

10th EDF Sanitary and Phytosanitary Measures (SPS) Project

*Support to the Caribbean Forum of ACP States in the Implementation of
Commitments Undertaken Under the Economic Partnership Agreement (EPA):
Sanitary and Phytosanitary Measures (SPS)*

Call for Expressions of Interest (EOI):

Website Development and Maintenance of the 10th EDF Sanitary and Phytosanitary (SPS) Measures Project



Information to Vendors

1. Introduction

- 1.1 Vendors are invited to submit a Technical and a Financial Proposal, for services required for the **development and maintenance of a website for the 10th European Development Fund (EDF) Sanitary and Phytosanitary (SPS) Measures Project**. The proposal will be the basis for a contract with the Inter-American Institute for Cooperation on Agriculture (IICA).
- 1.2 The assignment shall be implemented in accordance with the scope outlined in the Terms of Reference. Please note that: (i) the costs of preparing the proposals are not reimbursable as a direct cost of the assignment; and (ii) IICA is not bound to accept any of the proposals submitted.
- 1.3 IICA's policy requires that vendors provide professional, objective, impartial advice and at all times, hold IICA's interests paramount without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests. Vendors shall not be hired for any assignment that would be in conflict with their prior or current obligations to other clients, or that may place them in a position of not being able to carry out the assignment in the best interest of IICA.

2. Preparation of Technical and Financial Proposals

- 2.1 Vendors are requested to submit two separate proposals using Standard English – a Technical Proposal and a Financial Proposal.
- 2.2 In preparing the Proposals, vendors are expected to examine the information constituting this Expression of Interest (EOI) in detail. Material deficiencies in providing the information requested may result in rejection of a proposal.

- 2.3 While preparing the Technical and Financial Proposals, vendors must give particular attention to the following:
- (i) If a vendor considers that it does not have all the expertise for the assignment, it may obtain a full range of expertise by associating with individual vendor (s) and/or other firms or entities in a joint venture or sub-consultancy, as appropriate.
- 2.4 The Technical Proposal shall provide the following information:
- (i) A brief description of the vendor's recent experience on comparable assignments
 - (ii) A detailed description of services and work plan/schedule for performing the assignment
 - (iii) Recent CVs of principal/key staff member (s)
 - (iv) A detailed description of the proposed methodology
- 2.5 The Financial Proposal should list all costs associated with the assignment. If appropriate, these costs should be broken down by activity.

3. Submission, Receipt, and Opening of Proposals

- 3.1 The completed Technical and Financial Proposals must be sent as **PDF files** via email to sps.project@iica.int and copied to spscommunications1@gmail.com; with the subject heading of **"Website Development and Maintenance - 10th EDF SPS Measures Project"**. The deadline for receipt is **4:30 p.m. (Eastern Caribbean Time) on Friday 15th May, 2015**. Submissions will not be considered unless **all** the elements identified above are received by the stipulated deadline.

4. Proposal Evaluation

- 4.1 A team will evaluate the proposals on the basis of their responsiveness to the Terms of Reference.
- 4.2 After the evaluation of quality is completed, IICA shall notify those vendors whose proposals did not meet the minimum qualifying criteria or were considered non-responsive to the EOI and Terms of Reference.
- 4.3 The successful vendor selected will undertake discussions with the SPS Project team, pertaining to the Technical and Financial Proposals and the proposed methodology (work plan).

5. Award of Contract

- 5.1 The contract will be awarded following discussions.
- 5.2 The vendor is expected to commence the assignment on the date specified in the schedule.

6. Confidentiality

- 6.1 Information relating to evaluation of proposals and recommendations concerning awards shall not be disclosed to the vendors who submitted the proposals or to other persons not officially concerned with the process, until the successful vendor has been notified that it has been awarded the contract.

TERMS OF REFERENCE

Title: Website Development and Maintenance for the 10th EDF Sanitary and Phytosanitary (SPS) Measures Project

¹Introduction

The programme on Sanitary and Phytosanitary Measures (SPS) is one component of the 10th EDF Programme titled “*Support to the Caribbean Forum of ACP States in the Implementation of Commitments Undertaken under the Economic Partnership Agreement (EPA)*”.

The overall objective of the SPS Project is to strengthen the capacity of CARIFORUM States for international market access through compliance with Europe’s Sanitary and Phytosanitary (SPS) measures, as well as improve capacity for developing regionally harmonized SPS measures.

