards and distinctions, Press-Media information
 - Public information regarding civil service management issues such as civil service personnel law, codes of conduct, general salary scales, allowances (e.g. for travel), disciplinary measures.
 - Feedback and Testimonials section.
 - Simple design suitable for slow internet connections and access from mobiles

2. Design, development and launch of the website

- Development of back-end databases
- Development of templates
- Development of live demo for consultation purposes
- Development of final design and testing of design

- Upload of source code information to servers

Webpage Map (Menu items) for EU4Moldova: StartupCity Cahul

- About**- text, downloadable brochures, and files, including submenu Team (pictures and short biography), partners (logos) with hyperlinks to their pages if existing
- Supervision**- Advisory Board (pictures, biography text) with possibility to link linked in hyperlinks; Steering committee (picture, quotes, and biography text)
- News** - picture, short extract and expandable news when clicked upon
- Events calendar**- divided by upcoming and past events (cover picture, date of publishing, text)
- useful resources**- links to download reports/brochures and other type of materials
- contact information** (including Fb, linked in links)
- other menu items** -upon request

Design requirements:

- Header to include logo of the main partners;
- Responsive design suitable for mobile phones and different resolutions of the monitors;
- the website should be adjustable and be able to switch between modules on the front page based on their importance determined by the admin;

2. Implement LMS (Learning Management System)

- Research of best options and more suitable to our programs
- Integrate the content
- Ensure functionality of the platform
- Evaluate and support in monitoring audience
- Support in maintaining and uploading resources

3. Advise the ATIC team on the necessary procedures and mechanisms for management of data on the website and training

- Recommend procedures for website updating and content management
- Recommend procedures for checking accuracy of links and uploaded documents, reviewing content, and removing outdated announcements
- Provide training on recommended procedures

4. Limited amount of post-service support on an ad hoc basis (by March 2022), including:

- Fixing broken links, errors, images, pages, and updates
- Graphics Updates – adding, editing, and resizing of any pictures to the existing landing page that does not fall under the scope of the layout or actual design of the existing website.
- Ensuring a response time within 24 workday hours (except the official holidays/weekends based on RM legislation).
- A maintenance report submitted to the relevant project team after the completion of each maintenance request that includes the findings and a briefing of the current situation.
- Provision of ongoing and regular maintenance services during the contract period for the website including, but not limited to, the following:
 - - Capacity monitoring
 - Performance monitoring and tuning
 - Design updates and minor changes
 - Technical troubleshooting.

Responsibilities:

- Analyzing a company's IT system and infrastructure.
- Diagnosing IT system problems, inefficiencies and weaknesses.
- Planning a timeline for completion of projects.

- Understanding a client's business needs.
- Implementing a technological solution to meet business needs.
- Analyzing and determining security threats.
- Providing advice on technology best practices.
- Collaborating with the team to ensure familiarity with technology.
- Develop, test and debug web applications using technologies such as: HTML, JavaScript, SQL, and other frameworks.
- Provide support on software development matters, including security, data integrity and recovery; assist with needs assessment for new systems (including modifications to existing systems); perform ongoing reviews with users and developers and respond to requirements; request, implement, provide operational support and maintain various applications
- Training staff to use the new IT system.
- Monitoring the success of IT solutions.
- Producing detailed reports on the efficacy of the technology.
- Perform other work related duties as required.

Minimum Quality Assurance Criteria for the Website

Language: The webportal should be available in English and Romanian, with the option to add translation into other languages if desired; Romanian font should appear correctly in popular browsers.

Design: Clean user interface and consistent page layout; particular attention should be paid to navigability and search capabilities;

Features: Easy content management and interface; ability to restrict content to certain users; Interactive features relating to service training; fully searchable, with hyperlinking; links to other

websites; Site-map and provision for terms and conditions, privacy policy, contact details, copyright and accessibility statements; document library documents accessible in standard formats (html or pdf); integrates a feedback element; help section; metadata included where appropriate

Hosting

The Consultant should provide the hosting service for the duration of the contract, as well share all hosting information with ATIC/ the relevant project team from the get-go.

Copyrights

- Domain name and all site related matters are the copyrights and property of the respective ATIC project
- The source code for the website should be delivered to the ATIC project delivering the final version
- Handover documents (maintenance plan, security, hosting information, and any other information related to the webpage)

Requirements for Qualification and Competencies

- Minimum 3 year of relevant experience in web-design and web development
- Strong experience in using and designing web content management systems
- Experience of website design(Front-end, Backend), upgrade, maintenance and management
- Experience in SEO tools
- Experience in developing LMS platforms would be an asset

- Proficiency with database languages.
- Excellent written and verbal communication.
- Good interpersonal skills.
- Creative problem-solving skills.
- Analytical mindset.
- Good time management and organizational skills.

