

## Terms of Reference

### Design and maintenance of a digital information portal on natural hazard dedicated to the Caribbean population

**Ready 360°/3 Oceans program:** A new approach to risk preparedness for a greener, more 360° resilient Caribbean

[Guadeloupe]

Planned period of assignment:  
2025.01.06 au 2026.12.31

<b>Purpose of the assignment</b>	Design and maintenance of a digital information portal on natural hazard dedicated to the Caribbean population
<b>Mission location</b>	Guadeloupe or place of residence of the consultant
<b>Responsible for the mission</b>	Marjorie Thimon-Songné Disaster Risk Reduction officer
<b>Preferred start date</b>	2025.01.06
<b>Desired end date</b>	2026.12.31
<b>Length of assignment</b>	2 years

## 1. CONTEXT

### 1.1 The PIRAC

The PIRAC (international delegation of the French Red Cross in the Caribbean) was established in 2005 and has over 15 years' experience in disaster risk management, primarily in the Caribbean island region and the Guyana Plateau (Guyana, Suriname, French Guiana). The region is experiencing an increasing frequency and intensity of natural disasters as a result of climate change.

The PIRAC's objective is to enhance inter-Caribbean collaboration in the context of natural disaster response. This entails the consolidation of material and human resources at the regional level, with a view to facilitating an effective operational emergency response.

### 1.2 The READY 360° programme/3 oceans

The READY 360° programme/3 oceans is designed to enhance global and environmentally sustainable resilience in Caribbean territories by bolstering disaster preparedness and response capabilities at all levels, from individuals and families to organisations and businesses, and extending to the regional level of institutional coordination of risk management.

The programme's institutional partners are the Organisation of Eastern Caribbean States (OECS) and the Caribbean Disaster Emergency Management Agency (CDEMA). The programme is currently being implemented in eight Caribbean territories. The following territories are involved in the programme: Antigua & Barbuda, Dominica, Grenada, Guadeloupe, Martinique, Saint Kitts & Nevis, Saint Lucia and Saint Vincent & the Grenadines.

One of the anticipated outcomes of the project is the enhancement of Caribbean citizens' resilience through the provision of improved information, awareness and preparedness for disasters and crises. To this end, a digital information portal on natural hazards is currently being developed.

## **2. OBJECTIVES OF THE SERVICE**

### **2.1 Relevance of the service**

There is a wealth of data on natural disasters available online, but the majority of it is not tailored to specific regions or contextualised. It can be challenging for Caribbean citizens to locate the necessary information, as the data is often dispersed and incomplete.

In light of the above, the READY 360°/3 Oceans programme aims to establish a regional digital information portal on disaster risk reduction.

The portal will provide a centralised platform for information that is currently scattered across numerous platforms and territories. The objective is to enhance public awareness and comprehension of risk by providing more convenient access to information.

### **2.2 Public targeted by the service**

The portal target's is the Caribbean public, i.e. everybody who lives in the Caribbean and who have at least 16 years old.

### **2.3 Aim of the service**

The overarching objective of the service is to design and maintain a digital information portal on natural hazards. It is essential that the portal is user-friendly, intuitive and accessible to the general public in the Caribbean.

The portal should be structured in a simple, clear and dynamic manner, and should present general information on natural hazards and safety measures. As users navigate the portal, they will be redirected to specific websites that are specialised on this topic.

The service aims to:

- Design an information portal on natural hazards for the Caribbean population in French, English and Spanish, from start to finish (from hosting to domain name and graphic design), taking into account the regulatory accessibility standards in force for a private organisation carrying out a public service mission.
- Maintain this portal until the end of the project, i.e. 31 December 2026.
- In collaboration with the focal point, propose and implement the SEO/SEA strategy (Search Engine Optimization/Advertising) of the portal.
- Introduce the project team to SEO/SEA.
- Ensure knowledge transfer to the team so that the portal can be fed and administered independently.

