

## TERMS OF REFERENCE FOR PROCUREMENT OF SERVICES

### 1. BACKGROUND INFORMATION

#### ➤ Contracting Authority

The contracting authority is the Balkan Civil Society Development Network (BCSDN) Executive Office, Skopje.

#### ➤ Beneficiary

The beneficiary is the Balkan Civil Society Development Network and in particular, its Executive Office in Skopje.

#### ➤ Relevant Background

The Balkan Civil Society Development Network is a network of 12 civil society organizations from the wider Balkan region. The journey of the network started back in 2001 as a pilot programme for capacity building, implemented by the Macedonian Center for International Cooperation aimed at promoting coordination and cooperation of ecumenical and civil society organizations in the region through the organization of meetings, trainings, exchange, and consultancy visits. It was established as an informal network in December 2003, and formally registered in 2009.

Since BCSDN's formal establishment, its mission has been to empower civil society and influence European and national policies towards a more enabling environment for civil society development to ensure sustainable and functioning democracies in the Balkans. Through collaboration, developing its own tool for monitoring the civil society environment, and conducting evidence-based advocacy, BCSDN has been able to set standards for enabling environment for civil society development to monitor how governments, the EU, and other donors' policies affect the civil society development in the Balkans.

The annual monitoring of the enabling environment for CSOs' development in the Western Balkans and Turkey is a core activity of BCSDN, performed since 2012. This monitoring is based on a comprehensive methodology, assessing the main principles and standards that need to be in place in one country to support the operations of the CSOs and their development. Every year, seven country reports and one regional report are produced, providing a comprehensive overview of the policy and legal framework that governs civil society, the main findings per country, as well as recommendations for improvement, addressed mainly to the governments in the region. Since 2018, scoring has been introduced in the methodology as a way to enable comparison between the countries on the progress achieved concerning the policy and legal framework.

The Monitoring Matrix website: <https://monitoringmatrix.net/> provides more detailed information on the methodology used, the purpose, the findings per country, the reports, etc.

## 2. DESCRIPTION OF THE ASSIGNMENT

The Monitoring Matrix website presents the comprehensive MM tool and the respective findings from the research. In addition to the presentation of the current state of the enabling environment for civil society development in the region, visitors can explore the topics and findings across the region and compare a country's scoring with other countries, or throughout the years.

The Monitoring Matrix website presents the MM tool and findings visually and in a reader-friendly manner to engage the audience and capture the visitors' interest. However, given the scope and complexity of the data, the purpose of this assignment would be to improve the accessibility and understanding of these complex data, making it easier for stakeholders to grasp the Monitoring Matrix research findings and policy recommendations.

The subject of this call is the procurement of services for the development of an enhanced Monitoring Matrix website, emphasizing visual data presentation, user experience (UX), as well as integration of Search Engine Optimization strategies to enhance the visibility of MM.

The improved Monitoring Matrix website should meet the following expectations:

- Modernized website interface prioritizing UX/UI and featuring personalized options and user-specific dashboards for tailored experiences based on preferences and roles;
- Implementation of responsive design for seamless access across devices (desktop, mobile, tablet);
- Clear navigation and intuitive layout to facilitate easy exploration of data and interactive engagement with the content;
- Creation of visually appealing data visualizations (charts, graphs, maps) to represent complex information in an easily understandable format;
- Utilization of interactive elements such as filters, sliders, or tooltips to enhance user interaction with the data;
- Integration of user feedback mechanisms like surveys, polls, or comment sections to gather insights and improve user experience;
- Integration of tools for advanced data analysis and reporting/data visualization capabilities;
- Development of customizable reporting dashboards allowing stakeholders to generate, customize, and share reports effortlessly.

The selected bidder should ensure rigorous testing procedures to identify and resolve any bugs, glitches, or usability issues. The bidder should also organize user testing sessions to gather feedback and make necessary improvements before deployment. The post-implementation support should be foreseen to address any issues, provide updates, and incorporate enhancements post-deployment.

The selected bidder is also expected to prepare comprehensive documentation outlining website functionalities, technical specifications, and maintenance guidelines and provide training to equip stakeholders with the knowledge required to navigate and utilize the revised website effectively.

### ➤ Deliverables

1. Fully functional Monitoring Matrix website meeting the visual data presentation criteria and successfully integrated BI reporting tools.
2. Delivery of training for the BCSDN staff to ensure the transfer of knowledge for uploading content and navigating the website autonomously while utilizing its functionalities and user manual.

### 3. SELECTION CRITERIA

- Legal entity/individual expert(s) with a minimum of 2 years of relevant working experience, i.e. capacity to design, develop and maintain websites that include features listed in the description of the assignment;
- At least 3 successfully accomplished similar projects in the past 2 years - developed interactive user-friendly websites with complex data presentation and visualisation.

The proposals received will be evaluated according to the following criteria:

- Relevant work experience (minimum 2 years): 30 points
- Experience in developing similar websites/ accomplished projects: 50 points
- Price Offer (Financial Proposal): 20 points.

### 4. DURATION OF THE ASSIGNMENT

#### ➤ Starting period

The tentative start date will be the end of November 2024.

The actual commencement of the assignment will be officially notified by the contracting authority.

#### ➤ Foreseen finishing period or duration

The service provider should complete the activities and provide the deliverables by February 2025.

The revised front-end and back-end proposals for the websites should be presented to the contracting authority in the first half of January 2025.

The administrative, technical, and quality support shall be provided for 1 year starting from the date of acceptance by the contracting authority of the revised website.

### 5. HOW TO APPLY

The service provider is expected to submit both a Technical and Financial Proposal.

In order for the application to be considered complete, the applicants should submit:

1. A technical proposal comprised of:
  - Portfolio of previous work on websites, a description of the experience, and a short biography of the company/ expert(s);
  - Reference list with prior similar engagements;
  - Proposed methodology and timeline;
  - Support and maintenance plan post-launch.
2. The financial proposal should contain a budget breakup (website development, costs for additional software and plugins, if applicable, and costs for a one-year backup period).
3. Official registration document in line with the legislation of the country of the establishment of the legal entity/ company (only applicable for legal entities and not to individuals).

The applicants shall submit the required documents no later than **midnight on 24<sup>th</sup> of November 2024** on the following e-mail: **[executiveoffice@balkancsd.net](mailto:executiveoffice@balkancsd.net)** with the **subject line: Website Design for MM.**