

Request for Proposal for Consultancy Contract for Web Based Platform for Circular Economy Project

Background

WasteAid was formed in 2015 and is an independent, award winning UK Charity (Non Profit) set up by waste management professionals to share practical and low-cost waste management know-how with communities in low income countries. It is currently operating in several Sub Saharan African countries and is now moving into India and Asia (see www.wasteaid.org for an overview of WasteAid's work). WasteAid sees both the magnitude of the waste management problem, with only 1 in 3 of the worldwide population having access to waste collection services but also the potential with an estimated \$13.62b potential growth in the waste management sector.

In 2020 WasteAid entered into partnership with Huhtamaki (see www.huhtamaki.org) , a global sustainable food packaging leader. The ultimate aim of the partnership is to drive community level economy innovation in waste management in Vietnam, India and South Africa. The funding will support WasteAid to deliver education and training on aspects of the circular economy. It will enable WasteAid to work with key stakeholders in Johannesburg (South Africa), Ho Chi Minh City (Vietnam) and Guwahati (Assam, India) to fast-track and amplify local solutions that create value and reduce waste and pollution, in line with the UN's Sustainable Development Goals. By the end of the project the aim is that there would be a core of committed, trained individuals, activists, private sector, local and national government who are more knowledgeable, who are more connected and who together can develop sustainable business approaches that help communities to derive value from their waste.

The project itself has 2 core aims across the three hubs;

1. Build a network of stakeholders to spread best practice and passion for change
2. Drive excellence in community level waste management knowledge and techniques and ultimately see impact of the knowledge into action

WasteAid envisages local and regional events where best practice can be shared and connections made between stakeholders. There would be regular trainings and local community competitions. Businesses that demonstrate innovation in waste management and the circular economy will be identified and targeted for mentoring and financial support.

Objective of the web based platform

Inherent in the project design is a Web Based Platform that should complement and highlight the work that is going on the ground in Vietnam, India and Johannesburg. The purpose of the Web Based platform is **part training, part information sharing, part advocacy and part public relations tool.**

WasteAid envisages over time the site will have the following uses (please note that not all functions will be there from the beginning, it is envisaged the site would evolve as the project develops)

Training:

- Ability to post links to training content on waste management techniques both written and video
- Ability to educate and train on the circular economy and circular economy approaches

Information Sharing

- Ability to post vlogs and blogs on project activities in each of the hub cities
- Independent sections for each of the country hubs, Vietnam/Johannesburg/India as well as general areas
- Notification of up and coming events in each of the countries, training sessions, conferences in waste management etc
- Interactive content – so for example competitions for children/youth or community groups
- Ability to run webinars
- Links to other sites/content where similar projects/initiatives are operational
- Key contacts of organisations working on the project in each of the hubs listed by organisation and stakeholder type – local partners/community based organisations/government contacts and local contact
- Information on the project, WasteAid and Huhtamaki

Advocacy

- Ability to upload radio broadcasts/discussion panels from project hubs are Huhtamaki/WasteAid more generally
- Content which raises the key waste management issues in each of the hubs and where policy needs to change or where policy needs to be implemented

Public Relations

- Stories of change – as the project evolves we envisage having case studies/video clips which demonstrate the impact of the project

Functionality of the hub

- Accessible to local communities, so something they can easily navigate and get information they need
- Ability to access it via mobile and via PC
- Easy to update, capacity to include mixed media
- Potential to have an auto translate function into different languages (to be confirmed)

Core audience

- Those currently engaged in the project on the ground; waste pickers, private sector entrepreneurs, local government, national government. Some will engage directly on their phones and some via PCs
- Huhtamaki, the Global Sponsor for the project, will use the site to share information, progress and success amongst its global network of business hubs
- WasteAid will also use the site to share with its own network and partners
- Over time it is hoped that the information, knowledge, success stories can go beyond the direct audience and can attract a more global audience

Consultancy Aims and Objectives

WasteAid would like to hire a consultant to carry out a scoping exercise with the objective of recommending a technology solution(s) for the functionality we require. The initial site/solution needs to be live by the beginning of November. With this in mind it is possible that a second contract for the follow on work could be given to the same candidate.

WasteAid would be keen to explore the range of options from a bespoke site to one where we piggy back onto other hosts (google/facebook) Key factors to consider will be accessibility, affordability and time to manage and update content.

Objective of consultancy

1. To provide WasteAid with a detailed and costed recommendation on the options for a web based platform which would meet the requirement of the project.

Outputs required

1. Stage 1: Meeting/zoom with WasteAid Network Director (London based) following which the consultant would produce a brief inception plan which outlines your r approach– estimated time – 2 days
2. Stage 2: Scoping work on technologies – 10 days
3. Stage 2: Presentation of options, fully costed and strengths and weaknesses – ½ day
4. Stage 3 – Based on feedback from WasteAid; Final written document with costed options and recommendation and way forward – ½ day

Person specification

- Preferably UK based
- Have excellent knowledge of recent trends in user interface design, flagship web sites, including online video publishing, animation, and social media networking
- Experience in similar types of sites /hubs that are about sharing training/content/networking etc.
- Bachelor's Degree in Information Technology, Computer Science, Computer Information Systems or an equivalent academic qualification
- Certification for web technologies including but not limited to HTML, Mobile Application Programming
- Minimum of 2 years' experience in defining business solutions in an IT/software development environment, web design and maintenance.
- Demonstrated experience with Web Applications and programming languages such as HTML, CSS, JavaScript, (Jquery, JSON), XML and API's, HTML5, CSS, CSS3 and Web Technologies.
- Excellent organizational, interpersonal and communication skills
- Flexibility of ideas and time
- Fluent oral and writing skills in English is required

Timeframe

The consultant should commence the work from 20th September 2020 and the final recommendations should be made by 15th October 2020. Please note that there is no flexibility in the final recommendations. WasteAid estimates a total of 15 working days for the completion of the work (see above for rough allocation of days per output).

Process for application

- Cover letter demonstrating your ability to meet the above criteria
- CV highlighting relevant past experience
- Examples of previous work in last 2 years

- References from previous contracts
- Confirmation of day rate
- Availability for follow on work to develop solution

Applications on the request should be sent to; Michelle.Wilson@wasteaid.org by 15th September.
Any questions on the brief should be put in writing to the above address.

No companies should apply, only individual consultants.

Scoring of the proposals will be carried out using the criteria below;

Requirements as specified in the ToR	Weighting Factor	Score	Weighted Score Max
full understanding of the brief	3	5	15
Meets person specification	3	5	15
Availability	1	5	5
Value for Money	2	5	10
Good references of similar work	3	5	15
Maximum Total			60