

BDI-EABC Partnership Project

Terms of Reference

SHORT TERM CONSULTANCY- WEBSITE DEVELOPMENT

0 Basic settings

Time frame of the on-site assignment	Any time from now
Location	Inception and presentation meeting in Arusha, home office

1 Project background

The EABC-BDI Partnership Project aims at improving EABC's policy advocacy for a deepened regional economic integration in the framework of the East African Community (EAC). The further progress of the regional integration process within the EAC requires a strong private sector representative. Among East African private sector organisations, EABC enjoys a high reputation among stakeholders. This status led also to awarding EABC an exclusive observer status towards the EAC-Secretariat.

This shall imply that EABC's capacities with regard to policy advocacy shall be further professionalized, specifically by providing BDI's built capabilities in lobbying for private sector agendas both on German and on European level.

The EABC is an important and influential private sector organisation in East Africa. In its secretariat are currently working 10 staff members. EABC's membership comprises both associate and corporate members. Currently EABC membership stands at 175. The active members form the backbone of the organisation. EABC's members elect on its Annual General Meeting the members of the board and the EABC Chairman.

Given the explicit commitment to cater for a better business environment through the application of the EAC policies in all five EAC member countries, EABC's representation involves an equal participation of representatives coming from all EAC countries. The EABC is represented in the EAC member states by its National Focal Points, i.e. private sector institutions that have the mandate and the potential to translate private sector issues and topics to the EAC level on behalf of national private sector institutions (e.g. national industry associations, chambers of commerce, trade associations etc.).

2 EABC in its own publications (quoted from: www.eabc.info)

Who We Are

The East African Business Council (EABC) is the apex body of business associations of the Private Sector and Corporates from the 5 East African Countries. It was established in 1997 to foster the interests of the Private Sector in the integration process of the East African Community. Originally comprising members from Kenya, Tanzania and Uganda, its membership was expanded after 2007 to include private sector from Burundi and Rwanda.

Currently, EABC has 54 Associations and 102 corporate Members. Amongst the associations are all the national Private Sector Apex Bodies; four manufacturers' Associations; 5 Chambers of Commerce, 3 Employer Associations; 2 Women Associations, 2 Bankers Associations and the Confederation of Informal Sector Associations of East Africa. Given that the Secretariat is based in Arusha, EABC's structure includes National Focal Points (NFPs) – who are all currently the national

private sector apex bodies.

EABC's overarching objective is to be an effective change agent for fostering an enabling business environment and to promote private sector's regional and global competitiveness in trade and investment. EABC therefore provides a regional platform through which the business community can present their concerns at the EAC policy level, with the overall aim of creating a more conducive business environment through targeted policy reforms. Additionally, EABC also work towards promoting private sector's regional & global competitiveness in trade and Investment through addressing challenges experienced by Members at organizational and firm level; and through provision of tailored market intelligence.

EABC's key stakeholders are primarily the EAC Secretariat, the Business Community as represented through Members and their affiliates, National Policy Makers, EAC organs and institutions and other key national and regional organizations working towards enhancing private sector participation in the EAC and global integration. EABC has an "Observer Status" at the EAC, which enables us to attend and participate in all relevant EAC activities and deliberations, not only at the Secretariat but also in other organs and institutions.

Our Vision

EABC is the dynamic apex body of the private sector in the East African Community, in fostering sustained economic growth and prosperity in the region.

Our Mission

Our mission is to represent and promote the interests of the EAC business community; provide value added services that create new business opportunities, enhance global competitiveness of EAC businesses, and actively influence government policies to improve the enabling business environment

Our Values

In all its operations, EABC is guided by the following principles, which shape the internal culture:

1. Integrity

We value upright behavior and operate with transparency and lack of ambiguity. Our actions are clear, consistent, honest and truthful.

2. Accountability

We are accountable to our members and stakeholders. We manage our resources responsibly and use them efficiently to provide value for money. We commit to being held responsible for all our actions and track all we do with appropriate documentation.

