Terms of Reference for the Design and Development of Crowdfunding Platform for the African Centers for Disease Control and Prevention (Africa CDC)

Start Date: 01/06/2021

End Date: 30/08/2021

Context

The Africa Centres for Disease Control and Prevention (Africa CDC) is a specialized technical institution of the African Union established to support public health initiatives of Member States and strengthen the capacity of their public health institutions to detect, prevent, control and respond quickly and effectively to disease threats. Africa CDC supports African Union Member States in providing coordinated and integrated solutions to the inadequacies in their public health infrastructure, human resource capacity, disease surveillance, laboratory diagnostics, and preparedness and response to health emergencies and disasters.

Established in January 2016 by the 26th Ordinary Assembly of Heads of State and Government and officially launched in January 2017, Africa CDC is guided by the principles of leadership, credibility, ownership, delegated authority, timely dissemination of information, and transparency in carrying out its day-to-day activities. The institution serves as a platform for Member States to share and exchange knowledge and lessons from public health interventions.

The Africa CDC is mandated by the Assembly of Heads of State and Government of the African Union to:

- Establish early warning and response surveillance platforms to address all health threats and health emergencies and natural disasters in a timely and effective manner.
- Assist Member States to address gaps in capabilities required for compliance with the International Health Regulations (IHR 2005).
- Support and/or conduct regional- and country-level hazard mapping and risk assessments for Member States.
- Support Member States in health emergency responses, particularly those which have been declared a public health emergency of international concern (PHEIC).

- Support health promotion and disease prevention through health systems strengthening, by addressing infectious and non-communicable diseases, environmental health and NTDs.
- Promote partnership and collaboration among Member States to address emerging and endemic diseases and public health emergencies.
- Harmonize disease control and prevention policies and the surveillance systems in Member States.
- Support Member States in public health capacity-building through medium- and long-term field epidemiological and laboratory training programmes.

Background to the GIZ DataCipation

Ensuring meaningful participation by African citizens in governance spaces as well as encouraging increased use of innovative data, digital and non-digital technologies in addressing governance and development challenges in Africa are critical drivers towards attaining Africa's Agenda 2063. Adopted in 2015 by all African Union member states, the Agenda 2063 is a vision and action plan to reach a prosperous and united Africa.

Across many African countries, citizens from all walks of life - women, youths, people with disabilities, the African Diaspora, private sector, civil society, media, and academia etc. - support policymakers by bringing their needs and ideas as input into the governance and development agenda at all levels. At the same time, digital innovations aimed at supporting continental, regional and national governance and development agendas are becoming increasingly widespread. Government policies that aim to ensure the digital inclusion of citizens and spur digital innovations continue to grow.

Despite this progress, there are still numerous opportunities for broader citizen engagement and digital innovation in governance and development spaces. Continental and regional organisations such as the African Union (AU) and the Regional Economic Communities (RECs) have a huge role to play as connectors of policymakers and citizens, conveners of innovation stakeholders and public sector actors and catalysers for innovative data use and methodologies, new technologies and social innovations on the continent.

The GIZ DataCipation project supports the African Union and its organs to enhance its mandate on citizens engagement. Through a series of interventions and mechanisms, the DataCipation provides advisory and implementation support to the African Union to engage African citizens in the implementation of its mandate. In this context, the project is providing support to the African Centres for Diseases Control and Prevention (AfricaCDC) to explore innovative approaches to inclusion of African citizens in responding to health emergencies.

Objectives of the assignment and expected features

Following consultations with stakeholders as well as pilots carried out during health emergencies (Ebola Outbreak in West Africa and COVID-19 pandemic), the African Centres for Diseases Control and Prevention (Africa CDC) seeks to create a platform to crowd-in micro investments from individual citizens in Africa and the diaspora. These micro investments will fund health emergencies in Africa in line with the mandate of the Africa CDC and with the approval of the African Union.

The firm will be required to create a web platform ensuring the completion of following tasks within the timeline:

1. *Account Management*
    a. Allow users to create account and manage profile.
    b. Users are able to see metrics related to their donations as well as metric related to open campaigns
    c. Users can access results and updates for specific campaigns

2. *Payments and Money Management*
    a. Users are able to make payments through multiple channels acceptable in Africa – Debit/Credit Card, Mobile Money, USSD, Cryptocurrencies etc. Initial coverage of at least 80% of African countries.
    b. Admin is able to make withdrawal to specified remittance account

3. *Admin Dashboard*
    a. Design and manage admin dashboard with metrics including breakdown of funds raised by country/channel/donors
    b. Payment logs by gateway

4. *Rewards*
    a. Design rewards levels including badges to demonstrate commitment
    b. Users are able to share rewards and badges across social profiles.

