**TERMS OF REFERENCE**

**Establishment and management of an ICT-enabled Business-to-Government feedback platform for Somaliland**

**Background**

The Trade and Competitiveness (T&C) Global Practice through its Investment Climate (IC) Advisory Services provides a range of assistance to support client governments in improving the business environment for domestic and foreign investors. Support is provided to implement reforms that reduce unnecessary costs and risks faced by firms, increase formality and promote investment. IC reform work focuses on several areas such as business registration, licensing and inspection, investment policy and promotion, as well as public-private dialogue to identify specific issues requiring reform efforts. Assistance is also available for a range of short-term interventions designed to address specific issues highlighted in the Doing Business indicators.

In Sub-Saharan Africa, T&C Africa manages technical assistance programs in 30 countries through a network of hub offices in Dakar, Nairobi and Johannesburg as well as country program coordinators in the local WBG offices. Regional teams are supported by the Investment Climate (IC) Unit in Washington, D.C., which provides technical expertise in a number of areas, including information technology.

In East Africa, T&C has been collaborating with the Government of Somalia (and Government of Somaliland) to improve the business environment in three key areas over a 3 year period. Collaboration includes Public Private Dialogue (PPD), targeted Doing Business (DB) Reforms and Tax and Investment Climate reforms, as well as taking IC reforms to 1-2 other regions of the country.

Under its Good Regulatory Practices (GRP) Program, T&C has been assisting governments implement business-to-government (B2G) feedback mechanisms to: (i) better monitor the quality of government-to-business (G2B) service delivery; and (ii) to identify implementation gaps in reforms already undertaken. In Africa there is already a recognition that it is important for the government to listen and respond to feedback from the private sector and citizens on government service delivery. The proliferation of mobile phone technologies in Africa offers governments the opportunity to leverage this communications channel both to deliver information and services to citizens and businesses, as well as to collect direct feedback on the quality of service delivery.

Through its GRP Program, T&C will support the implementation of a feedback loop mechanism to collect and analyze feedback from businesses operating in Somaliland, leveraging information and communication technologies (ICT), such as mobile phones. The initial targets of this exercise involve collecting feedback (i) on businesses’ priorities regarding Somaliland’s Nation Development Plan (NDP); and (ii) to inform continuously the Public-Private Dialogue (PPD) in the region; and (iii) to monitor quality of G2B service delivery.

**Firm Contract Objective**

T&C is seeking a qualified technology firm (the “Contractor”) that can provide services to establish and manage an ICT-enabled feedback platform, which takes advantage of the higher levels of mobile phone subscriptions among the business community in Somaliland, to collect B2G feedback through mobile-based technologies, such as Interactive Voice Response (IVR) systems, SMS or USSD.

The anticipated period of performance for this activity is April - December, 2017. The initial establishment or set-up of the B2G feedback platform is expected to take place in the April – May, 2017 timeframe, followed by a six-month of managed services period through December, 2017. During the six months following installation or setup of the B2G feedback platform (until MONTH 2017), the Contractor will provide services to support Somaliland’s Chamber of Commerce, Industry and Agriculture in conducting different ongoing surveys of G2B service delivery as well as several one-off surveys related to Somaliland’s National Development Plan and Public-Private Dialogue.

**Scope of Work**

The Contractor is expected to work with T&C and the Chamber of Commerce, Industry and Agriculture of Somaliland. All deliverables submitted by the Contractor under this project, must be reviewed, approved and signed off by the project’s Team Task Leader.

The scope of work includes the following:

* Prepare and present implementation roadmap.
* Set up B2G feedback platform.
* Test platform with selected number of end users.
* Train local counterparts on the use of the feedback platform.
* Provide post-installation managed service and support. This period may be extended based on Contractor performance and client needs.
* Financial proposal should include all relevant fees and charges, including SMS messages.

**Main Activities and Deliverables**

The following table shows the main activities that the Contractor will conduct as well as the expected deliverables for each activity.

