

## TERMS OF REFERENCE - SUN CSN Learning (Route) website development

<b>Name of the CONTRACTOR:</b>	SUN CSN
<b>Title of the Assignment:</b>	Website for SUN CSN Learning Program
<b>Thematic specialization:</b>	ICT, website development, database, virtual knowledge management and sharing tools
<b>Supervisor (in SUN CSN):</b>	Ms Cecilia Ruberto
<b>Contract Dates (from-to):</b>	From July to October 2016
<b>Country where the contractor is based:</b>	Desk work: home-based
<b>Deadline to apply</b>	8 <sup>th</sup> of July 2016

### 1. BACKGROUND

SUN Civil Society Network (CSN) is partnering with PROCASUR Corporation to design and implement tailored learning exchange platforms for 14 SUN Civil Society Alliances in Asia and Africa. These platforms called *Learning Routes* aim to improve sharing and learning initiatives between the Alliances in 14 countries. During the Learning Routes, participants from each region will visit one country to identify potentially useful innovations, understand and learn from them, and then successfully adapt and apply their learnings in their own organizations. Learning Routes will be designed to provide hands-on methods and tools to respond to specific knowledge needs of participants. It is expected that the Routes will foster learning among peers and strengthen Civil Society Alliances' (CSAs) networks at regional and global levels.

Please refer to Annex 1 (Learning route project details) and Annex 2 (Learning Route cycle) and the [Learning Route website](#) for further information

#### About organisers:

- The SUN movement was created in 2010 partly in response to the findings of the 2008 Lancet special issue on Maternal and Child Malnutrition. The Lancet highlighted a lack of funds and political will to address the issue, and a fragmented global architecture for nutrition. The movement takes a multi-sector, multi-stakeholder approach to addressing malnutrition and, in 2013, the SUN Civil Society Network (CSN) was formally launched as a way to boost national level civil society efforts, as well as coordinate the nutrition community at a global level. Currently, [there are 39 members in the SUN/CSN](#). Our secretariat is based in London, UK.
- PROCASUR Corporation is a private, not for profit, international organization specialised in the design and implementation of knowledge management tools and methodologies to foster knowledge exchanges and the spread of innovative solutions. The 'Learning Route' methodology was developed by Procasur as a capacity-building tool, organized as a planned journey and thematically structured around specific learning objectives to respond to particular knowledge needs (See Annex I for further details).

### 2. OBJECTIVES OF THE CONSULTANCY AND SPECIFIC DUTIES

**2.1 Objectives of the consultancy:** The consultant will develop a user friendly website for the SUN CSN Learning Route program.

The website will have to be simple to 1) allow easy connection also from locations with slow connection; 2) to ensure that various staff will be able to access and updated the content when

required 3) allow users traffic traceability 4) easy to expand/scale-up 5) linked to social media channels (youtube, facebook, twitter, instagramm)

The website should be developed on a space and platform that allows potentiating it with new or more efficient functionalities, host big amount of data and content, allow decentralized access.

The website should have the following sections/spaces:

- 1) Program info/news
- 2) Learning and knowledge sharing section:
  - a) Knowledge products platform: after registration, members should be able to upload material, leave feedback to other people material (peer review) and evaluate the material (see [learning product award](#)), this section should have a strong database component that allows users to browse among documents, select the information they like and (“add to their trolley”). The page should be partially public and partially private (only for members registered)
  - b) Space for learning (route) programs: each learning route will have a specific space where can upload resources, update news, posts, photos (public page)
  - c) SUN CSN Champions profiles space (which will be developed more extensively toward the second half of the LR program, possibly with a second consultancy)
  - d) Navigation Page to access links to “friend webpages” (e.g. SUN, procasur, members, regional hubs, etc)

After the creation, the website will be updated but SUN CSN team, and CSAs members (upon request).

SUN CSN can offer the wix platform/domain but the consultant can choose other platforms like wordpress, blogspot. The page must be simple to manage for non IT experts.

CSN will refer to the consultant for structural improvements (and expansions) of the page as per future needs.

**2.2 Specific duties.** The consultant will be assigned the following tasks

1. Design a website taking into account the features listed in section III.
2. Develop the website upon validation of the design in consultation with the Program Coordinator
3. Technical integration and testing across all agreed browsers and platforms
4. Provide maintenance for technical problems

Services must be completed within 3 weeks of request (Please indicate maintenance fees separately in your estimate).

