



TATWEER (Development):
Civil Society Capacity Building Program

Terms of Reference for Civil Society Web Platform under an EU funded Initiative, 'TATWEER'

A. Background

The emerging civil society of Iraq is composed of a wide variety of actors, facing significant obstacles, including a political environment unaccustomed to and skeptical of independent advocates. Civil Society Organizations (CSO's) are the principal vehicle for civil society activity in Iraq. Thousands of CSOs currently operate, with varying levels of expertise, resources, and subject-matter focus. While some CSOs have developed a degree of sophistication and credibility in a particular field (e.g., human rights advocacy), many others lack clear direction. Throughout the civil society sector, there are persistent concerns and shared notions of what is needed for this crucial sector to thrive.

Un Ponte Per has worked with CSOs and Civil Society actors in Iraq since 1991. In December 2019, Un Ponte Per, in partnership with Al-Mesallah, signed a contract with the European Union represented by the European Commission to implement a Civil Society Capacity Building Program "TATWEER" sponsored by the "Civil Society Organizations as actors of Governance and Development Work in the Field" initiative. The program is aimed at building upon the potential of Iraqi Civil Society Organizations with a strong focus on capacity building, advocacy and networking.

The purpose of this grant is to build upon the potential of Iraqi CSOs in becoming promoters of change and act as mediators and facilitators of dialogue on development policies, human rights and measurements between the Iraqi population at large and institutions.

B. Objectives

The objective of this service is to create a modern interface on the Internet that will act as an effective communication, education and public awareness tool for civil society organizations in Iraq. It will include information on a yearly calendar with training calls and thematic events in the fields of human rights, environmental, social and economic rights. In addition, it will act as an online library for digital and non-digital materials on good governance, strategic planning and project management. The platform will be accessed open to the public and allow for the exchange of information and cooperation between the management of different civil society organizations.

C. Scope of Work

The main scope of the website is as follows:

1. Home: Landing page will include a slideshow banner of a number of images from TATWEER activities, latest news, events and a register/login capacity for management access to the thematic training materials.
2. About: Introduction and background information on the Civil Society Network Platform, with tabs to accessing publications and various resources in PDF as well as the source files, and search function.
3. Get Involved: Donations, Partnerships and Concessions, Vacancies, Contact.
4. Visit: Individual pages for each of the thematic training materials, including detailed content about them, different images in a photo bank and links to external websites if required.
5. Pages: A separate page for each of the centers dedicated to the activities relevant to each of

Un Ponte Per | UPP - Humanitarian Organization – NGO

Headquarter -Italy: via Poliziano 18-22, 00184 Rome - Italy - ph. (+39) 06 44 70 2906 - e-mail: info@unponteper.it - web site: www.unponteper.it
Country Office -Iraq: Erbil City, Ankawa, Qasra, Aveen st. House n° 240/8/420, Erbil (KR I) - Iraq. ph. (+964) 750 815 40 04 - e-mail: iraq@unponteper.it



- the centers
6. Links to important national and international partners' websites, relevant social media mediums, such as Facebook, YouTube, Twitter, etc., and other appropriate related sites as required.
 7. A powerful and smart internal search engine that present results in a user- friendly and structured way and strong meta-tags for search engine optimization.
 8. Update functions for regular maintenance.
 9. Tracking counter to enable staff to track and assess the number of visitors to the website and also determine which sections of the website are popular.

D. Tasks

Working in close collaboration with the Project Management Unit of TATWEER, the selected consultant will:

Task 1: Create Information Platform Outline

Prepare an outline of the functionality of the proposed platform, demonstration of searchability, and initial design ideas. This must take into account the budget allocated, making provisions for trade-offs, prioritization of functionality and/or phased implementation.

Task 2: Prepare a Detailed Information Platform Specification

On approval of the information platform and based on a requirement analysis facilitated by the PMU of TATWEER, develop a detailed specification for the information platform including:

- Overall structure, field definition and design
- Logical framework and user interface
- List of hardware and software needs to enable development and implementation.

Task 3: Information Platform Development

On approval of the detailed specification by the PMU of TATWEER, undertake the information platform architecture, functionality and user interface development.

