SEforALL Terms of Reference

Updating of a website for the Nigeria Energy Transition Plan

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Context

Sustainable Energy for All (SEforALL) is an International Non-Governmental Organization operating a world-wide multi-stakeholder platform focused on the delivery of Sustainable Development Goal 7 (SDG7). Launched as a UN initiative in 2011 by the Secretary-General of the United Nations, Ban Ki-Moon, SEforALL is widely acknowledged for its achievement in raising global awareness of the world's sustainable energy challenges, ensuring they were included in the UN's Sustainable Development Goals. Now an independent international organization, SEforALL is directed by its CEO as it works toward the achievement of SDG7. The organization also supports the work of the CEO in her additional roles of Special Representative of the United Nations Secretary-General (SRSG) for Sustainable Energy for All and as co-chair of UN-Energy. These roles include advising the UN Secretary-General and his staff on issues relating to sustainable energy and the implementation of SDG7 and supporting the coordination of sustainable energy issues in the United Nations system.

The **ambitions of SDG7** on ensuring universal access to affordable, reliable, and modern energy services by 2030 are extraordinary. Aiming to achieve them in the context of the Paris agreements involves transformation at a scale never undertaken by humanity before. Swift action needs to be taken by leaders in governments, companies, institutions, financiers, development banks, unions and communities, entrepreneurs, and civil society. As a global team, SEforALL crafts interventions that support these leaders in accelerating the delivery of actions. All interventions comprise one or more of SEforALL's competencies: (i) to marshal the evidence, (ii) to benchmark progress towards SEforALL objectives, (iii) to amplify the voices of the energy poor; (iv) to tell stories of success, and (v) to connect stakeholders to each other and to solutions. All interventions systematically draw on strategic insight, build on compelling communications, and are delivered through and include action-oriented partnerships.

Nigeria Energy Transition Plan

Nigeria's Energy Transition Plan defines a pathway for achieving the country's net zero by 2060 ambitions, with interventions cutting across five sectors including Power, Transport, Industry, Buildings, and Oil & Gas. The imperatives of this roadmap also include lifting 100 million people out of poverty and driving economic growth, bringing modern energy services to the full population, and managing the long-term job loss in the oil sector that will result from global decarbonization. The Energy Transition Plan assesses multiple scenarios including a Business As Usual Scenario, an NDC-Guided Scenario and a Net Zero 2060 Scenario, and defines requirements for the Net Zero scenario such as financing required, jobs created impact of deploying various technologies etc. The Energy Transition Plan includes seven chapters (baselines, five sector deep dives and finance deep dive) that will need to be reflected in the final website through a series of text messages, interactive graphs and other visualizations

The website is currently built on WordPress and needs a few updates, including:

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- A modern design that is responsive and mobile-friendly
- Improved user experience and navigation
- Updated content that reflects the latest developments in the Nigerian energy sector
- Enhanced search functionality
- Integration with social media platforms

- Ensure maximum site uptime and services availability locally, regionally and globally.

In addition to these technical updates, SEFORALL is also looking for organizations who can provide insights and recommendations on how to improve the overall effectiveness of the website. This could include suggestions for new content, features, or ways to better engage with users.

Organizations interested in this project are encouraged to visit the website at [https://www.energytransition.gov.ng] to get a better understanding of the current website and its content.

Existing website specifications

- Content management system: WordPress
- Language: English
- Age of website: 2 years

Objectives

- Update the website with new information and make it interactive;
- Add a quiz or survey to allow visitors to test their knowledge of the energy transition. SEforALL will provide the quiz questions. We would like the quiz to be for Beginner, Intermediary and Expert stages. One page quiz only
- Create an interactive data driven map of renewable energy projects in Nigeria and corresponding section.
- Improve information architecture and navigation
- Expand reports section/pages to a CMS item with PDF downloads which can be filtered and sorted
- Include section/pages and navigation item for Project Preparation & Investment Facilitation
- Include section/pages and navigation item for Energy news and updates
- Include pages as may be required
- Build a section for explainer videos
- Link to newsletter subscription
- Separate Landing page/section/pages and navigation item for ETP Information Helpdesk
  The ETP Information Helpdesk will serve as a single point of contact where users can find answers to their questions, troubleshoot problems and get assistance. For example; self-service options (searchable knowledge base articles, user guides), community forum and ticketing system
  - Reports and case studies showcase successful renewable energy projects and implementation
  - Frequently Asked Questions About the Energy Transition Office and the Energy Transition Plan
  - Updates on renewable energy initiatives, events and policy developments

- Adding dynamism to website improve user experience and interactive features
- Co-creation of website content
- Identifying media assets such as images to portray the themes of future forward, sustainability, scale and gravity
- Content management system and components/plugins update.
- Maintenance considerations/proposal desired.
- Graphic design and theming
- Enhanced search functionality

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- Integration with social media platforms

- Responsive design and bandwidth considerations

- Charts and graphs components expansion and creation
- Agile development and iterative approach for best practice solution
- Ensure analytics and monitoring is integrated across site
- Troubleshoot and resolve web services, network, availability issues.
- Improve SEO content and backend workflow
- Project and updates lifecycle definitions

Scope of Work

For the development of the app, the contractor is expected to implement the following tasks in phases. Each phase includes weekly meetings and closes with an acceptance cycle:

1. Inception Meeting

The consultant will participate at an inception meeting with SEforALL/Energy Transition Office

2. Discovery phase

   Identify audiences, key content, style, information architecture, user journey and all other pertinent information to provide the strategy of the site.