5. *Communication*
    a. Newsletter Management to contact all users or specific user groups
    b. Automatic emails on reminders/new campaigns/reports etc
    c. Mobile SMS notification

Required tasks

The consulting firm will be responsible for:

- Web development and deployment related to the development of the crowdfunding platform In consultation with the GIZ-DataCipation and Africa CDC teams,
- Design the exact functionalities and layout incorporating a co-designing process (workshop) with a group of stakeholders
- Deployment including the setting up of environment and installation of the software in the agreed web location
- The vendor will provide Configuration Documentation and Installation Guide/Standard Operating Procedures (SOP) which should clearly state how to manage the website, details of the database, payment integration modules, environment and its configuration.

Additionally, the consulting firm will be expected to define in a participatory way the exact content and structure of the platform and subsequently produce the online platform that should :

- Be easily accessible, i.e mobile phone, Web based platform,
- Ensure that it is easily used by people with difficulty accessing strong internet connection, easily accessible to people with disabilities. i.e accessible colours and fonts irrespective of the device, etc
- Ensure that the platform could be further updated by the relevant stakeholders themselves through a content management system
- Secure with high level data encryptions, right policies for data protection at both the African continental and country level
- Multi-lingual: French, English, (and in the future Arabic, Portuguese) as a minimum. There should be provision for adding African languages
- Robust and scalable enough to accommodate/ facilitate high number of users

Delivery

The implementation of the assignment should at least include the following steps:

- Providing technical input into a virtual co-design workshop with users and target groups
- Presentation of Sample Website/Application Design, Wireframe and Software Requirement Specification (SRS) before final programming stage
- Presentation of the alpha version
- Adjustment of the alpha version according to the needs discovered during the testing
- Delivery of the beta version with all its functionalities adapted

The services would be considered to have been delivered when:

- The application source code is transferred to the AfricaCDC team
- The application is installed and all requirements and conditions are met as stated in the TOR and inception report
- The application with all its features listed as per this TOR is up and running and available on an agreed web server
- All user rights are transferred
- Payment accounts are transferred to the AfricaCDC Team
- Submission of required documentation is complete, approved and signed along with the complete Source Code Successful functioning of the application for 90 days (3 months warranty) with no functionality and data issues reported;
- The End User training is complete

Training, Maintenance / Support Period

The firm will provide 3 months warranty and a further 3 months support as per the details below:

- Trouble shooting: In the event that any functionality is not working properly etc.
- Remote support for assistance in changing/editing/modifying modules, webpage via call or emails if required
- Bug fixes for any existing functionality.

It is not expected that operational management will happen during these periods.

Proposed timeline and process

Expected timeline is three months from signing of contract. It is expected that the process should include but not limited to:

1. Planning: This will include a virtual consultative co-designing workshop with the core team as well as with a team of stakeholders to refine and determine:

   a. Goals of the project
   b. Target Audience
   c. Full list of requirements and detailed feature request

2. Design: The design stage will include developing the required design elements, mock-ups etc. based on the outcomes of the workshop

3. Development: The consultant will work on the programming taking note to maintain a clear code structure as well as comprehensive comments.

4. Launch: The alpha product is launched in a pilot with selected user groups. The consultant will support the launch and deployment of the product this launch.

5. Post launch support: The post launch support will involve troubleshooting, tracking and fixing bugs as well providing and revising training material.

Competencies

Proposals will be evaluated on:

1. *Overall Response*
   a. Quality of Proposal
   b. Understanding of, and responsiveness to requirements;
   c. Understanding of scope, objectives and completeness of response;
   d. Overall coherence between requirements and the proposal.
2. *Methodology*
   a. Quality of the proposed approach and methodology;
   b. Quality of proposed implementation plan
   c. Risk assessment - recognition of the risks and methods to prevent and manage risks
3. *General capacities*
   a. The Consultant must demonstrate a track record of successful delivery of relevant web platforms
   b. The Consultant should be skilled in presenting complex technical and other issues to non-technical managers;
   c. The Consultant should be skilled in the use of standard methodologies for developing web applications, and adopt such a methodology for this project;

Requirements/ Qualifications for a team leader and a pool of experts

Team Leader/Project Manager

- A Master's degree or diploma in IT development, project management, business management, product management or similar qualification
- Minimum of 5 years' experience in development of online platforms
- Experience in co-creation methods involving a variety of different stakeholders
- Experience in commercial product design. An understanding of the payment ecosystem in Africa would be an asset;
- Fluent in spoken and written English and/or French. Working level of the other language will be an asset;
- Good communication and facilitation skills;
- Good interpersonal skills

Pool of Experts

The pool of experts should be very knowledgeable on development of online platforms. In addition, the team should include at least the following skills and competencies

Expert 2 – Product Designer

- Bachelor's Degree in product management, business management, marketing or similar qualification
- Minimum of 4 years' experience in IT or product design environments. At least 2 years' experience working on design of web and/or mobile application products
- Good communication skills;

Expert 3 – Software Developer

- Bachelor's Degree or Diploma in Computer Science, IT Development or similar qualification
- Minimum of 5 years' experience in IT or product design environments. At least 3 years' experience in full stack software development
- Good communication skills;