

TERMS OF REFERENCE

TERMS OF REFERENCE (to be completed by Hiring Office)	
Hiring Office:	UNFPA Arab States Regional office / Youth & HIV programme
Purpose of consultancy:	<p>The United Nations Population Fund (UNFPA) Arab States Regional Office in partnership with the Tunisian Ministry of Youth and Sports and with the collaboration of United Nations Economic and Social Commission for Western Asia (ESCWA), the United Nations Development Programme (UNDP), the World Food Programme (WFP), the United Nations Educational, Scientific and Cultural Organization (UNESCO), and the Global Council for Tolerance and Peace (GCTP) organized the second Youth Forum in the Arab Region, which was held in Tunis, 20-22 August, 2019.</p> <p>With the overarching theme “Knowledge at the service of youth in the Arab States”, the second Forum gathered more than 250 participants from 20 Arab countries comprising representatives of adolescents and youth, ministers and policy/decision makers, youth and other civil society organizations/ networks, academic and research institutions, artists and influencers, entrepreneurs and the private sector, media, plus, United Nations agencies and other development partners.</p> <p>During the forum, participants came out with recommendations and concrete actions to be implemented. More specifically, it was recommended:</p> <ul style="list-style-type: none"> -Development of the Regional Youth Platform: MINASSATY (My Platform), a youth-led digital space that brings youth together to join efforts and find ways and opportunities to strengthen youth development in the Arab region. MINASSATY will serve as the backbone of future Youth Forums in the Arab Region, that it becomes a place where youth can convene digitally, share ideas, and work collectively to further the youth agenda in relation to knowledge, programming and policies. the platform would include an education and knowledge dissemination function to facilitate and enable webinars, seminars, information and culture exchange, dialogue and projects to support youth in their quest to work, study and/or collect data insights and infographics on youth to take place and harness the ability of online conferences and conventions to increase knowledge sharing among youth in the region. -Develop “Shabab it”, a digital solution for Youth-friendly Services designed to capture and meet youth knowledge, information, educational and health needs. Their aim was to create an instrument or tool that would enable youth to gauge local implementation of programmes and services using physical and digital means. <p>Within its annual work plan 2020, Youth&HIV unit is planning to hire a company to develop both the youth platform (MINASSATY) and the digital tool called Shabab IT. The digital tool Shabab IT should be integrated within the youth platform (Minassaty).</p>
Scope of work: <i>(Description of services, activities, or outputs)</i>	<p><u>1-UNFPA YOUTH PORTAL, Youth Platform (Minassaty):</u></p> <p>The system needs to be flexible in terms of future scaling up, easy to use, able to handle the expected traffic and conforms to different cultural differences that we have in our region. Additionally, its hosting needs to comply with the policy of the UN.</p> <p>System objectives</p> <ul style="list-style-type: none"> -Overcome the inefficiency problem due to the scattered efforts across the region. -Include as many young people as possible (who are more than 100 M in the region). -Empower young people by giving them the tools to connect, communicate and initiate. -Staff are looking for tools to organize the operation, especially since there are many parties involved and an ever-increasing amount of data and initiatives present. -Partners should be able to publish opportunities and events. -Youths should be able to share their initiatives and get notified with different opportunities and events. -The portal needs to be well prepared to allow the Google search engine to drive traffic to it as the sustainable income is expected to come from advertising and sponsorship. Both of them require traffic. -Be a tool for advocacy for youth <p>Portal Specs</p> <ol style="list-style-type: none"> 1. Languages: multilingual. Arabic, English, and French are covered in the current phase. 2. Access: information is available to all. Registration is not required for normal viewing 3. SEO: content framework will be SEO ready to enhance the possibility of search engine traffic to the portal. 4. Layout: responsive to meet the standards of mobile browsing. <p>User Types: The platform is expected to have three types of users:</p> <ul style="list-style-type: none"> ● UN Staff ● Partners ● General Users

Privileges:

Staff privileges: Users with “staff” privileges are expected to have access to manage users, initiatives, news, events, articles, photos/videos, etc. Following are most of the functions that these users are expected to perform:

1. Add and Control Users: List users, filter them, search them and control them (modify, block).
2. Add and control partners (modify, delete).
3. List initiatives and control them (approve, reject, modify, delete).
4. List pending comments on all types of content and manage them (approve, reject, modify, delete).
5. Add and manage news/updates.
6. Add and manage opportunities.
7. Add and manage events.
8. Add and manage articles.
9. Add and manage photos and videos.
10. Manage the home page slider.
11. Manage the advertising banners.
12. Manage the static pages (about us, TOS, etc.).
13. Email all users or a filtered group of them.
14. Email all partners or a filtered group of them.
15. See a log of staff actions on the portal