3. Design web user interface

Based on the agreements made in the inception meeting, the consultant will prepare an updated wireframes and draft web-layout of the website, sketching out draft design and explaining the different key functions.

4. Content development

   Text, images and visualizations

5. Site Upgrade development

The website app should have the following capabilities

a) The UI needs to be user friendly, well designed and the CMS should be editable and updatable via back-end.

   Rigorous unit tests, functional tests, and front-end tests performed.

b) Provide quality assurance and warranty period.

c) Extensively evaluate and deploy iterations using agile methodologies and CI/CD deployment techniques.

d) Use of open-source solutions preferred.

e) Should be usable on all widely used browsers and devices. These include Chrome/Safari/Android/iphoneOS/ipadOS/iOS from the last few years and Safari/Chrome/Firefox/Edge for desktops Windows 10/11/Mac OS/Linux.

f) Should be lightweight to support low bandwidth users based in emerging economies

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6. Provision of beta version

The contractor will provide SEforALL with a beta version for testing and internal review with an open interest group. The beta should have most functionality but is not expected to include all visualizations to allow for an initial launch of a limited feature version of the site.

7. Review

Based on the feedback received on the beta version, the contractor will integrate the suggested changes as possible.

8. Full launch

9. Handover/manual/training

During the hand-over of the final product, the contractor will deliver a brief training to SEforALL staff on the app's CMS. The contractor will also provide SEforALL with a manual of operations.

10. Hosting is handled by SEforALL

11. Post launch support – contractor will support with any major issues bugs and errors for one month post launch/

1. Service level agreement for maintenance and support proposal

Content Strategy

Clear messaging indicating the level of importance, need, commitment and impact of the plan both locally and in the context of addressing climate change. This can be done by providing the context of the current state, future scenarios and direction using the milestones of 2030 and 2060. Quotes from government officials demonstrating the level of action and commitment given to the project. And visual representation of citizens and stakeholders demonstrating a bright sustainable future that lies ahead.

Look and feel should be based on Nigeria's national colours as the base pallet with some additional bold colours to highlight critical data points. Imagery should provide a human face of the beneficiaries on the higher levels on the site such as landing pages summarizing findings per section and area, and a more technical façade using dashboards and data centric visualization in drill down pages for savvy investors and energy professionals. This would provide multiple entry points for the various audiences who will be served by the site.

Structure

Can be based on existing deep dive chapters of existing eight presentation as the site main sections. It should also include sections for media upload, report downloads, news, newsletters. Information architecture should be simple enough to navigate for media to obtain at a glance information while simultaneously having more specific information available for none lay persons in order to provide different layers for various levels of users who will come to the site for a variety of needs. Search, index, meta data links and definitions should be provided to allow different use cases for ease of discovering the deep data layers available to the various needs supported by the site.

Infographics, dashboards and visualizations can be made to either take live data or extensible in case new data is needed. The information can also be provided as downloadable files for offline presentation.to accommodate ease of use by potential project funders and implementers.

A modular development approach can be taken using agile methodologies to bring the updated site online in an expedient manner. Post launch continuous integration and continuous delivery CI/CD mechanism to be deployed for

rapid delivery and upgrades to site. Structure needs to be designed in using robust and extensible frameworks to accommodate future needs.

Approach, Timeline, and Deliverables

Approach: The contractor will develop the app in close coordination and continuous exchange with the Communications Specialist at the Energy Transition Office/Sustainable Energy for All team. This will be ensured by organising weekly or biweekly meetings with the contractor. Indications on the specific deliverables throughout the assignment are given below.

The consultant should make a concerted effort to mainstream gender considerations throughout this assignment. If possible, the firm is also expected to implement a 40:60 female to male ratio in their team and to submit a copy of any gender policies they follow.

Timeline: The scope of this project should be completed within 6-8 weeks, preferably earlier, from the date of contract signing. A beta preview of the project needs to be ready on week 5 of the project. An additional period of maximum 60 days after completion of 12 weeks should also be planned for post publication support while preparing the proposal documents for minor changes in design or content based on internal and external stakeholders' feedback and review.

Deliverable: The deliverables and timeline for this project are as follows:

Deliverable	Tentative Due Date
Discovery documentation information architecture and content strategy approval	Within one week of contract execution
Look and feel design approval	Within two weeks of contract execution
Beta Version of website	On week 4 after contract execution
Additions/Revisions to Beta Version	5 weeks after contract execution
Final Version of website including review	6-8 weeks after contract execution
Handover and Training	8-10 weeks after contract execution

Reporting

The finalized consultant/organization shall report to the Communication Specialist at the Nigeria Energy Transition Office for this assignment, to be shared upon contracting.