Task 4: Beta Testing

Upload a beta-version of the information platform to facilitate input of real project data and facilitate limited user access to identify outstanding issues with functionality and "usability". Where issues are identified, undertake bug fixes and system revisions. An incremental version of the beta system may be required depending on the degree of bug fixes and system revisions required.

Task 5: Domain Registration

Provide domain name registrar services and webhosting, including email and data storage, for a period of 2 years.

Task 6: System Release

On acceptance by the PMU of TATWEER of the rectified beta version, upload the full working system to open access (on a server to be specified by the PMU) to allow data input and access by external users.

Task 7: Training in use and maintenance of the system

Provide training in use and maintenance of the system to persons to be named by the PMU of TATWEER. This would follow the allocation of responsibilities related to maintenance of the website. The consultant would also prepare a manual, documenting procedures to be followed, for continued population and maintenance of the website.

E. Details

The website is considered to be divided into two parts. One for public users of the internet and the other is private for the exchange of information and cooperation between the management of different civil society organizations.

1. Civil Society Network Public Online Website

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The purpose of the platform is to serve as a hub for digital and non-digital materials produced under the Tatweer project made available for the public. It should act as a promotional tool for Civil Society Network in Iraq, reflecting the project's mission and aims. It must be trilingual (English, Kurdish and Arabic), fully functional, user-friendly, visually appealing and informative. It should include the prescribed content and design layout be agreed upon with project management staff. This includes but is not limited to:

- a. General introduction and background information on the Civil Society network (mission, objective, significance, map)
 - b. A page dedicated to each center for the promotion of activities and outreach to the community.
 - c. Comprehensive photo bank of high-resolution quality images of Civil Society thematic activities and events.
 - d. Information on partnerships and concessions, donations and vacancies
 - e. Links to appropriate related websites and social media mediums
 - f. Access to the 'Civil Society Unit' via login
 - g. Search function
 - h. Strong internal meta-tags
2. 'Civil Society Unit' private online interface

It should also act as a user-friendly trilingual (Arabic, Kurdish and English) management tool for Civil Society, accessed through private, allowing for data storage, exchange of information, cooperation and communication between the management of different civil society organizations. This includes but is not limited to:

- a. Online submission system
- b. Ticket collection control reporting and supervision phase.

F. Methodology

Phase A: Content Preparation

1. Prepare content and concept draft for a trilingual, English, Kurdish and Arabic, website in a detailed proposal to be provided in both soft and hard copies.
2. Conduct evaluation meetings with Project Management team to receive suggestions and comments which should be incorporated by the Consultant without extra charge.
3. Prepare final content and concept for website in both soft and hard copies based on comments from Project Management team.

Phase B: Design and Implementation

1. Conceptual design using software management tools. The design should be flexible enough to be expanded for other functionalities in the future; especially for database manipulation and web mapping.
2. Modern implementation of the website using the most impressive web technologies.
3. The Consultant will be encouraged to make use of their expertise and creativity to propose and implement relevant website enhancements. Include strong meta- tags to ensure searchability.

Phase C: Operation and Maintenance

1. Provide domain name registrar services and webhosting, including email and data storage, for a period of 5 years.
2. Successfully launch of the website in a trilingual way.
3. Conduct induction training for staff who will manage, maintain and update the website on the tasks necessary to properly and independently run the website.
4. Test and fix errors.
5. Test searchability of website and adjust meta-tags accordingly.



6. Maintain website functionality, systematically fixing errors and providing support for staff with questions.

Notes:

Some issues should be negotiated with the PMU like domain name, UI design ...etc.

G. Deliverables

The consultant shall deliver the following in both soft and hard copy:

- Output 1: Information Platform Outline.
- Output 2: Detailed Information Platform Specification, including recommended hardware and software needs.
- Output 3: Beta-version of full system (and any incremental beta versions required by the TATWEER).
- Output 4: Fully deployed online version of the PAs portal integrated with Content Management System (CMS).
- Output 5: The website application commented source code with any other related files that are used in the designing phase (e.g. flv flash file, psd adobe Photoshop, databases, UML Diagrams, DFD, Database schema, Database ERD, ...etc).

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meetings; organize the consultation workshops with stakeholders; and provide administrative support to the selected consultant.

K. Provision of Monitoring and Progress Control

The consultant will be supervised by Project Desk and Project Manager.