General Users: This set of users represents public users who are expected to access the portal with limited access. Following are most of the functions that these users are expected to perform:

1. Register to the portal.
2. Modify and prepare a profile page.
3. Add and manage initiatives. Initiatives are queued waiting for staff approval.
4. Add and manage articles. Articles are queued for staff approval.
5. Add and manage events. Events are queued for staff approval.
6. Add and manage photos and videos. Photos and videos are queued for staff approval.
7. approval.
8. Browse the portal in the language of choice. Content that has no translation will be shown in its original language or will be hidden.
9. Browse, filter and search opportunities. The filter includes the location (countries), type and industry.
10. Browse and search events.
11. Browse and search news.
12. Browse and search articles.
13. Browse and search photos and videos.
14. Contact the platform (contact us section)
15. Comment on any type of content. Comments are queues pending staff approval.
16. Add different articles/opportunities to a personal favorites page.
17. Search by Country
18. Ability to share on social media platforms

Partners: These are the “invited” users who are expected to work with the UN staff to maintain some of the content on the portal. Following are most of the functions that these users are expected to perform:

1. Modify and prepare the profile page in different languages as well as any other content that is published as long as it's not language-specific.
2. Add and manage opportunities
3. Add and manage events.
4. Add and manage news.
5. Add and manage articles.
6. Add and manage photos and videos (from YouTube and Vimeo).
7. Contact the portal.
8. Comment on any type of content.
9. Ability to share on social media platforms

Suggested technologies and languages used: An open-source technology stack is expected to be used for developing the proposed platform. Here is a partial list of technology that is expected to be used:

- Off-the-shelf Content Management System (e.g. Drupal, Joomla, WordPress, etc)
- Web Development Language (e.g. GO, PHP, Python, Java, JavaScript, etc.)
- Database (e.g. MySQL, PostgreSQL, MariaDB, etc.)
- User Interface: HTML5, Bootstrap and JQuery

Basic Portal Specs

Language: multilingual. Arabic, English, and French are covered in the current phase.
Access: information is available to all. Registration is not required for normal viewing.
SEO: content framework will be SEO ready to enhance the possibility of search engine traffic to the portal.
Layout: responsive to meet the standards of mobile browsing.

More detailed platform technical info

- 1- Meta Tags to be implemented on the web pages level.
- 2- Robots.txt and Sitemap.xml files to be hosted at the root of the website.
- 3- The website speed performance to be high as an important factor to test and evaluate in (GTmetrix) website as “Google friendly” and to be determined on high rank on SERP (Search Engine Results Page). SEO
- 4- The content of the web pages to be structured according to an optimized tree of tags.
- 5- To optimize the URL structure to allow us to present meaningful URLs for search engines by integrating terms and detect a web page theme.
- 6- Adjust the website content to mobile devices and make it visible and easier to read.
- 7- Website images to be optimized properly to get a good position in the results with an image linked to the activity for the assurance of acquiring qualified and potentially important traffic in the search.
- 8- Use keywords related to each category for optimizing the search.
- 9- Google analytics script must be implemented to analyze the website traffic performance.
- 10- To be able to gather data and add filters such as Gender, Age, Region, Area of Interest etc, in order to send specific messages to different target groups.

Integrations

- To integrate the system with the UNFPA website.
- The general users are expected to authenticate to the platform. It is preferred that they authenticate using their credentials from one of the popular social media platforms (Gmail, Facebook, Twitter, etc.). Therefore, integration with popular social media authentication platforms will be required.

2- Digital Tool:

The project serves primarily to showcase YFS Educational Content and list existing Youth Friendly Services in the Region, but also create a continuous YFS onboarding system.

The Tool Development company will:

- Design the “Shabab IT” Brand and Visuals, and the Tool: Logo, Social Media Post Templates, Website, and Mobile Tool Visuals, High Fidelity Prototype of Web and Mobile Apps...
- Develop the Web Digital Tool: A Web Progressive and Responsive Platform with Login Capacity.
- Develop the Mobile Digital Tool: Mobile App for Offline Visioning of Educational Content (Video, Infographics, Toolkit). On Android and IOS, either Native or Full-Stack JavaScript.
- Note,
- **Online Personal Use:** Youth with direct access to the internet anywhere in the region can browse the platform through the Web or Mobile Version for educational content and, listed Youth Friendly Services, and share their feedback and ratings.
- **Offline personal use:** Youth with limited physical internet access can download an offline version of educational content for subsequent offline use.
- **Offline Group/Youth Space Use:** Youth in underprivileged communities (e.g. refugees, immigrants, rural dwellers, etc) lacking internet can access the Web version of Shabab It at Youth and Sports Centres, NGOs, Youth Initiatives, and other local partner-run locations
- Mobile app available on mobile app stores for Android and apple
- Setup Maintenance for 3 years.
- Language: Arabic, French, and English

The identified vendor for both platform and the digital tool will:

- Design and Create the Shabab It Institutional Animations for each Main Theme of Youth Friendly Services Identified, or will have a third party do it.