## II. Features of the website

The website developed should:

- Comply with the SUN colours coding
- Be creative and visually captivating;
- Look good on small and big monitors and smartphones;
- Present content using features and applications to be agreed with the Program Management
- Make use of wordpress or wix platforms (free version, upgradable)
- Be accessible across most popular browsers (see above) and be testable with validation tools;
- Contain at least the following section/features:

## III. Milestones and deadlines – To be completed by the bidding consultant

Program info/news	Consultant to indicate nr of days of work and tentative deadline (e.g. deliverable completed by day "10" )
1. Submit a graphic visualisation of the proposed website with related functionalities. SUN CSN will revise and comment.	
2. Agreed website template and functionalities	
3. Draft website v1: users will provide comments and test functionalities and ease of use	
4. Draft website v2 reviewed based on comments and inputs	
5. Published website	(suggested: August)
6. Publish updates for website	(suggested: September)
7. Basic maintenance (for technical problems not content)	(suggested: July-October)
<b>Overall estimation:</b>	
Days of work:	
Website cost:	
Website cost for this specific BID:	
Consultancy contract duration:	

### Timeline

The website will have to be completed by **August 2016**, few (minor sections) could be added by September and few additional days of work could be included for maintenance after the publication of the site. July- October 2016.

### Payment and Intellectual Property

Payment will be made in 2 instalments based on milestones of work completed (50% after the website is published, 50% at the end of the consultancy). However, the exact terms will be negotiated with the Vendor before the signature of the contract. Upon payment the SUN CSN and the Vendor agree that the SUN CSN shall acquire ownership of all assignment deliverables in their tangible and intangible forms (both hard and soft copies) and the right to use them as deemed fit. Website developer details will be visible in the website under a "credits" section. The deliverables may thus not be published or used without the express permission of the SUN CSN. Maximum budget: 4.000 USD

### Submission of proposals

Interested companies/consultants are required to submit proposals by 8<sup>th</sup> of July 2016 via e-mail to [c.ruberto@savethechildren.org.uk](mailto:c.ruberto@savethechildren.org.uk). Kindly indicate the vacancy title in the subject line when applying by email.

Application should include following:

1. Technical proposal on how to build the site (one page) preferable with with mokuup (visualization);
2. Number of estimated hours to build the concept, and the site.
3. Fee per hour to design and build the site;
4. Fee per hours for maintenance of the site
5. Example of previous websites developed
6. CV of the consultant or company who is applying

We are looking for a simple website that with additional consultancies could be easily upgraded with additional functionalities (e.g. stronger database, mapping tools, for a etc), in the proposed website design you can mention also additional functionalities you suggest for follow-up consultancies.

### Website background information

- SUN CSN Blog: <http://suncivilsociety.net/wix.com/suncsnblog>
- SUN CSN Learning Route website: <http://suncivilsociety.net/wix.com/learningroute>
- SUN Movement website: <http://suncivilsociety.net/wix.com/suncsnblog>
- Procasur website: <http://procasur.org/>
- Procasur talents website: <http://talentosrurales.org/>
- Social protection portal: <http://socialprotection.org/>
- ENN portal: <http://www.ennonline.net/>

## SUN CSN Learning Route Program details

### SUN CSN Learning Routes in brief

- A 'learning route' is a proven process for accelerating knowledge sharing and peer-to-peer learning. At the heart of the learning route is a facilitated visit to a host country by representatives of different countries.
- The first civil society focused Learning Route will be hosted by an English-speaking country in Africa in September 2016. The second will take place in Asia in April 2017.
- We aim to involve 21-24 visiting participants from at least 7 CSAs in each LR.
- Before the learning route visits, the learning and experience of the host country is identified, analysed and captured as a set of Best Practice examples.
- Key people in the host country (we call them 'Champions') lead the learning routes and act as the trainers.
- Follow up activities and on-going support after the LR visits ensure the participants build on their learning, develop action plans and implement them.
- The learning route experiences will be captured shared with all CSAs in SUN CSN.

### Funding and organisation

The learning route programme is funded by the [Children's Investment Fund Foundation](#) (CIFF), with a total budget of £1,009,038. The program will end by 31<sup>st</sup> January 2018.

The LR will be coordinated by the **SUN CSN** Secretariat, while [Procasur Corporation](#) will facilitate the development of best practice examples and other elements of the learning exchange communications.