3. Balanced

We value fair balance and seek to arrive at win-win positions that are fair to all parties involved. We are non-partisan and are not influenced by political or national agendas. Rather, we are guided by our vision of fostering sustained economic growth and prosperity in the region and by our mission to the EAC business community.

4. Innovation

We value the creation of new solutions to existing and new challenges. We are dedicated to creating new policy advocacy approaches and place a premium on designing innovative solutions for the EAC

business community. Innovative solutions are celebrated

3 Rationale and objective of the assignment

One of EABC's key objectives according to its strategic plan 2015-2018 is to enhance EABC's external communication. In order to strengthen our online presence and engage with interested parties online, we have invested in management of a website and participation in Social media.

We are constantly working on improving our online presence and this year we are looking at revamping our website.

The revamping process will entail making functional modifications, incorporating a better content strategy and ensuring that the site is responsive.

In this regard, it is endeavoured through this assignment for the consultant to:

- Benchmark EABC's website with similar organisations in East African and other parts of Africa as well as Europe;
- Develop a website design proposal in inclusively and in cooperation with EABC's basics for a corporate website design;

4 Duties and deliverables

Under the overall guidance of the BDI Project Co-ordinator as well as in direct collaboration with the media and communication officer at EABC secretariat in Arusha and EABC's acting Executive Director, the expert(s) will be responsible for the following activities and outputs:

Deliverables;

- Website development: Develop and implement a plan for the EABC website.
- Ensure that the website covers the following key components:
 - Be visually appealing, polished and professional with clear navigation
 - Advise on content, graphics and use of multimedia
 - The Website has to be Search Engine Optimised
 - Embedded Google Analytics
 - Links to social media, blogs and other relevant links
 - Membership log in
 - Mobile ready version- smart phones and tablets
 - Secure site with an SSL certificate
 - Newsletter subscription form
- Website maintenance: Provide user guidance and training support to EABC's communication division for the web application
- Digital Marketing support: Formulate a structure in which EABC can utilise to promote events and build membership drive through use of newsletter and social media links.
- Provide a 6 month support on guidance and training of EABC Staff on the regular updating and web monitoring to ensure that the website is functioning at an optimal rate.

Duties;

- To familiarize him-/herself with the structure of EABC's website, www.eabc.info;
- To engage in a telephone conversation with the EABC Media Officer in order to plan the outline of the assignment; this outline shall be communicated to the BDI Project Co-ordinator by the consultant;

- To carry out a on-site meeting/workshop in Arusha where core features, required contents, design issues, content management aspects etc. of the future website should be identified, clarified and agreed;
- To develop a proposal how to re-programme/re-structure EABC's website;
- To present the proposal to the EABC in an on-site meeting/workshop in Arusha;
- To re-programme the website accordingly and to put in on-line upon prior consent of EABC's secretariat;
- To summarise the main steps undertaken and, if there are any, recommendations for future website management in the assignment in a short report (to be handed over to the EABC).

5 Expertise required

In order to carry out the assignment effectively and in an efficient manner, an expert with deep experiences in designing and programming electronic communication tools is required. He/she should, moreover, have a sound understanding of Photoshop, Macromedia /Adobe Cold Fusion, HTML, CSS, Wordpress, Illustrator, Dreamweaver, Flash Fireworks (optional) Javascript, jQuery, PHP, Python, SQL or Ruby, and understand HTTP.

Understand how Business Membership Organizations (e.g. chambers of commerce, business associations etc.) operate in developing countries. Moreover, it would be helpful if the expert has an understanding for the current economic, political and socioeconomic circumstances in the EAC region.

Fluency both in spoken and written in English is required.

6 Application

Interested applicants are requested to submit a complete **Technical and Financial Proposal** based on the Terms of Reference outline above, no later than 12:00noon on 4th April 2016 to:
dngure@eabc-online.com

AC, March 21st, 2016