



ECOWAS COMMISSION
COMMISSION DE LA CEDEAO
COMISSÃO DA CEDEAO

Terms of Reference

Engagement of an Individual Consultant to Develop a Microsite for the West Africa Unique Identification for Regional Integration and Inclusion (WURI) Project

A. Background

1. ECOWAS Member States, specifically Benin, Burkina Faso, Côte d'Ivoire, Guinea, Niger, and Togo are currently implementing a multiphase programme having an overall Programme Development Objective (PrDO) of increasing the number of persons in participating countries who have government-recognized proof of unique identity that enables them to access services. This Multiphase Programmatic Approach (MPA), financed by the World Bank, is currently being implemented over phases, with Côte d'Ivoire, Guinea and the ECOWAS Commission being part of Phase 1 approved in 2018, and Phase 2, which covers Benin, Burkina Faso, Niger, and Togo, having been approved in 2020.
2. The programme, which relies on the ECOWAS Protocol of Free Movement of Persons, takes a series of national perspectives allowing countries to join when they are ready, and to join at different implementation levels so far as they subscribe to the same PrDO, take the same basic approach, and adhere to the Principles of Identification for Sustainable Development. The Programme has three main components, structured through country-level operations:
 - a. *Strengthening the legal and institutional framework:* Under this component, the programme will finance the preparation, development, and implementation of the legal and institutional framework necessary to structure robust, interoperable foundational ID (fID) systems across participating countries. Fundamentally, this component will finance the development of laws creating a universal, fID system for all persons in the territory state and being uniquely identified in an unintelligible way (i.e., the Unique Identification Number (UNI) is unique and random).

- b. *Establishing robust and reliable foundational ID systems*: Under this component, the creation of fID systems based on issuing UINs linked to biometric data, collected in accordance with international quality standards, will be developed.
 - c. *Enabling access to services through fIDs*: Under this component, support will be given to linking the above-developed fID systems to public and private service delivery, both nationally and across participating countries.
- 3. The role of the ECOWAS Commission is to ensure Member States' buy-in to the regional mutual recognition of fIDs systems agenda and by extension address issues that may potentially adversely impact on the project.
- 4. The ECOWAS Commission is currently developing a Communications Strategy and a Stakeholders' Assessment, Engagement and Management Strategy for the WURI programme. The recommendations from these two documents will significantly impact the overall communication efforts to ensure the project's visibility.
- 5. Communication will thus be carried out in such a manner as to ensure that project's visibility is created within the Commission (internal communication) and during all regional engagements (external communication). Efforts will be made towards the creation of awareness of the project and its benefits to the region.
- 6. It is against this background that the Commission wishes to recruit the services of an individual consultant to develop a microsite for the WURI programme. This microsite which will be added to the ECOWAS website <https://ecowas.int/> will serve as the tool to share information on the WURI programme.

B. Objective of the Assignment

- 7. The objective of the assignment is to develop a microsite that can serve as: (1) a dedicated platform to provide comprehensive and up-to-date information about the WURI project; (2) a tool to raise awareness about the WURI project; and (3) a comprehensive resource hub for anyone seeking in-depth information about the project, among others.
- 8. Specifically, this involves:
 - a. Design and development of a microsite that will be a sub-page of the ECOWAS website dedicated to the visibility of the impact of the WURI programme;

- b. Creating an information repository (text, images, video, etc.) and processing and publishing information materials on the microsite;
- c. Development of a user manual for the microsite;
- d. Training of responsible officers on how to make optimal use of the microsite.

C. Scope of Work

- 9. This assignment will cover the WURI projects implementing Member States (Benin, Burkina Faso, Côte d'Ivoire, Guinea, Niger, and Togo) and the ECOWAS Commission.
- 10. The Consultant will be required to take into account the outputs of the newly developed Communications Strategy for the WURI programme, the ECOWAS Corporate Design Guidelines as well as WURI design while designing the microsite.

D. Deliverables

- 11. This assignment has the following deliverables:
 - a. A report from user testing with multiple stakeholders;
 - b. A beta microsite designed and developed for the WURI programme and fully integrated into the ECOWAS website;
 - c. A user manual developed to guide responsible officers on the optimal use of the page;
 - d. Training conducted for responsible officers on the optimal use of the page;
 - e. All documents (user manual and/or training manual) are to be submitted in electronic editable format.

E. Supervision Arrangement

- 12. The Consultant will work under the supervision of the Project Coordinator/ECOWAS Director of Free Movement of Persons and Migration, who has oversight over the delivery of this assignment. Extensive liaison will be held with the Project Manager, the Communications Specialist and the Director of Communication of ECOWAS Commission whose role is to ensure compliance with the ECOWAS Corporate Design Guidelines.

F. The Consultancy Duration

13. The consultancy is for a period of forty-five (45) working days from the date of the signing of the contract between the Consultant and the ECOWAS Commission.

G. Payment

14. Payment shall be based on accomplishment of specific assignment as indicated below which must be attached per payment request:
 - a. 20% of the total remuneration to be paid upon validation of the draft design (beta microsite).
 - b. 10% to be paid upon submission of user testing report.
 - c. 40% to be paid upon completion, submission, and approval by the ECOWAS Commission of the microsite.
 - d. 30% to be paid after the training of users and production of training report which shall include the user manual and/or training manual.
15. All payments per a call shall be made paid upon presentation of actual supporting documents to that effect at the end of the specific call.

H. Qualifications and Experience Requirement

16. The Consultant will be required to demonstrate the following competencies:
 - Proficiency in the use of WORDPRESS for the design and development of website;
 - Experience with responsive web design to ensure the microsite works well on various devices and screen sizes;
 - Minimum of five (5) years in the design and development of website including user experience (UX);
 - Knowledge of testing and debugging tools and methodologies to ensure the microsite is free of errors and functions;
 - Evidence of having undertaken similar assignments, with at least three (3) samples of websites/microsites developed;
 - Evidence of two (2) written recommendations for having successfully executed similar assignments will be a plus;
 - Knowledge of ECOWAS and its Member States will be an added advantage.

I. Application and Selection Procedure

17. Interested Consultants who meet the above-listed requirement are invited to address their expression of interest to the **ECOWAS Commission, Directorate of General Administration, Attention: Head of Procurement, Procurement Division, Plot 101,**

Yakubu Gowon Crescent, Asokoro District, Abuja, Nigeria, using the subject line “*Engagement of an Individual Consultant to Develop a Microsite for the West Africa Unique Identification for Regional Integration and Inclusion (WURI) Project*” and to send same to the email addresses: ikkamara@ecowas.int with copy to sbangoura@ecowas.int, procurement@ecowas.int, asiaw-boateng@ecowas.int, sabubakar-bello@ecowas.int and rguira@ecowas.int

18. A Consultant will be selected in accordance with the *Selection of Individual Consultant* set out in the Consultant Guidelines “*Procurement Regulations for IPF Borrowers: Procurement in Investment Project Financing – Goods, Works, Non-Consulting and Consulting Services, July 2016 revised November 2017*”.

Please note that only applications that meet the requirement will be accepted and only those shortlisted will be contacted.