**Learning Route program main objective:** To contribute to stronger, more aligned civil society alliances with the capacity to actively contribute to national efforts while responding to needs on the ground. CSAs are able to effectively contribute to multi-stakeholder platforms and CSAs will promote cascade capacity strengthening of their alliance members (from villages and communities to municipalities to districts / regions / provinces / counties to national level actors).

### Specific objectives

- To enhance CSAs Social Mobilisation, Advocacy and Communications skills to become stronger nutrition advocates and support the delivery of national nutrition priorities
- CSAs use budget tracking and advocacy skills to hold governments accountable for delivering on nutrition commitments.
- Learn from the CSAs and share learning with the SUN community of practice.
- Increase national government understanding and prioritisation of nutrition

### Program learning objectives

- I. To identify and examine innovative and successful initiatives promoted by Civil Society Alliance members to scale up nutrition at community, provincial and national level and understand the process and the factors that brought the success and analyse the potential for scaling up/out.
- II. To recognize modalities through which civil society enhance national and local policies and strategies to effectively address nutrition problems with a special focus to vulnerable and disadvantaged population.
- III. Recognize efficient mechanisms to make policy makers (at community, provincial, national and international level) accountable in addressing nutrition to civil society
- IV. Identify effective social mobilization and communication strategies to raise awareness on nutrition-sensitive issues and to promote behavioural changes.

**Specific learning objectives and thematic areas of learning** will be defined once the successful experiences will be identified with the LR country host.

### The thematic areas of learning will be:

- **Policy** review, policy tracking, communications, participatory/democratic processes;
- Engagement and stimulation of **multi stakeholder** platforms
- **Budget** tracking, advocacy, communication, data collection and sharing for monitoring and **accountability**
- **Advocacy, social mobilization**, campaign development, communication for accountability and **awareness**
- **Good governance**, accountability and **participatory** processes

### Project learning targets:

- At least 14 CSA involved in 2 learning route
- At least 50 individuals representing 14 CSA directly involved in LR related activities (50% women)
- At least 200 CSOs are aware of innovation plans/new ideas discussed during LR and 100 CSO are “gaining” from the participants learning and new ideas (action plan).
- At least 50% of the innovation plans are implemented
- At least 5 CSAs are actively supporting each other as a result of opportunities identified during the LR
- At least 10 of the CSA participating recognize benefits from the participation in the LR project (associated to the Theory of Change expected outcomes).

### Methodology

A Learning Route is a capacity building tool, developed by [Procasur Corporation](#), designed as a facilitated planned journey with specific learning objectives. A LR is an on-going peer-to-peer training process that makes room for discussion, analysis and reflection, while encouraging an active and mutual knowledge exchange between participants and their hosts.



The ultimate aim is to develop the ability of the Learning Route’s participants to identify potentially useful innovations that can be adapted and then applied in the framework of their organizations in their own country.

The Learning Route’s methodology has been tested, adapted and renewed since 1996, through a long-term partnership between Procasur, IFAD and other international organizations. The Learning Route methodology has been used in more than 35 countries in Latin America and the Caribbean, Africa and Asia, involving over 3000 development practitioners.

## Main steps of the learning route

1. Identifying and selecting the host country experiences that will be documented. An experience is relevant when it shows evidence of the use **of good practice and/or innovation** that has proved successful in addressing local challenges and in improving local people's livelihoods/ nutrition.
2. Systematization/documentation of these experiences. The aim of this is to capture **the process** (the how, who, what) to enable other people to adopt and scale up these successes. *The process of systematization aims to:*
  - identify and analyze the key of success of the experience, its good practices and innovations
  - extract lessons that can be applied for scaling-up the experience to other similar contexts
  - facilitate appropriation of the learning by the actors of the experience and enhance their ability to share their knowledge.
3. Identifying champions. People who are successful in their own work are trained to become capacity builders ('Champions'), who use their own experiences as the source of training.
4. Learning visit: representatives from at least 7 CSAs from will join each learning exchange. The learning exchange develops as a journey across different experiences and through meeting various stakeholders and trainers. It ends with the drafting of an action plan to implement/test some of the learning acquired during the event.
5. Follow up and on-going support. Participants are supported to draw on their learning, to share their learning with others, and to implement their action plans.

## More information

[SUN CSN Learning Route website](#)

[Learning Route facebook group](#)

[PROCASUR webpage](#)

[SUN Movement learning Routes in Peru and Senegal \(2014\)](#)