### 3. TERMS AND CONDITIONS OF THE PORTAL

A diagnosis was conducted during the first semester of 2024 to gain an initial, in-depth understanding of user needs and expectations, as well as the requirements of the project team in terms of portal operation and administration over the long term. This diagnosis also includes the objective of portal design for the PIRAC and its partners, as well as an analysis of the constraints inherent in the operation of PIRAC and/or the project. A summary of the diagnosis will be provided to the consultants, outlining the ideas and needs in question. It is the responsibility of the consultants to integrate the various components of the diagnosis and to propose, or if necessary, counter-proposals.

It is imperative that certain components be taken into account:

- With regard to content management, the project team would benefit from the use of a Content Management System (CMS), whether open source or not. This would provide greater autonomy in the future. However, other proposals may be submitted if justified.
- The portal must be responsive and able to adapt ergonomically to all types of hardware, including computers, mobile phones and tablets.
- As the level and quality of internet networks in the Caribbean vary considerably, web pages must be easy to download and the ergonomics must limit the number of clicks.
- The feasibility of integrating a disaster warning banner based on data from other sites will be considered in the offer.
- It is essential that the portal is accessible to the widest possible audience, including those with disabilities. It is essential that the portal complies with universal design criteria and, at the very least, with international digital accessibility standards (WCAG). An accessibility pad may be integrated, or an alternative technical solution may be employed to enhance the accessibility of the page. It may be advisable to submit the portal for an RGAA (Référentiel Général de l'Amélioration de l'Accessibilité) audit (a French tool for auditing websites) prior to its launch. Should this option be selected, it should be included in the technical and budgetary proposal. It should be noted that a PIRAC awareness-raising session for the team of service providers on the challenges of universal design and digital accessibility is an option.
- In regard to the maintenance and security of the portal, it is essential to present a number of SLA (Service Level Agreement) proposals in a clear and transparent manner. This will ensure that the scope of the service, the guaranteed range of service, and the guaranteed intervention and recovery times are clearly defined and easily understandable.

- Any potential risks associated with the server must be identified and a contingency plan developed. This should include consideration of backup, multi-region redundancy, or other appropriate solutions tailored to the identified risks and requirements.
- The tree structure proposed by PIRAC, which is available in the appendix, must be adapted according to availability, the functionalities to be developed by the service provider and the SEO strategy.
- The design of the portal should be flexible enough to accommodate future developments, including new content, integrated pages, and potentially new sections and functions, as the project progresses over the coming months and years.

#### **4. TERMS AND CONDITIONS OF WORK**

PIRAC will provide support to the selected provider in relation to the content of the portal, including editorial content, links to external websites, videos and other materials, with the exception of illustrations and cartography.

A minimum of two exchanges between the selected providers and the project team will be held every two weeks to validate the general development of the service. However, certain aspects of the service will require approval from the steering committee. The steering committee is comprised of the PIRAC and its regional key partners. The OECS and CDEMA. His role is to validate certain strategic decisions, including the name of the portal and the graphic charter. These aspects will be discussed in more detail with the provider once the various stages of the timetable have been defined.

Revisions may be requested from the providers and must be incorporated into the methodology, timetable and initial budget.

Prior to the official launch of the portal, a test will be scheduled in collaboration with PIRAC and with the involvement of the partners. This will ensure that the portal is fully operational and functioning correctly. The test sample and tools will be developed in collaboration with all relevant parties. Following the test phase, the service provider team will be required to incorporate the advice and recommendations received in order to improve the portal.

#### **5. DELIVERABLES**

The following deliverables are anticipated:

**At the commencement of the service, the following items are to be provided:**

1. A proposed method and detailed work schedule for the development of the portal, and the general organisation of the service (tools, team, possible expectations, etc.).
2. A document setting out the portal maintenance strategy (SLA) until the end of the project, scheduled for 31 December 2026.

