

CALLS FOR EXPRESSION OF INTEREST

MANAGEMENT OF CTA'S WEBPORTAL “*KNOWLEDGE FOR DEVELOPMENT*” CONTENT MANAGEMENT (LOT A) AND FOLDERS (LOT B) <http://knowledge.cta.int>

1. INTRODUCTION

The CTA web portal “Knowledge for Development” (see <http://knowledge.cta.int>) seeks to put information on science, technology and innovation (ST&I) issues at the fingertips of ACP and EU scientists, policy makers and stakeholders and their international colleagues. It also seeks to provide them with a platform to publish lead opinions on critical issues as well as dialogue on relevant ST&I issues in support of agricultural and rural development. The website is fully operational and bilingual offering content in both English and French. It includes RSS feeds and new social media (Twitter, Facebook). K4D currently operates on the Ezpublish platform and will move to either a Wordpress or Joomla! Platform latest mid-2013. The migration to and (re)design in function of this new open source platform is not part of the current request for service, nor is the technical infrastructure or maintenance.

This call for expression of interest is to identify a shortlist of companies/organizations who will be invited to submit a full tender to provide services for the content management of (Lot A) and the compilation of folders for (Lot B) “Knowledge for Development”.

2. SERVICES TO BE PROVIDED

Services are to be provided on an annual renewable basis for a maximum of three years (2013-2015) and are essentially:

- a) To manage the “Knowledge for Development” web portal to include continuously updating content such that it provides ready access to current and relevant information on science, technology and innovation in support of ACP and EU policy and decision making, programme development and implementation for sustainable agricultural and rural development.
- b) To manage the web portal such that it serves as a platform for facilitating multi-stakeholder dialogue on science, technology and innovation issues in support of agricultural and rural development.
- c) To expand usage and involvement of ACP, EU and the wider international scientific community as well as policymakers in generating content for the web portal.

More specifically the Contractant will be required to bid for one of the two lots identified below:

2.1 Lot A: Content Management:

1. Update the homepage on a weekly basis and provide updates twice monthly on a rotating basis for the existing folders in the four main dossiers (CTA and S&T, S&T Policy, S&T Issues and Commodities). Updates should include developments/news/features from across the ACP region, EU and international community on science, technology and innovation issues linked to agricultural

and rural development and opinions from the ACP and EU scientific community as well as policy and decision makers on the ST&I policy implications and appropriate response. Regional balance is as important as international coverage of major issues. Content must be made available in English and French.

2. Prepare monthly e-Newsletters (12 per annum) of 4-6 pages, in English and French and in html and pdf formats, using an approved template, based on new material featured on the "Knowledge for Development" webportal. E-newsletters are distributed by CTA.
3. Coordinate, manage and monitor e-discussion fora, and social media including K4D Twitter and Facebook to increase user participation on current ST&I issues in support of ACP agricultural and rural development and prepare synthesis reports of key topics for publication on the website.
4. Provide annotated feeds on research outputs, best practices in research, education and training and other ST&I developments from online resources from ACP S&T organizations.
5. Expand and monitor website usage including the number of registered users, number of unique visitors, page visits, time spent on website etc using available tools (e.g. Google analytics), provide in-depth analysis of web statistics, prepare and submit quarterly reports and recommend strategies for increasing the numbers of registered users and expand the number of visitors especially from the ACP region.
6. Provide miscellaneous administrative services on a reimbursable basis for –
 - participation of the lead consultant in review meetings (at least twice annually),
 - uploading new material on the website on a bi-monthly basis,
 - updating the website design as required and
 - providing technical support including enhancing selected features and ongoing maintenance as required on an on-going basis.

n.b. CTA is responsible for approval of all material which is to be published on the Knowledge for Development webportal and must also approve the scope of work under bullet no. 6 miscellaneous administrative services to be provided by the consulting team.

2.2 Lot B: Compile New Folders & Update Lead Articles for existing folders

2.2.1 Compile **six (6) new folders on related S&T issues for existing dossiers**

- a) S&T Policy (2 new folders)
- b) S&T Issues (2 new folders)
- c) Commodities (2 new folders)

More specifically, each folder must include:

- **An introduction** – 150 words
- **Two lead articles** of at least 1,500 words written by ACP and/or EU experts in the relevant subject area.