Community Manager Will :

- Setup and Manage all relevant social media accounts and groups and manage the content selection and publication, use and modify the templates created by designers to post consistently, and manage outreach campaigns (Paid and Organic), with KPIs and Optimization to create and grow a Shabab It Online Community.

Final Deliverables:

UNFPA Youth platform (Minassaty) developed and the youth digital tool Shabab IT. As indicated the youth digital tool will be integrated into the youth platform (Minassaty).

	The system should accept third party integration
Duration and working schedule:	<p>Timing: 1-The Platform project will run for a maximum period of five months - from November 2020 to March 2021 Suggested timeframe Project Phase 1 (Platform Beta Version)</p> <ul style="list-style-type: none"> • Selection of organization/s based on Technical and Financial Offers/October • First Sample Testing/November • Incorporation of Feedback/November • Launch of the online Beta Version/ December <p>Design the Portal Brand and Visuals. Social Media Post Templates, Website Visuals, High Fidelity Prototype of Web, Infographics representing the themes and subthemes, as well as educational infographics content Phase 2 (Full CMS Development)</p> <ul style="list-style-type: none"> • System Development and customization as per UNFPA Committee Feedback. • Starting Actual Data/Content migration/Jan-Feb • Testing and analyzing Actual Data migration • Project Delivery/March <p>2-The Digital Tool (mobile App) project will run for a maximum period of five months - from November 2020 to March 2021 Suggested timeframe Project Phase 1 (Digital Tool Beta Version)</p> <ul style="list-style-type: none"> • First Sample Testing/November • Incorporation of Feedback by UNFPA Committee/November • Launch of the online Beta Version /December <p>Design the Shabab It Brand and Visuals, and design the Tool: Logo, Social Media Post Templates, Mobile Tool Visuals, High Fidelity Prototype of Mobile Apps, Infographics representing the themes and subthemes, as well as educational infographics content Phase 2 (Full Digital Tool Development)</p> <ul style="list-style-type: none"> • System Development and customization as per UNFPA Committee Feedback. • Starting Actual Data/Content migration/Jan-Feb • Testing and analyzing Actual Data migration • Project Delivery/March <p>Maintenance: The selected vendor is expected to provide the platform maintenance services that would include bug-fixes as well and proper operation of the platform. The maintenance contract should be for 3 years (1st year free of charge and 2nd and 3rd years based on common agreement)</p> <p>Initial Support. For the [12] month period beginning on the Effective Date, and at own expense, the developer shall provide us with</p> <ul style="list-style-type: none"> • telephone or electronic support during the developer's normal business hours in order to help us locate and correct problems with the Software, and • internet-based support system generally available seven days a week, twenty-four hours a day. <p>Hosting: The platform is expected to be hosted in the Google Cloud Platform (GCP). UNFPA is currently hosting a number of environments in the GCP. The selected vendor is expected to work with the UNFPA Cloud Engineers to architect the hosting environment. The vendors are expected to have advanced knowledge of cloud hosting. Additional details will be provided to the selected vendor once the contract is awarded.</p>
Place where services are to be delivered:	The selected vendor is expected to work remotely at its own location to develop the youth platform and related digital tools.
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	<p>The selected vendor will submit deliverables electronically. Delivery dates: Youth platform December 2020: Beta version March 2021: final project delivery Digital tool December 2020: Beta version March 2021: Full CMS Development</p>
Information Security Requirements	a. Information Security Program