**During the development phase:**

3. A graphic charter should be created which includes the creation of a logo, fonts, colour code, etc.
4. The portal hosting certificate (minimum two years)
5. The portal's domain name (minimum two years)
6. A prototype of the portal (equivalent to version one) for user testing purposes
7. A test phase of the portal, with contributions from PIRAC and partners
8. The final version of the portal incorporating the changes made during testing

**In regard to the SEO/SEA strategy:**

9. A document outlining the SEO implementation strategy for the portal, including a three-month period following the official launch.
10. The aforementioned SEO strategy will be implemented for a period of three months following the official launch of the portal.
11. The project team will also receive an introduction to SEO/SEA.

**For maintenance and administration, the following items are to be provided:**

12. A document setting out the portal maintenance strategy (SLA) until the end of the project, scheduled for 31 December 2026.
13. Maintenance of the portal until 31 December 2026.
14. Remote training (if outside Guadeloupe) or face-to-face training for the project team on feeding and administering the portal to ensure the team is fully autonomous.
15. The creation of an action plan for the delivery of sessions on the subject of SEO/SEA initiation and the training entitled 'Portal Powering and Administration', which is dedicated to the project team (9 people).

**6. CONFIDENTIALITY**

The tools, guides, visual creations and any other element produced during this service will be the property of the French Red Cross and may not be distributed by the service provider without the prior agreement of the French Red Cross.

**7. BUDGET**

The total estimated amount is proposed by the service provider. It must include all costs relating to the project, including any costs arising from modifications made between the prototype and the final version of the portal.

The total cost of the service may not exceed €45,000. The financial proposal must be detailed, in order for the selection committee to have a clear view of the breakdown of the overall budget. A payment schedule must be proposed.

## 8. TIMETABLE OF THE SERVICE

Providers must propose a timetable of the service taking account of following key-steps:

<b>Beginning of the service</b>	January 2025
<b>Test of the portal</b>	April 2025
<b>Official launch of the portal</b>	June 2025
<b>End of the maintenance</b>	31 december 2026

## 9. PROCESSING OF TENDERS

All offers will be evaluated according to the following criteria:

- Understanding of the issues involved and interpretation of the terms of reference
- Coherence, detail and relevance of the financial offer
- Certified experience in creating websites, portals or applications
- Experience in designing SEO strategies
- Ability to translate operational requirements into technical terms
- Ability to explain the technical aspects of the work in layman's terms, with a flair for pedagogy
- Knowledge and understanding of the Caribbean
- Previous experience in disaster risk reduction and climate change would be an advantage
- Experience of working with international NGOs would be an advantage

## 10. EXPRESSION OF INTEREST

The provider is requested to submit the following information in electronic format by 8 December 2024:

- An explanatory note outlining their understanding of the challenges of the service and their interpretation of our needs (maximum 3 pages).
- Please provide the curriculum vitae of the individual(s) responsible for managing the project.
- Please provide a comprehensive technical proposal that includes the work methodology, the human and material resources allocated, the software utilized if applicable, and a projected timeline for the service.
- Please provide examples of previous work carried out in connection with the service requested, detailing the activities carried out.
- Please provide a financial offer that includes the costs of implementation and clearly specifies the various financial headings according to the deliverables expected and the payment schedule.

A response will be sent to applicants during the week of 16 December 2024.

Tender to be sent before 8 December 2024 with reference PF272\_0166 in the subject line to:

[marjorie.thimonsongne@croix-rouge.fr](mailto:marjorie.thimonsongne@croix-rouge.fr) (focal point of the activity)

cc : [stephanie.rene@croix-rouge.fr](mailto:stephanie.rene@croix-rouge.fr) ( Procurement Logistics officer ); [clement.locquet@croix-rouge.fr](mailto:clement.locquet@croix-rouge.fr) ( deputy manager)

**11. ANNEXE:**

**Annexe 1:** tree structure of the portal