- **Extensive Background Reference Web resources of Published Documents obtained from ACP, EU and other international institutional websites on the relevant topic** – The background documents and related web sites for each information folder should provide a detailed review of the state-of-the-art, an assessment of trends, the importance / relevance for S&T decision-making, as well as specific suggestions for the future, including capacity building to facilitate uptake and innovation. Each relevant document and link should be accompanied by brief annotations (100 words minimum) highlighting the main features of the publication or the related website. Where possible publications that cannot be downloaded by visitors to CTA website should be identified and information provided on how they can be accessed. **A minimum of 15 documents and 15 links should be provided per folder.**

N.B: Topics for new folders are identified annually by CTA

2.2.2 Commission and edit 12 new lead articles written by ACP and/or EU experts for **six** existing folders annually:

- a) S&T Policy (2 existing folders)
- b) S&T Issues (2 existing folders)
- c) Commodities (2 existing folders)

N.B: Existing folders for commissioning new lead articles are identified by CTA

3. ESTIMATED VALUE OF THE SERVICES TO BE PROVIDED

LOT A: Maximum Euro 250,000 for the three year period (Euro 83,333 per annum).

LOT B: Maximum Euro 250,000 for the three year period (Euro 83,333 per annum).

4. PRE-SELECTION CRITERIA

The following criteria which will be used to establish the shortlist:

- Headquarters in an ACP country or a European Union (EU) Member State
- Experience in managing similar services
- Means to implement the project

5. INSTRUCTIONS FOR SUBMISSION OF EXPRESSION OF INTEREST

The companies/organizations that would like to be included in the shortlist must submit an **ORIGINAL** bound copy plus three loose-leaf copies of their Expression of Interest in English or French which should be organised as follows:

Section A – Administration, with the following subsections:

- A.1. A document dated less than 90 days prior to the submission date, drawn up by a recognised and competent Authority in accordance with its national law or practice, certifying that the Candidate is registered in one of the ACP or European Union (EU) Member States.
- A.2. A declaration dated less than 90 days prior to the submission date, signed by the Candidate and stating that the Candidate is NOT in one of the following situations:

- Bankruptcy;
- Payments to the Candidate have been suspended in accordance with the judgement of a court other than a judgement declaring bankruptcy and resulting, in accordance with their national laws, in the total or partial loss of the right to administer and dispose of their property;
- Legal proceedings have been instituted against the Candidate involving an order suspending payments and which may result, in accordance with their national laws, in a declaration of bankruptcy or in any other situation entailing the total or partial loss of the right to administer and dispose of their property;
- The Candidate has not fulfilled obligations to payment of taxes or social security contributions in accordance with the legal provisions of the country where the Candidate is established;
- The Candidate has been convicted by a final judgement of any crime or offence concerning the Candidate's professional conduct;
- The Candidate is guilty of serious misrepresentation with regard to information required or participation in an invitation to tender.

A.3. A declaration signed by the Candidate declaring any current legal or arbitration proceedings or dispute in which the Candidate is involved. In case no information has to be given, the Candidate has to state it expressly.

A.4. A certificate issued by a bank regarding the financial situation of the Candidate.

In the case of a consortium, each member of the consortium must provide A.1, A.2 and A.3. A.4 must be provided by the leader of the consortium only. In addition, each member of the consortium should provide a signed "Declaration of Association and Designation of a Lead Company".
In the case of sub-contracting, A.1. shall be provided by the sub-contractor(s).

Section B – Technical and professional capacities, with the following subsections:

B.1 **Expertise of the company/organization** (with complete references – including contact persons and telephone numbers) in keeping with the services identified in section 2.

The references must include a list of similar websites / portals that the company presently manages

B.2 **Means to implement the project** with an accurate description of the following:

- *Presentation of the proposed team including:*
 - their relevant professional training and experience
 - their competitive strengths

Interested companies/organizations must provide CVs of its team of experts who will be responsible for implementing the project given the requirements for (i) harvesting, synthesising and editing information (in English and French) from diverse sources on ST&I and related policy issues in support of agricultural and rural development, (ii) managing a website. The Knowledge website operates on EZ publish.

The team leader should have at least 10 years experience mobilizing expert teams including S&T and IT experts, agricultural experts, policy analysts, and or other related disciplines as well as the required expertise from within Europe and ACP region as needed.

- *Network, access to information sources*

Deadline for Submission of Documents for either Lot A or Lot B

The documents must be received by CTA before or on **19 October 2012** by registered mail or courier service and addressed to: Mr Jean-Claude Burguet, Manager of Corporate Services, CTA, Postbus 380, 6700 AJ Wageningen, The Netherlands, (physical address: Agro Business Park 2, 6708 PW Wageningen, The Netherlands) indicating on the envelope either:

- (i) **"CONFIDENTIAL – Expression of Interest to Content Management of CTA's S&T Knowledge for Development Portal (LOT A)"**; or
- (ii) **"CONFIDENTIAL – Expression of Interest to Compile New Folders & Update Lead Articles for existing folders for CTA's S&T Knowledge for Development Portal (LOT B)"** .

If you need clarifications, please contact: Mrs. Judith Ann Francis, Senior Programme Coordinator, Science & Technology Policy, CTA, P.O. Box 380, NL 6700 AJ Wageningen, the Netherlands. Email: Francis@cta.int. Fax: +31 (0) 317 – 460067