- i. The selected vendor is expected to maintain a written Information Security Framework that includes policies, procedures, and controls governing the processing of UNFPA Data. The Information Security Framework will be designed to protect the confidentiality, integrity, and availability of UNFPA Data by using a multi-tiered technical, procedural, and people-related control approach in accordance with industry best practices.
 - ii. The vendor is expected to sign an agreement to not process UNFPA Data in any manner other than as permitted or required by the agreement/contract between the vendor and UNFPA.
 - v. The selected vendor will promptly notify UNFPA of any deficiencies identified in any of the final products/tools. The selected vendor will promptly address and resolve any such deficiencies to the extent necessary to comply with the Supplier's obligations under this Agreement and notify UNFPA when any such deficiency is resolved. If any deficiency is not promptly resolved, it will be deemed a material breach of the Agreement by the Supplier.
 - vi. The selected vendor will conduct reasonable and appropriate background investigations on all Personnel in accordance with industry best practices. Personnel must pass Supplier's background checks prior to being assigned to positions in which they will, or Supplier reasonably expects them to, have access to Customer Data. The supplier will conduct annual mandatory security awareness training to inform its Personnel on procedures and policies relevant to the Information Security Program and of the consequences of violating such procedures and policies.
- b. Identity and Access Management
- i. Supplier will ensure that all access to applications storing or processing Personally-Identifiable Information (PII) and other sensitive UNFPA information is subject to successful two-factor authentication and is restricted to authorized personnel who demonstrate a legitimate business need for such access. The supplier will maintain an associated access control process for reviewing and implementing Personnel access requests. The supplier will regularly review the access rights of authorized Personnel and, upon a change in scope of employment necessitating removal or employment termination, remove or modify such access rights as appropriate.
 - ii. Supplier will monitor and assess the effectiveness of access restrictions applicable to Supplier's system administrators in the Production Environment, which will entail generating system individual administrator activity information and retaining such information for a period of at least 12 months
 - iii. Identity and access management will be done with social media authentication.
- c. Logging
- i. The Systems and the Services will provide, where applicable, the following minimum logging capabilities:
 - Support security event log forwarding to UNFPA's SIEM;
 - the Services will record user access log entries containing, at a minimum, the date, time, user ID, URL requested or entity ID operated on, the operation performed (viewed, edited, etc.), and source IP address;
 - all required log records will be maintained for a minimum of ninety (90) days;
 - all required log records will be kept physically and virtually secured to prevent tampering;
 - certain administrative changes to the Services (such as password changes, addition and removal of accounts and roles, and addition of custom fields) will be tracked in a "Setup Audit Log" available for viewing, download, and local storage by UNFPA's system administrators.
 - ii. Supplier will, and will cause Affiliates of Supplier and Subcontractors to, upon request, provide to UNFPA copies of any log files reasonably requested to assist in the analysis or investigation of any actual or suspected unauthorized access or misuse of the System and/or Services affecting UNFPA.
- e. Information Security Incident Response
- i. Supplier will maintain a tested incident response program. The supplier will operate to a mature framework that includes incident management and breach notification policies and associated processes. Supplier's incident response program will include, at a minimum, initial detection; initial tactical response; initial briefing; incident briefing; refined response; communication and message; formal containment; formal incident report; and post mortem/trend analysis.
 - ii. Supplier shall report to UNFPA any unlawful access or unauthorized acquisition use, or disclosure of UNFPA Data.
 - iii. Supplier shall take reasonable measures to mitigate the cause of any Data Breach and shall take reasonable corrective measures to prevent future Data Breaches. As information is collected or otherwise becomes available to Supplier, the Supplier shall provide information regarding the nature and consequences of the Data Breach that are reasonably requested to allow UNFPA to notify affected individuals, government agencies, and/or credit bureaus.