Deliverables & Time frame:

	Tasks	Expected deliverables	Time frame Estimated working days
Part A	Tekwill - ICTEC Project (Startup Moldova)		
1.	Development of a Learning Management System (LMS)	LMS developed	Up to 20 working days
2.	Optimization of an existing web platform	Optimised current webpage	Up to 5 working days
3	Development of landing pages	Up to 4 landing pages/websites developed	Up to 20 working days (up to 4 working days per landingpage/website)
4.	Develop a guide on the administration of web platforms and train the team on web platform administration	Guide for web platforms administration developed. Training for project team provided.	Up to 2 days
5.	Support in web platforms maintenance & bug fixing	Maintenance technical support provided for 12 months	up to 36 working days (3 WDs/ month x 12 months) By March 2022
	TOTAL A		Up to 83 working days
Part B	EU4Moldova: Startup City Cahul		
1.	Web development, content, functionality and web architecture, design, and graphics	- Webpage design developed - Webpage developed to agreed structure - Webpage tested and smooth content transferred	Up to 20 working days
2.	Develop necessary procedures and mechanisms for content upload and data management of the website	Instructions and guide on web content management developed, for activities such as: - Updates to website and content management; - regular review of content, removal of outdated content, Accuracy of links and document upload; -Training to project team provided	

3.	Web site Maintenance and troubleshooting (for 12 months)	Monthly maintenance services provided	up to 36 working days (3 WDs/ month x 12 months) By March 2022
	TOTAL B		Up to 56 working days
	TOTAL A+B		Up to 139 working days

Application:

Interested candidates are encouraged to apply by the deadline: by sending an email to: llivadari@ict.md with the subject "ICP#ICTEC-2021-013 –Web developer ATIC".

For questions related to this individual consultant procurement call please send an email by March 25, 2021, 15:00.

Offers received after the deadline will NOT be considered by ATIC.

Structure of the Offer:

The offer must contain the following mandatory documents:

1. CV
2. The technical offer with the explanation of the workload and the applied methodology.
3. Financial offer (form type Annex 1) of "lump sum" type
4. Examples of previous works (2 links of webpages developed by the consultant and other relevant documents demonstrating experience).

Evaluation and selection process:

Initially, candidates will be shortlisted based on the **minimum qualification criteria**:

- Minimum 3 year of relevant experience in web-design and web development
- Minimum 2 complex web-pages/platforms developed (please provide links)

ATIC will evaluate the offers applying the combined scoring method (technical + financial scores), based on the criteria mentioned in the table above and make the award decision based on the highest scored offer.

Evaluation Criteria	Evaluation Sub-Criteria	Maximum obtainable points
Technical Offer		Up to 60 pts
	Education in IT related areas	Up to 10 pts Colledge in IT related field – 3 pts; Bachelor degree in IT related fields – 6 pts; Specialised web development courses completed – 2 pts per course (max 10 pts=6+2+2)

	<p>Previous experience :</p> <ul style="list-style-type: none"> • Minimum 3 year of relevant experience in webdesign, including expert knowledge in HTML, CSS and JavaScript • Minimum 2 similar web pages/landing pages developed) • Experience in developing sites in Word Press CMS (please provide links) • Experience with LMS development (please provide links) 	<p>Up to 35 pts</p> <p>3 years – 9 pts; +2 pts for each additional year up to a total of 6 additional pts (max 15 pts= 9+2+2+2)</p> <p>2 similar web pages/landing pages created – 10 pts</p> <p>5 pts</p> <p>5 pts</p>
	Experience of preparing user-friendly reference manuals to update and upgrade website contents	5 pts
	Experience of providing training to individuals/making presentations	5 pts
	<p>Linguistic skills</p> <ul style="list-style-type: none"> • Romanian • English • Russian 	<p>Up to 5 pts</p> <p>RO – 2 pts</p> <p>EN – 2 pts</p> <p>RU – 1 pts</p>
Financial Offer	<p>Financial Offer</p> <p><i>Minimum offer – 40 pts</i></p> <p><i>Evaluated offer = (lowest priced offer x 40 pts)/evaluated offer</i></p>	Up to 40 pts
TOTAL – Technical+Financial Offer		100 Pts

Financial Offer

The candidate will provide a lump sum financial offer, with related expenses included (taxes). The applicant will specify the rate per working day in MDL. The candidate will include all potential expenses (transport, use of own ICT means, communication, etc.) in the provided daily rate. In case the candidates will provide offers in USD or EUR, for evaluation purposes it will be converted to MDL at the National Bank Exchange rate valid on the deadline.

In compiling the financial offer, candidates shall be guided by the form provided by Annex 1.

Contract

ATIC will sign a service contract per each project with the Individual Contractor (Currency of the contract: MDL for Moldovan residents or in USD or EUR in case of foreign country residents).

The contract amount will be gross amount including taxes as per the Moldovan legislation.

Payment

Payment will be made based on provided deliverables and effectively worked days, based on certificates of acceptance for the provided services, accepted by ATIC representatives. Payments will be processed in MDL to Moldovan residents (or in USD or EUR to foreign country residents).

Duty Station

Service delivery place is the Republic of Moldova. Services will be provided by the Individual Consultant remotely. Deliverables will be provided to ATIC in the format required by ATIC in this terms of reference.

Travel

No travel is entitled under this assignment.