ELIGIBILITY CRITERIA AND QUALIFICATION REQUIREMENTS

Eligibility Criteria:

- Registered company/legal entity with a minimum of 5 years' experience in the subject area (scanned copy of the Certificate of Incorporation to be submitted)
- Completed and signed Bank Details Form
- Valid tax clearance certificate or equivalent

Qualification and Expertise

Organizations wishing to submit a proposal should meet the following requirements:

- Demonstratable knowledge of WordPress CMS programming and theming (the ability to write and document high-quality code using best practice)

- Must have web content development experience

- Min. 5 years of web app development, e.g., WordPress, Web/DevOps, GIT, XHTML, HTML 5, HTML DOM, CSS 2.1, JQuery, JavaScript/ECMAScript, PHP, MySQL/MariaDB,.

- Must have demonstrated at least five years of expertise in art direction, graphic design, theming and UX design.

- The web/software development company must have at least 5 years of operational existence as an organization

- The contractor must have personnel with a high-level English proficiency and excellent people skills, able to work flexibly, responsive, and accurate.

- For the duration of the development, the contractor must offer a bug tracker platform or method for maintenance and support SLAs for continuous maintenance and support.

- Experience working with international organizations preferred.

- Must be willing to operate within an overlap of a minimum of 4 hours between 9:00 CET to 17:00 CET (GMT+1).

- Please include links to websites developed in the past for review.

Travel

The work is expected to be conducted remotely. Travel is not anticipated.

Bidding Process

Proposals can also be submitted as a single entity and consortiums. General instructions to bidders are attached as Annex I.

Technical and Financial proposals are meant to be submitted *as separate documents*. Proposals must include the following (in either PDF or PPT format):

Technical Proposal

- Brief background about your organization and the year it was founded
- The organization's experience in carrying out similar work including relevant skills, qualifications, and knowledge
- Your understanding of the assignment and a work approach/methodology including any proposed changes to the scope of work
- Timing of activities, and a work plan of the main and sub activities to be carried out
- Three (3) relevant organizational/client references from the last three years
- CVs of key personnel
- Copy of gender policies followed by the leading organization

Financial Proposal, outlining the costs associated with carrying out the scope of work, including:

- o   Labour costs (personnel, daily rates, LOE);
- o   Other costs; and
- o   All costs must be in USD and inclusive of all taxes.

Evaluation, Conflict of Interest, and Terms of Payment

- • **Statement of Confirmation**
  - o   Confirmation of no conflict of interest (e.g., none of the bidder's key personnel, including individuals directly involved in project implementation, management, or decision-making, is associated - financially, personally, or employment-wise - with concerned SEforALL staff, SEforALL experts/consultants recruited under this project).
  - o   Confirmation that no fees, gratuities, rebates, gifts, commissions, or other payments, other than those explicitly stated in the offer, have been given, received, or promised in connection with the selection process or in contract execution.
  - o   Confirmation of satisfactory past performance, including adherence to contractual obligations, timely delivery of services, and compliance with relevant regulations, and confirmation that the bidder is not debarred from conducting business in the country where the procurement is taking place.
  - o   Confirmation that the bidder did not participate directly or indirectly in the preparation of the concerned procurement process or the bidding documents, including the terms of reference, being subsequently used by SEforALL.
  - o   Confirmation of no conflict of interest between or among bidders, and a commitment to disclose any potential conflicts of interest to SEforALL for resolution prior to the submission of bids.
- • **Terms of payment** at SEforALL follow a deliverable based framework. The breakdown of the milestones-payments will be communicated to the selected Consultant
- • The **evaluation** of proposals will be based on a 70 – 30 split for technical proposal and financial proposal, respectively. Details of the evaluation criteria are attached as Annex II.

How to Apply and Deadline

Please submit your proposal to **procurement@seforall.org** by 30 August 2024, 17:00 Central Europe Summer Time. Bidders' questions can be submitted to **procurement@seforall.org**.

Annex II – Evaluation Criteria

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Compliance with eligibility criteria: Pass/Fail

Organization/Consortium qualifications: 25 points

- ✓ Relevant organizational experience in presenting complex energy data in engaging and understandable formats (e.g., energy transition data, energy access data, mini-grid data, public institution electrification, clean cooking, etc). 8 points

- ✓ Demonstrate a strong portfolio of web design projects, showcasing expertise in user interface (UI) and user experience (UX) design. 10 points

- ✓
- ✓ Relevant website development and work experience in Nigeria and understanding of Nigerian and global audiences – 7 points

Technical work: 30 points

- ✓ Approach and methodology across the different activities - 14 points

- ✓ DNS, networking, CDN, .NG TLD, hosting solution recommendations and past deployment experience addressing in country (Nigeria) and global availability.   8 points
- ✓ Proposed timeline. 8 points

Team Composition: 20 points

- ✓ Minimum requirements met by the team. 5 points

- ✓ Expertise offered by the overall team and its structure in line with the scope of work. 10 points

- ✓ Gender balance. 5 points

Minimum technical passing score is 60 points. Firms who pass the min. passing score will be considered for the commercial evaluation.

Budget and Cost-effectiveness: 25 points
- ✓ Is the bid cost-effective and efficient?

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