# Serbia Competitive Agriculture Project (SCAP) Terms of Reference and Scope of Services

**E-Commerce Support Services for Agricultural Enterprises:
Design, Development and Direct Sales**

# Background

The Serbia Competitive Agriculture Project (SCAP), a US$50 million investment, was approved by the World Bank in December 2019 and ratified by the National Assembly of the Republic of Serbia in February 2020. The objective of the Project is to improve access to markets and information systems for agricultural producers in Serbia. This will be achieved through a) improving productivity of small and medium scale farmers by strengthening advisory and technical support; b) supporting market access of small and medium scale farmers (including finance and business planning capacity); c) improving government systems to strengthen the enabling environment for all agricultural producers (including capacity building for the Ministry, information systems, and data platform).

The Project will provide financial and technical support to all productive investments in agriculture in Serbia through the national rural development program1and will not finance direct payments (subsidies). This delimits the scope of Project interventions outside of all IPARD measures that the country has been accredited for or plans to be accredited for and puts it in the center of national rural development program.

Beneficiaries: Small and medium scale agricultural production units (including producers, producer groups, agribusinesses/agro-processors that can provide direct link to smallholder farmers) that has or can have commercial focus and are not covered by accredited IPARD measures. Although large producers will not be directly targeted, the project will also benefit them with the enabling environment it will create through the improvements in information systems and the financial services provided. Small and medium size producers are defined by the economic size of holding expressed in euros of standard output. For the purposes of this project and the context of Serbia, small producers are those with an economic size of up to EUR 8,000; medium producers are those with an economic size between EUR 8,000 and 25,000.

Project Description: The Project activities are structured into three Components. Component 1) will focus on improving the productive and entrepreneurial capacity of small and medium farmers by supporting business and financial planning for productive investments, as well as supporting market access and strengthening sector competitiveness. Component 2) will focus on improving the capacity of the Ministry of Agriculture, Forestry and Water Management (MAFWM) to provide core public goods for improving sector performance. This includes establishing and information system aligned with EU CAP requirements to enable evidence- based policy making and monitoring of results, enhance market information for stakeholders and build capacity for regulatory roles aligned with EU CAP. Component 3) will focus on project management.

1In 2018, the program received 8,000 applications from small and medium scale producers. addressing sector needs at the level of producers (Component 1) and the MAFWM (Component 2), the Project will support a broader policy reform process in the agriculture sector through: i) improved targeting of policy instruments to different typologies of producers, ii) strengthened enabling environment for investment for small and medium agricultural producers, by improving the delivery of services to these productive segments (advisory, financial, information, etc.), iii) improving the monitoring of public resources and their utilization, as well as sector performance. It is expected that this will bring about a significant shift in the utilization of public resources in agriculture from subsidies (direct payments) to rural development investments.

The Project will be implemented over a period of 5 years starting in December 2019. The Project has been prepared under the World Bank’s new Environment and Social Framework (ESF).

More information on the project can be found at: [https://projects.worldbank.org/en/projects- operations/document-detail/P167634](https://projects.worldbank.org/en/projects-%20operations/document-detail/P167634)

# Objective of the assignment

# The primary objective of this assignment is to procure a qualified Consultant (firm) with specialized expertise in digital design, web development, and project management. In collaboration with the World Bank, the Ministry of Agriculture, Forestry and Water Management aims to bolster the competitiveness of small and medium agricultural enterprises in the Republic of Serbia. Specifically, the Consultant will design and develop e-commerce-enabled websites, facilitate the presentation and promotion of agricultural offerings, provide monthly technical support and website hosting, and offer initial website administration training to the awarded agricultural enterprises.

# Specific objective

The goal is to engage a qualified Consultant for the comprehensive design, development, and support of 30 e-commerce websites. The Consultant will be responsible for:

* Design and production of a special landing page,
* Design of 30 websites based on a chosen template, inclusive of the production of all required visual materials,
* Organization of both onsite and offsite production alongside effective project management,
* Integration of each website with essential plug-ins and web services for e-commerce and fulfillment, such as courier delivery apps, payment gateway apps, and emailing apps,
* Provision of monthly technical support and website hosting,
* Onboarding and initial website administration training for the awarded agricultural enterprises.