	<ul style="list-style-type: none"> i. Code Review <ul style="list-style-type: none"> i. Supplier will maintain a formal software development life cycle that includes secure coding practices against OWASP and related standards and will perform both manual and automated code reviews. Supplier’s engineering, product development, and product operations management teams will review changes included in production releases to verify that developers have performed automated and manual code reviews designed to minimize associated risks. In the event that a significant issue is identified in a code review, such an issue will be brought to Supplier senior management’s attention and will be closely monitored until resolution prior to release into the Production Environment. j. Data Encryption <ul style="list-style-type: none"> i. Supplier will, and as applicable, cause its Affiliates and Subcontractors to implement and utilize industry-accepted encryption products to protect Data, including credentials, and communications during transmissions between UNFPA’s network and the Systems, including, at a minimum, 256-bit symmetric encryption, and minimum 2048-bit RSA keys. k. Data Access <ul style="list-style-type: none"> i. Supplier will ensure, by applying appropriate means, that any user with access to UNFPA Data at Supplier’s facilities or the facilities at Supplier’s Affiliates, Agents, and Subcontractors will have access to Data only based on the least privilege approach/need to know principle. Data must always be anonymized/obfuscated before transfer to non-live environments. l. UNFPA Data <ul style="list-style-type: none"> i. UNFPA Data is and will at all times remain the property of UNFPA. The supplier will ensure that all data made available by UNFPA to Supplier or any of its Affiliates or Subcontractors will, by appropriate technical means, be kept strictly separated from the Supplier’s data and data of any other client of Supplier or Supplier’s Affiliates’ and Subcontractors’ clients. m. Vulnerability Scans and Penetration Tests <ul style="list-style-type: none"> i. Supplier will perform both internal and external vulnerability scanning and application scanning. Quarterly external scans and annual penetration tests against the Production Environment will be conducted by external qualified, credentialed, and industry-recognized organizations. The supplier will remedy vulnerabilities identified during scans and penetration tests in a commercially reasonable manner and timeframe based on severity. Upon UNFPA’s reasonable written request, Supplier will provide third party attestations resulting from vulnerability scans and penetration tests per independent external audit reports. 1. Customer Support SLA <p>The Maintenance Customer Support policy should include:</p> <ul style="list-style-type: none"> a. Maintenance contract included for the first year in the offer and two extra years to be included as an extra Add-on cost service b. This Service Level Agreement applies to all CMS components (browser, external services, plug-ins, servers, technology, etc.) for Internet-based content and activities. c. The maintenance contract to include receiving updates for the CMS, i.e. new features and capabilities d. Tech support and maintenance issues including email inquiries. <ul style="list-style-type: none"> i. Response times. ii. End User Support – Email and Phone iii. Dedicated and Onsite Support iv. Escalation process & policies. v. 24X7 Hours of operation support.
Payment	<p>The payment will be as follow:</p> <p>The Youth Platform</p> <p>Phase 01 (2020)</p> <ul style="list-style-type: none"> - 20% after the selection of the company and sharing the chronogram for the implementation of this activity - 30% upon delivering the Beta version <p>Phase 02 (2021)</p> <p>50% after final project delivery</p> <p>Digital Tool</p> <p>Phase 01 (2020)</p> <ul style="list-style-type: none"> - 20% after the selection of the company and sharing the chronogram for the implementation of this activity - 30% upon delivering the Beta version

	Phase 02 (2021) 50% after the Full CMS Development
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	The project supervisor is UNFPA ASRO committee (Communication, Youth unit. ICT and representative from youth committee). The project will utilize Agile methodology with twice a week progress meeting
Supervisory arrangements:	The company will report to the UNFPA's Regional committee
Expected travel:	N/A.
Required expertise, qualifications and competencies, including language requirements:	<p>Companies interested must submit and include, where applicable, the following documents:</p> <ol style="list-style-type: none"> 1. Technical proposal with a breakdown of activities and elaboration of process and timing for the phases of the project like the gathering of content, testing and development of the application/platform. 2. Resumes of the persons who will perform consulting and consulting experience. The subject matter experts will be selected in consultation with UNFPA. 3. Financial proposal detailing the proposed budget. 4. Timeline for implementation and activities. 5. Proof of past-related work conducted in line with specific requirements of the applicants in addition to demos from their previous projects. <p><i>UNFPA may, at any point during the review and selection process, contact applicant firms with questions regarding their application.</i> <i>UNFPA will review, edit and approve the technical content</i></p> <p>Requisites for application/proposal submission:</p> <ol style="list-style-type: none"> A. The duration of the consultancy is a five months contract B. Demonstrated experience in branding, design, and development of electronic and mobile (Android & iPhone) and web applications for youth and adolescents <p>The brand logo and style guide must:</p> <ol style="list-style-type: none"> a) Be cross-device & cross-platform. b) Indicate a level of privacy and confidentiality (in the name and logo). <p>Essential requirements for applicants/contractors <i>In order to complete the above tasks in a satisfactory way the applicants are to specifically demonstrate the following in the proposals:</i></p> <ul style="list-style-type: none"> • <u>Proven technical expertise and track record of developing content for mobile phone (Android & iPhone) and web applications:</u> <i>The applicants should have a track record of similar projects.</i> • <u>Demonstrated Technical expertise in the latest solutions for current ICT challenges in developing countries:</u> <i>The applicants must have a proven track record of high-quality delivery of similar projects, indicating how ICT challenges have been met in different circumstances and examples of innovative solutions to contribute to our project.</i> • <u>Demonstrated capacity to develop monitoring tools to measure impact and distribution plans for the project beyond the development phase to ensure uptake.</u>
Inputs/services to be provided by UNFPA or implementing partner (e.g support services, office space, equipment), if applicable:	UNFPA ASRO Committee will provide information to be included in the youth platform and the digital tool.
Other relevant information or special conditions, if any:	We also expect the vendors to provide estimation for additional future work (post project) by the daily or weekly rate incase we need any extra work done.
Signature of Requesting Officer in Hiring Office: _____	
Date: 03/11/2020	