The specific objective of the SPS Project is to increase production and trade in agriculture and fisheries, which meet international standards while protecting plant, animal and human health and the environment.

The Project is comprised of three components: Legislation, National and Regional SPS Coordination and Capacity Building. The Action is directed towards creating and/or strengthening Regional and National SPS systems through systematic focus on:

- Establishment of a sound and comprehensive national and regional legislative framework for plant and animal health, including fisheries, food safety, and related environmental monitoring;
- Development and organization of an efficient responsive institutional framework and mechanism for coordination of SPS issues at both the national and regional level; and
- Development of the human resources to support the SPS regime (private and public sector).

The Project commenced on September 3, 2013 and is being implemented by the Inter-American Institute for Cooperation on Agriculture (IICA) over 42 months in collaboration with the following partners: CARICOM Secretariat (CCS), Caribbean Regional Fisheries Mechanism (CRFM) and the SPS committee of the Dominican Republic (Comité Nacional para la Aplicación de Medidas Sanitarias y

¹ Excerpts from the Description of Action for the 10th EDF SPS Project: “*Support to the Forum of Caribbean States in the implementation of the commitments undertaken under the Economic Partnership Agreement (EPA): Sanitary and Phytosanitary Measures (SPS)*”.

Fitosanitarias – (CNMSF). The CARIFORUM States (Antigua and Barbuda, Barbados, Belize, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Suriname, The Bahamas and Trinidad and Tobago) are the primary beneficiaries of the project activities.

As in all projects funded by the European Union, visibility is an important factor in the implementation of the project. It is therefore necessary to develop an effective corporate website that will enhance visibility of the SPS Project and the contribution of the European Union and Project Partners across stakeholder groups.

Scope:

The IICA is seeking a suitable and qualified Web Developer to create a Website that will capture the objectives of the 10th EDF SPS Measures Project, in the most cost-effective manner. The SPS Project's primary Internet objective is to provide its stakeholders with an overview of applicable information pertaining to human, animal and plant health (including fisheries) and food safety issues. The website should facilitate the sharing of information that is timely, relevant, and easily accessible. The website must also help to build brand identity, awareness, and interest in SPS measures.

It is critical that the website has: a well-structured and robust Content Management System to support the large volume of documents and functionalities; an interface that is modern and sophisticated; and a navigation that is interactive and consistent.

Target Audiences:

In developing the website, bear in the mind the SPS Project's varied audience:

Internal (Funders, Regional Development Partner Organisations, Governance Committees and Project Implementers – AHFS Groups):

- European Union (EU)
- Inter-American Institute for Cooperation On Agriculture (IICA) Country Offices
- CARICOM Secretariat (CCS)
- Caribbean Regional Fisheries Mechanism (CRFM)
- SPS committee of the Dominican Republic (Comité Nacional para la Aplicación de Medidas Sanitarias y Fitosanitarias – (CNMSF)
- CARIFORUM Directorate

- Technical Advisory Committee (TAC) and the Technical Oversight Committee (TOC) of the SPS Project
- Technical National Implementation Networking Teams (TNINT)
- Staff of the SPS Project Management Unit (PMU)

Regional Agricultural Health and Food Safety Groups (AHFS):

- Caribbean Plant Health Directors Forum (CPHD)
- Caribbean Veterinary Network and Chief Veterinary Officers (CaribVET/CVO)
- Coordinating Group of Pesticides Control Boards of the Caribbean – (CGPC)

External (Regulatory/Industry Personnel and Producer Associations/Private Sector entities in the Agriculture and Fisheries sectors of CARIFORUM countries, Regional and International Organisations)

Regulatory/Public Sector:

- Ministries of Agriculture, Health, Commerce, Trade, Foreign Affairs, Environment and other relevant government agencies

Industry Personnel/Producer Associations/Private Sector Entities:

- Caribbean Network of Fisherfolk Organizations (CNFO)
- Caribbean Farmers Network (CaFAN)
- All other relevant stakeholders along the value chain

Regional and International Organisations:

- Food and Agriculture Organisation of the United Nations (FAO)
- Pan-American Health Organisation (PAHO)
- CARICOM Regional Organization for Standards and Quality (CROSQ)
- Caribbean Agricultural Health and Food Safety Agency (CAHFSA)
- Caribbean Agricultural Research and Development Institute (CARDI)
- CAB International – CABI
- Caribbean Public Health Agency (CARPHA)
- Any other relevant Regional and International Organisations

Other Stakeholders:

- Academia
- Primary producers, processors and exporters, as well as importers
- Wider population (consumers of agricultural and fisheries products)

Duration

It is expected that an ongoing relationship (up to the end of the project) will exist between the vendor/firm and the IICA in designing, building, testing, launching and maintaining the website.