The development and design should adhere to the highest standards of functionality, user experience, and aesthetics. All tasks must be completed within the stipulated budget and timeframe.

# Scope of Services

In alignment with the Ministry of Agriculture, Forestry and Water Management and in cooperation with the World Bank, the selected Consultant is expected to provide a comprehensive array of services aimed at bolstering the digital capabilities of small and medium agricultural enterprises in the Republic of Serbia. These services encompass the following key areas (A,B,C,D and E):

**A. Design and Development of Special Landing Page:**

The selected Consultant will be responsible for the design and development of a specialized landing page/s that serves multiple functions:

* Template Selection: The landing page should offer 4-5 types of website templates for selection, detailed as follows:
	+ At least two templates should be designed for presentation websites
	+ At least one template should be for info-commerce
	+ At least one template should be for e-commerce
* Registration Function: This landing page will also act as the registration portal for interested agricultural enterprises.
* Template Customization: Registered agricultural enterprises must be able to select a template that best fits the needs of their agribusiness from the options provided.
* Database Accessibility: A database containing the details of all registered participants should be available to the bidding authority for review and selection.

**Awarding and Eligibility:**

* Post-Registration Selection: After the deadline for registration has expired, 30 agricultural enterprises will be selected to receive digital support. Of these, 50% (or 15 enterprises) will be chosen for presentation websites, and the remaining 50% (or 15 enterprises) will be chosen for the development of either info-commerce or e-commerce websites.
* Eligibility Criteria: To be considered eligible, an agricultural enterprise must:
	+ Complete the registration with all the required data on the special landing page.
	+ Be a registered agricultural enterprise in the database of the Ministry of Agriculture, Forestry, and Water Management.

**B. Design, Production, and Management of 30 Websites:**

The selected Consultant will be entrusted with the design and development of 30 websites based on templates chosen by agricultural enterprises. This will include the production of visual materials and comprehensive project management:

* Artistic Leadership: Consultant must employ at least three full-time Art Directors specialized in web design. Each Art Director is required to present at least three URLs of sites they've designed for the Consultant or its clients.
* Project Management: At least two digital project managers should be on the Consultant's team to oversee the project's progress and coordinate tasks.
* Content Production Team: The team should include at least one Project Manager and one Assistant Project Manager who specialize in content production and its subsequent processing for web application.
* Technical Expertise: The Consultant must have at least eight full-time web designers, skilled in the technical requirements specified under Section C.
* Fieldwork Proficiency: The Consultant should have proven experience in fieldwork, specifically in organizing production, and in video and photo production including post production.
* Visual Treatment: Resources, including a DTP (Desktop Publishing) operator, must be available to optimize the quality of produced photographic materials as per the given technical specifications.
* Video Editing: An in-house video editor is required for the treatment of video materials.

 **Additional Considerations:**

* Content Provision: These requirements are aimed at ensuring the competitiveness of the websites produced. Should an agricultural enterprise lack its own content, the team managing design and content production will offer support by visiting the enterprise, producing necessary content, and preparing it for web upload.

**C. Production and Integration of 30 Websites:**

The selected Consultant will be responsible for the development, programming, and integration of 30 websites, complete with essential plugins and web services for e-commerce and fulfillment.

**Technical Requirements:**

* Website Design and Functionality: Sites must adhere to standard design and functional benchmarks. The website should feature the following pages: Front page, About Us, Our Products, Specific Product, Basket, Checkout, Thank You, Contact, and a Blog section.
* Accessibility: Websites must be accessible to individuals with disabilities, providing them with access to information comparable to that available to others.
* Ease of Use and Platform Preference: Websites should be easy for trained personnel to use. While WordPress/WooCommerce is the preferred platform, alternatives can be proposed if they are considered more suitable.
* Custom Design: Ready-made themes are not allowed. Each website must have a customized design theme, with five design themes as explained in section A.
* Domain and Hosting: Domain registration and hosting will be chosen in consultation with the project owner and require final approval.
* Back-End Infrastructure: The website should have dynamic infrastructure and databases constructed in line with security and technical requirements outlined in UI design guidelines.
* Beta Testing: Websites must undergo beta testing and tweaks to maximize usability.
* SEO and Search Engine Registration: Websites should be prepared for search engine optimization (SEO) and registered with major search engines.

