**ToR – Redesign of the ODAS Centre Website**

1. **Presentation of the project**

The ODAS Center is an innovative regional partnership mechanism, dedicated to strengthening the safe abortion movement across Francophone Africa. The ODAS Center serves as a secretariat in support of the ODAS movement which includes government officials, health care providers, youth groups, feminist networks, academic and non-governmental organizations working to dismantle abortion stigma, reduce unsafe abortions, and advocate for sexual and reproductive health and rights in Francophone Africa. in order to advance their rights and on their own terms. The ODAS Center would also like to contribute to the improvement of resource allocation for adolescent sexual and reproductive health services as well as adherence to and support for the promotion of sexual and reproductive health and rights of young people in particular.

The ODAS movement is made up of a wide range of nonprofits, community-based organizations, academic and public health partners, and government institutions committed to working together to improve reproductive health and abortion rights in the region.

The Center strives to galvanize national and regional action, facilitate collaboration, sustainable partnerships, and learning within the safe abortion movement in Francophone Africa. The ODAS Centre provides technical and operational support and acts as a convener.

Mouvement, which is accountable to the entire movement, wants to redesign its website and maintain the digital platform to ensure transparency within the movement.

1. **Objectives**

* Modernizing the interface and optimizing the ergonomics of the site
* Make the display of the site responsive (perfect adaptation to all connection terminals)
* Facilitate access to information and resources for partners and the general public
* Integrate interactive features for members of the ODAS Movement
* Ensure the updating, updating and animation of the website as well as the Digital platform of the ODAS Center

1. **Responsibilities**

**Needs analysis and project scoping**

* Audit of the existing situation (strengths/weaknesses of the current site, recommendations).
* List of required features and technical specifications.
* Scoping meeting
* Validation of strategic and technical orientations with the ODAS Center.

**Architecture and user experience (UX/UI) design**

* Detailed site tree validated.
* Wireframes of the main pages (Home, ODAS Movement, Resources, etc.).
* Graphic mock-ups (desktop and mobile).

**Implementing features**

* Multilingual interface with French as the basis
* Integration of e-learning platforms on the model (Technology Learning Management System - LMS)
* Integration of a live alert and contact form with email notification system to administrators (incident)
* SEO optimization and responsive design
* Membership Form
* Newsletter
* Data security and GDPR compliance
* Implementation of a hosting system and generation of digital badges
* Integrate a survey form creation and data retrieval system

**Website maintenance and animation**

* Ensure that the website is continuously animated and dynamic
* Assist with content updates when changes to be made are not possible from the CMS UI for 12 months
* Regularly check that the site is operational and will return to the backup copy if necessary.
* Provide advice on how to use the CMS administration interface.
* Train/orient ODAS Centre staff on how to manage the new website and update content
* Moderating Platform Content
* Ensure the reporting of the website

1. **Available**

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| **Deliverable** | **Delay** | **Responsible** |
| **Needs analysis and project scoping** | June 2025 | Provider |
| **Architecture and user experience (UX/UI) design** | June – July 2025 | Provider |
| **Feature Development and Implementation** | June – July 2025 | Provider |
| **Testing and validation** | August 2025 | Provider |
| **Online Posting and Training** | August 2025 | Provider |
| **Maintenance and animation of the ODAS Centre's website and digital platform** | August 2026 | Provider |

1. **Intellectual property**

All information relating to this website and the digital platform will remain the property of the ODAS Centre. Except for the purposes of this operation, the information will not be disclosed to the public or used in any way without the written permission of the ODAS Center.

The ODAS Center will own an exclusive right to the designed website and to all content published on the website.

1. **Provider Requirements and Qualifications**

* Proven relevant website development skills.
* Have experience in the IT field as a web designer/developer and have strong skills in HTML, HTML5, CSS, CSS3, Java Script, jQuery, PHP, etc. (web programming)
* Have a solid understanding of user experience, design, and adaptive/responsive design for cross-platforms/devices such as tablets and mobile phones.
* Competence in website maintenance and hosting service management.
* Proven ability to create and refine graphic designs for websites. You must possess strong skills in Photoshop, Illustrator, Firewires, or one or more equivalent applications.
* Experience in designing and setting up websites for international cooperation/NGO projects is considered an asset

1. **How to Apply**

* Interested service providers must send their application files consisting of the following elements:
  + A description of your company and your content development and creation team
  + A technical and financial proposal, not exceeding 10 pages (Arial font 11 minimum), presenting the consulting firm's understanding of the assignment, describing the proposed approach, methodology, project plan with a timeline and a financial proposal with a detailed budget including the consulting firm's fees, the number of hours/days per proposed activity and any other costs.
  + Contact details of two professional references (ideally recent clients) relevant to this consulting engagement.
  + An example of similar work already done and completed. (This document will be kept confidential.)
* Interested service providers must submit their application documents by 2nd June 2025 at 23:59 GMT on the [https://procurement.ipas.org/francophone-africa/ platform](https://procurement.ipas.org/francophone-africa/).
* If you have any questions, please write to the following addresses: FAprocurement@ipas.org
* All applications must be marked "ODAS Website Redesign Provider"

1. **Selection criteria**

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| **Criteria** | **Description** | **Weighting (%)** | **Note** |
| **1. Understanding of the project and adequacy with needs** | Ability of the service provider to understand the challenges and objectives of the ODAS Centre | 15% | /15 |
| **2. Experience and references** | Experience in web design for NGOs/international cooperation projects | 15% | /15 |
| **3. Quality of the technical proposal** | Consistency of methodology, compliance with requirements (CMS, LMS, UX/UI, security, SEO, etc.) | 15% | /15 |
| **4. UX/UI design and ergonomics** | Proposal of a modern, responsive and intuitive interface | 10% | /10 |
| **5. Features and innovation** | Integration of requested tools | 10% | /10 |
| **6. Implementation deadlines and schedule** | Timeliness and feasibility of the proposed timeline | 10% | /10 |
| **7. Cost and value for money** | Adequacy between the proposed budget and the quality of services | 15% | /15 |
| **8. Maintenance and technical support** | Detailed maintenance plan, responsiveness and post-launch support | 10% | /10 |
| **9. Animation and Content Creation** | Strategy and quality of services for the updating and animation of the site | 10% | /10 |
| **Total** | **/100** |  | **/100** |