Tasks/Technical Specifications

The vendor/firm must discuss and agree with the SPS Project team on the most appropriate sitemap and configuration (logical menu structure) for the website.

Technical Specifications

The website shall:

- (i) Be easy to find via all major search engines. It should also be compatible with all major web browsers such as Google Chrome, Firefox, Internet Explorer, Safari etc. for the PC and MAC. It should be noted that some target groups might be working with older versions of hardware and software. This should be taken into consideration in ensuring that users have full access to the website regardless of such limitations;
- (ii) Allow images and documents to open in a new window when clicked;
- (iii) Provide the capability to retain basic Microsoft Word formatting when copy/pasting content from a Microsoft Word document and html (links)- WYSISYG;
- (iv) Be presented in both English and Spanish for all pages that do not require “user login”. All pages that require “user login” should only be in English;
- (v) Provide the capability to spell-check content in English and Spanish;
- (vi) Provide the capability to recommend content (including rating system: “useful”, “extremely useful” etc.);
- (vii) Provide calendar components used across the system for tracking date-based events. The calendars should be specific to the target group to highlight important dates/deadlines etc.;

- (viii) Provide an email-based interface for subscribing and posting to blogs and blog comments;
- (ix) Include an 'Email Blast' (e-blast) template to facilitate sharing of project updates and briefs with subscribers;
- (x) Include an up-to-date subscriber database where users can subscribe to e-blasts, project reports and publications etc;
- (xi) Provide the capability to "full text" search all system content and to search all system content by attribute (e.g. "Last name", country, telephone number, learning cohort, title, etc); and
- (xii) Display summary information for each search result but limit search results to content for which a user is authorized.

Types of Activities

The website shall:

- (i) Facilitate communication and networking via email, instant messaging, blogs and virtual meetings;
- (ii) Facilitate information exchange by providing and controlling access to research material and other documents (reports, minutes and materials for meetings);
- (iii) Facilitate digital media/social networking plug in and optimization (e.g. Facebook, Twitter, LinkedIn etc).

Other Considerations

- (i) The website shall be visually stimulating through the use of relevant and attractive photographs, videos, graphics, colours and fonts. The overall design of the website must complement the SPS Project's visual identity.
- (ii) The website shall be able to load all content (including audiovisual material) at a quick pace.
- (iii) The website shall be developed in phases and it is critical for there to be an ongoing relationship (for the duration of the SPS Project) between the IICA and the vendor/firm to provide technical support and expertise to maintain and update the website and solve technical problems etc.
- (iv) The vendor/firm shall be responsible for securing hosting and domain registration for the website. This must be reliable and secure.

Client Support

The client will work with vendor/firm to develop content for the website.

Meetings

A face-to-face meeting must be held between the successful vendor and the SPS Project team to discuss concepts, the requirements and work plan/schedule. Thereafter, virtual meetings will be facilitated via any mutually agreed online meeting interface at a date and time to be agreed by the relevant parties.

Deliverables

- Final technical proposal indicating deliverables against timelines
- Final financial proposal
- Presentation of first draft design of website
- E-blast template
- Social media optimization
- Electronic database
- Secure hosting and domain registration for the website
- Final presentation of website
- Manage and coordinate the website's content by uploading the SPS Project new content (documents and audiovisual material) on a fortnightly basis
- Maintain website

CONTACT INFORMATION

Any questions regarding the Terms of Reference or proposal format must be directed to:

Contact	Communication Specialist (Project Management Unit for the EU Sanitary and Phytosanitary Project)
Address	INTER-AMERICAN INSTITUTE FOR COOPERATION ON AGRICULTURE 3 rd FLOOR, BAOBAB TOWER WARRENS ST. MICHAEL BARBADOS
Telephone	(246) 271-9210/11/12 or 246-266-1161 (c)
Fax	(246) 271-9213
Email	sps.project@ica.int and spscommunications1@gmail.com