

Terms of Reference (TOR)

Reference: Development of a Civic Education Platform

Project: Democracy Needs Civic Education - A Civic Education Platform for Iraq

1. Purpose

Elbarlament is commissioning a web developer/web development company (Hereafter called contractor) to design and build an interactive website, serving as an information, dialogue and exchange platform about civic education in Iraq. The purpose of this TOR is to provide a fair evaluation for all tenderers and to provide the candidates with the evaluation criteria against which they will be judged. The contractor will sign a service contract with elbarlament e.V., intended to take effect in February 2023.

2. Background

Elbarlament is a non-profit organisation supporting peacebuilding and democracy with a special focus on empowering women and youth. We follow a unique approach that integrates conflict sensitivity, cultural awareness and intersectionality. Elbarlament cooperates with parliaments, governments, civil society actors and international institutions, implementing projects and delivering consulting services in German, English, French and Arabic. Our international and multilingual team is based in Berlin, Cologne and Erbil (Iraq). More information about elbarlament is available at www.elbarlament.org.

Elbarlament is initiating a new project '**Democracy Needs Civic Education - A Civic Education Platform for Iraq**'. The project aims to build an innovative knowledge-sharing and knowledge-management digital platform for civic education in Iraq with a view towards fostering democratic change, a cohesive Iraqi society and post-conflict stabilisation through increased social and political knowledge and engagement.

3. Design

- Build and create the visual identity of the project including logos and design elements
- The design of the digital platform should be engaging, modern and relevant to the subject.
- Ensure a consistent visual language on the new site by introducing fixed styles in templates ensuring consistency in fonts, formatting, icons, images, layout techniques.

- The webpage design should clearly reflect the subject of the website and its objective/message to Iraqi society.
- The design of the interface should establish a clear path for users to access the information they inquire about and provide clear and concise access to information.
- The platform should be responsive to various end-devices (e.g. smartphone, tablet, etc.) as well as easy to navigate with smartphones, intuitive, user-friendly and consistent UI/UX.
- Provide thorough design and technical consultancy throughout the assignment period. During the initiation phase, several designs and options for technical implementation should be proposed to elbarlament.

The contractor will, in close cooperation with the project management, design and present a draft version of the platform, within the agreed-upon timeline. After conducting the presentation, collecting and incorporating feedback and upon confirmation from the project management, the development of the platform can be initiated.

4. Objectives and Expected Results

4.1 Website Outline

The digital platform will be structured around defined subsections on 1) political knowledge, 2) heritage, culture and history, 3) civic values and skills 4) thematic knowledge about relevant societal questions (including several subsections per topic).

The **political knowledge section** will inform the user about basic and advanced knowledge regarding different political systems and provide users with essential and easy-to-understand knowledge about the differences between democratic, authoritarian, and mixed systems. Users shall be enabled to get in-depth knowledge about the structure of the Iraqi political system and ways for citizen participation.

The **section on culture and heritage** will reflect Iraq's cultural diversity and history. The user will be able to explore Iraq's historical events (e.g. through an interactive timeline), but also be able to dive into Iraq's cultural history and heritage (art, literature, historical sites, music, cuisine, religion and traditions, ethnic relations and cultural groups).

The **section on civic values and skills** will provide the user of the platform with important principles that evolve around freedoms and duties of citizens in a democratic country. In this section, the platform user will be able to acquire knowledge about civic values and democracy competence as well as civic and leadership skills.

A fourth section of the platform will cover **thematic knowledge about relevant societal questions** in Iraq (environmental issues, peacebuilding and reconciliation, coexistence, women empowerment, etc.).

4.2 Digital Platform Features

The digital platform will include the following features:

- An **event calendar that** lists workshops, training activities, conferences and other events from CE stakeholders in Iraq, and offers these activities in a comprehensive format to visitors of the CE platform.
- Portray of collected information about the work of different stakeholders in Iraq. This feature will provide information on profiles and activities of active stakeholders, in particular organisations, to the users of this platform, which want to inform themselves about the existing activities of CE across Iraq.
- Several other **interactive features** that foster participation and dialogue. Users are invited to interact with the platform and its content. This will be achieved by allowing users to share content, express an opinion by voting or commenting, FOR the platform administrators to receive feedback, communicate with the platform's administrators and contribute to the content. Such features include commenting functions to thematic questions, knowledge tests (quizzes), a blog, polls and surveys.
- Social sharing features
- Search functions by type of publications, authors, etc.

