



TERMS OF REFERENCE

Title of Assignment:

Development of the African Regional Intellectual Property Organization Website

1. Background

The African Regional Intellectual Property Organization (ARIPO) (hereinafter referred to as “the Organization”), is an intergovernmental Organization that grants and administers Intellectual Property (IP) titles on behalf of its Member States and provides IP information to its clientele in the form of search services, publications and awareness creation. Membership of the organisation is open to all Member States of the African Union (AU).

The present members of the Organization are Botswana, Kingdom of Eswatini, The Gambia, Ghana, Kenya, Kingdom of Lesotho, Liberia, Malawi, Mauritius, Mozambique, Namibia, Rwanda, Sao Tome and Principe, Seychelles, Sierra Leone, Somalia, Sudan, Uganda, United Republic of Tanzania, Zambia and Zimbabwe. (Total: 21 states)

The ARIPO Secretariat is based in Harare, Zimbabwe.

ARIPO is in the process of developing a website to promote its corporate image. The website to be developed should be visually appealing, easy to manage and navigate.

ARIPO invites interested consultants to submit their proposals for developing the website.

2. Objective of the Assignment

The main objective is to develop a comprehensive website that offers a visible web presence for ARIPO and offers functionality to its key stakeholders.

3. Scope of the work and website features

- i. Create a new website structure and content architecture that is interactive, visually appealing, user friendly and is easy to manage
- ii. Use a modern content management system
- iii. Provide option for multiple language use
- iv. Responsive design - Applications need to be able to be accessed from a broad range of devices and browsers (i.e., tablets and smartphones) laid out to be easy to read and navigate with a minimum of resizing, panning and scrolling
- v. Create an interface of the ARIPO Online library, ARIPO e-service, Regional IP database and the ARIPO Journal of IP websites
- vi. Content Migration - ARIPO to guide the developer on what components, sections or pages to be migrated from the current website to the new website
- vii. Quality Assurance Testing – the developer will test the static HTML, CSS, and JavaScript templates for compatibility in the major browsers. For any front-end issues that arise after implementation, the developer will be available for consultations
- viii. Make recommendations for backup/restore plan
- ix. Design and establish anti-hacker and antivirus plans for the website
- x. Make recommendations for software, hardware, and other back-end applications related to web development
- xi. Content classification
- xii. Search capability and optimization for search
- xiii. Download capability and conversion of data to PDF, Excel, etc.
- xiv. Content aggregation for related items
- xv. Create a portal for job applications profiles
- xvi. Multilayer data presentation
- xvii. Links to partner websites
- xviii. Events management and calendar integration
- xix. Newsletter subscription section integrated with ARIPO MailChimp account
- xx. Provide an interactive map of ARIPO member states, graphs, infographics and images
- xxi. Site Statistics and reports
- xxii. Social media network integration
- xxiii. Videos and photo gallery
- xxiv. Provide administrator's manuals stating the configuration, customization of the CMS with the training manual (with snapshots) for updating each section/page of the website
- xxv. Validation and fine-tuning of the new website with ARIPO staff members
- xxvi. Upload and setup of the website on the selected hosting platform
- xxvii. Training of ARIPO staff on website maintenance and content upload
- xxviii. Project completion report

4. Deliverables.

- i. Provide a work plan and an inception report
- ii. Weekly progress reports to the ARIPO project manager
- iii. Provide an aesthetically and visually appealing website design that is easy to maintain and update and compatible with different types of browsers, mobile phones and tablets

5. Timeline

The development of the new ARIPO website will be from 1st March to 31st May 2022.

6. Reporting

The Consultant(s) shall report to the ARIPO Corporate Services Executive and the Communications Officer.

7. Place of Assignment

The Consultant(s) shall provide the services and carry out the duties at his/her place of residence.

8. Qualifications.

- i. At least five years' experience in website development
- ii. Proof of website development for similar organizations including government ministries, departments or agencies in ARIPO Member States
- iii. Skills in software programming and graphics design

9. Submission of application dossier

A sealed application dossier containing proposal, sample website link and the CVs of the Consultant (this can be a company or individual) addressed to the Director General of ARIPO, P.O. Box 4228, Harare, Zimbabwe, should be sent by Email at procurement@aripo.org not later than 31st January, 2022. The Reference to be indicated on the Envelope or Subject on Email submission as: **DEVELOPMENT OF THE AFRICAN REGIONAL INTELLECTUAL PROPERTY ORGANIZATION WEBSITE**