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| **Activity** | **Deliverable(s)** |
| 1. **Implementation roadmap.** Based on the TOR and initial consultations with T&C and the Chamber of Commerce, Industry and Agriculture, the Contractor will prepare an implementation roadmap for the entire duration of the project. This document will be presented to T&C, the Chamber of Commerce, Industry and Agriculture and other relevant stakeholders through a kickoff virtual or face-to-face meeting, depending the location of the Contractor. The Contractor will adjust and prepare a final version of the implementation roadmap, based on the feedback and comments received during this presentation.   If the Contractor has already identified or developed a feedback platform, then during the kickoff meeting the Contractor will also make a presentation on the platform’s features and functionalities. | * Draft implementation roadmap. * Final implementation roadmap. * Presentation of feedback platform, if already identified or available. |
| 1. **Set up B2G feedback platform.** Once there is an agreement on the implementation roadmap, the Contractor will begin work immediately to set-up and establish the B2G feedback platform.   The B2G feedback platform should have the following basic functionalities:   1. capacity to design feedback questionnaires online, allowing for different types of questions (Y/N, multiple choice, numeric, open, etc.); 2. capacity to create groups or lists of users, who will receive the feedback survey through a phone call with pre-recorded voice messages or through SMS or USSD channels; 3. capacity to push questionnaires automatically and collect feedback from businesses through voice-based (IVR), SMS or USSD surveys; and 4. capacity to analyze in real time feedback received, by visualizing results with the help of graphs and tables accessible through a web-based dashboard. | * Feedback/communications platform established. |
| 1. **Test the platform.** Before it is deployed, the Contractor will test the B2G feedback platform with a selected number of end users to ensure proper functioning. The end users will provide feedback on their experience, and the Contractor may have modifications to make in response. These are expected to be minor modifications to ensure that the system is user friendly.   The B2G feedback platform must function equally well regardless of the mobile device used by the end user or the mobile network operator. The Contractor shall test the feedback mechanisms on multiple brands of devices to ensure that it performs the same on all such devices.  T&C and the Chamber of Commerce, Industry and Agriculture will also be engaged in this process, so they can provide comments and feedback. The Contractor will document and share the results of the test in a report.  After the test is performed and required changes are completed, T&C will sign off on the B2G feedback platform, confirming that it is ready to go “live”. The sign off will help ensure that all parties are satisfied. | * Platform tested. |
| 1. **Training.** After the platform has been tested, the Contractor will deliver training session(s) to staff of the Chamber of Commerce, Industry and Agriculture, designated to manage the B2G feedback platform. The Contractor will provide documentation and contribute inputs to training materials. Training materials are currently planned in video and quick guide (hard copy) formats. | * Face-to-Face (F2F) or virtual training delivered. * Video, user manual or any other supporting materials. |
| 1. **Post-installation management support.** After deployment, the Contractor is expected to manage the platform and support with activities required to deploy multiple ongoing feedback surveys to monitor quality of G2B service delivery and one-off feedback surveys on the National Development Plan and Public-Private Dialogue for a period of six months. | * Technical support to Chamber in conducting multiple ongoing and one-off surveys. * Ongoing management of technology platform. |

**Schedule of Deliverables**

The assignment will start as soon as the procurement process to engage the Contractor has been completed.

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| **Milestone-Task Description** | **Estimated time of delivery** |
| Implementation road-map | 1 week after the signature of the contract |
| Presentation of road-map and Contractor’s platform/services | 2 weeks after the signature of the contract |
| Set up of B2G feedback platform | 4-6 weeks the signature of the contract |
| Testing | 2 weeks after development and set-up are completed |
| Training | 1 week after testing is completed |
| Management of the B2G feedback platform | Six months after platform is deployed |

**Criteria for Selection**

To be qualified, the vendor shall meet the following criteria:

* The Contractor shall have corporate capabilities and experience in the development of similar mobile applications.
* The Contractor shall have experience with agile development, in which business requirements for and design of the software are verified through collaboration with the client users of the system.
* The Contractor shall provide a highly qualified team with experience on similar projects including mobile applications. The project leader and lead architect shall have experience in development and deployment of similar mobile applications.

**Other information**

***Travel and Subsistence Costs***

All travel and subsistence costs related to the assignment must be included in the Contractor’s financial proposal.

***Deliverable Format and Ownership***

All documentation to be delivered as part of this contract shall be in an up-to-date version of productivity software available through Microsoft Office (Word, Excel, PowerPoint).

All deliverables provided by the Contractor under any of these activity types will be the property of the client governments and the World Bank Group. All materials must be submitted in English.

All deliverables provided by the Contractor under this project must be reviewed, approved, and signed off by T&C in order to be considered fully accepted by the World Bank Group.

***Confidentiality Statement***

All data and information received from the World Bank Group for the purpose of this assignment are to be treated as privileged and confidentially and are only to be used in connection with the execution of these Terms of Reference. The contents of written materials obtained and used in this assignment may not be disclosed to any third parties without the expressed advance written authorization of the World Bank Group.