4.3 Technical Features

- Responsive design
- Quick to load and operate web pages.
- Intuitive, user-friendly and consistent UI/UX
- Provide an archiving system for reports, posts, videos and information through a searchable database
- Imbed externally hosted resources into the platform in elbarlament consistent form and style.
- Framework of the Backend Design should be sustainable and easy to manage.
- Includes tools for search engine optimization and social sharing.
- Search engine optimised for high net promoter score and Google rankings.
- Linked to a Google Analytics account.
- Development of up to 50 templates (and alignment of templates for different content) to integrate processed content like tables, different infographics, summaries, schemata, illustrations etc. into the platform, consistent with the project's visual identity.
- The platform should be developed as an open-source system and in such a way as to facilitate maintenance, compatibility, and long-term use.
- Source code handover: Full source code including all developed libraries shall be handed over to elbarlament and cooperating partners.
- The website should be registered on a global domain.

- Users' privacy, safety, and data security should be taken into account throughout the development of the platform. Compliance with German and European data protection, data security rules and standards is required.
- SSL certificate must be used for the website (https://) and state of the art security methods are to be implemented.
- The website languages are Arabic, Kurdish and English.

Upon delivery of the final product, the contractor is expected to deliver online training as well as a user manual for the support staff and system administrators to perform content upload, system maintenance and administration.

4.4 Uploading content and support

Uploading the initial content that elbarlament provides is the responsibility of the web developer. Support and maintenance: Administrative and technical support, quality control for a period of 2 years.

5. Qualifications

The contractor will possess the following qualifications:

- Good academic qualifications, preferably a Master's degree in a relevant discipline (Computer Science, Web Development; Management of Information Systems); or minimum 5 years of work experience in related fields of work;
- Proven Web Design Experience (at least 10 years);
- Excellent portfolio in website's innovative graphic design
- Knowledge of programming language: PHP, SQL, JavaScript or similar programming languages
- Knowledge of smoothly integrating different APIs
- Proven experiences in the integration of Right-to-Left languages
- Preferably previous experience in working on cultural and civic education projects within the MENA region;
- Ideally passionate about civil society topics in general and particularly in the Middle East;
- Fluent in both English and Arabic.
- Knowledge of the Iraqi context is an asset;
- Attention to detail, and commitment to producing high-quality work;
- Willingness to cooperate with elbarlament to further develop the webpage within the next years;
- Flexibility and adaptability to changing needs and responsibilities.

6. Timeline

The contractor will be assigned from March 2023 until June 2024 to build the website and several interactive features and to maintain it until February 2025. The website shall be launched in October/November 2023.

Milestones	Due
Design and present a draft version of the platform with a review loop to incorporate the feedback by elbarlament	May/June 2023
Setting up the initial version of the website including sections and subsections	September 2023
Development of various platform features like the event calendar and portray of collected information etc.	November 2023
Testing period, patching errors and fine tuning	January 2024
Conducting online-workshops for the support staff	June 2024

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7. Offers and selection

Tenderers are invited to submit the application documents detailed below, which as a whole constitute the application package. Incomplete applications will not be considered.

The Technical offer/ concept note for establishing the platform must include:

- Implementation approach/ Methodology, that summarises the proposed strategy to tackle all the requirements of this TOR, including testing plan, creativity and interactivity of the design, access to information, open-source system and software, project management plan, including division of tasks between team members and experts.
- Work Plan and timeline including final product delivery date.

- Detailed resume(s) of the person or team implementing the plan in addition to a portfolio of relevant assignments and work history;
- Three references from previous projects for elbarlament to contact.

Financial offer including prices in EUR for service delivery as well as the purchase of hardware and software necessary for implementation. The proposal should be presented in a clear, well-organised manner, reflecting all the needs of the RFQ.

8. Deadline and selection modalities

Interested candidates are invited to submit the application documents by 06.03.2023 to info@elbarlament.org.