**Security Requirements:**

* Modern Security Standards: Websites should be built to the highest industry standard of modern security.
* Encryption for Secure Areas: All logins to secure areas must be encrypted.
* Data Protection and Privacy: The Consultant must adhere to international and Serbian data protection laws and regulations. Adequate training will be provided by the project holder, and a Data Protection and Privacy Non-Disclosure Agreement must be signed.

**Website** **Go-Live Phase Requirements:**

* Final Website Version: Create the definitive version of the website.
* Website Establishment: Setting up the website.
* Website Activation: Initiating the live website.
* Staff Training: Create a brief user manual and provide training for staff on how to update the website.
* Maintenance: Offer website maintenance for one year.
* Hosting: Provide site and domain hosting for one year, with an extension option for four additional years.
* Final Reporting: Submit a final report, user manual, and all data and program files.

**D. Monthly Technical Support and Website Hosting:**

The selected Consultant is expected to provide comprehensive monthly technical support and website hosting services for a duration of one year (with an extension option for four additional years).

**Monthly Support Services:**

* Weekday Technical Support: Offer technical support from 08:00 to 17:00 on all questions related to website operation during 5 working days a week.
* Round-the-Clock Support for Outages: Provide technical support 24/7 in case of a complete website blackout.
* Error Resolution: Eliminate all functional errors on the websites.
* Performance Optimization: Optimize the website's operation in scenarios of slow page loading or failure to load specific parts of the website.
* Performance Analysis: Conduct an analysis of website performance whenever errors are reported, to diagnose and resolve issues.
* Additional Technical Tests: Offer extra technical support by way of additional system operation tests, beyond the regular checks.
* System Hosting and SSL: Take responsibility for system hosting and the lease and maintenance of SSL certificates to ensure secure connections.
* Hosting Environment Maintenance: Maintain the hosting environment to ensure it remains conducive for optimal website performance.

**E. Onboarding and Initial Website Administration Training for Awarded Agricultural Enterprises:**

The winning Consultant is required to provide a comprehensive onboarding and initial website administration training specifically designed for the awarded agricultural enterprises.

**Onboarding Video Tutorial:**

* Online Tutorial: Create an online video tutorial that will be easily accessible on-demand for the awarded agricultural enterprises. The tutorial should cover the following topics:
	+ Content Uploading: Instruct enterprises on how to upload content to their websites.
	+ Administrative Permissions: Explain the administrative permissions and how to manage them effectively.
	+ Google Analytics Basics: Provide a basic overview of Google Analytics, teaching enterprises how to monitor their website's performance and understand visitor behaviors.
1. **Deliverables**

The Consultant shall prepare and deliver the following in the corresponding stages of the assignment.

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| --- | --- |
| **Deliverables** | **Due dates** |
| Deliverable 1: First Progress Report: Design and Development of Special Landing Page as defined under Section A | Up to 1 month after signing the contract |
| Deliverable 2: Second Progress Report: Design of 30 Websites and Production of Visual Materials as defined under Section B | Up to 2 months after signing the contract |
| Deliverable 3: Third Progress Report: Production of 30 Websites and Integration with Necessary Plug-ins and Services as defined under Section C | Up to 3 months after signing the contract |
| Deliverable 4: Fourth Progress Report: Monthly Technical Support and Website Hosting as outlined in Section D | Ongoing, starting 1 month after the go-live phase up to 6 months |
| Deliverable 5: Fifth Progress Report: Onboarding and Initial Web Site Administration Training for Awarded Agricultural Enterprises as defined under Section E | Up to 1 month after the go-live phase of the websites |
| Final Report: Final Deliverable: Compilation of all reports, user manuals, and other pertinent documents, including lessons learned and final assessments | Up to 7 months after signing the contract |

The selected Consultant shall be paid the lump sum contract amount linked to the deliverables.

1. **Reporting and payment terms**

The Consultant will work under the authority of the MAFWM/Directorate for Agrarian Payments and will report to the Project Coordinator on a regular basis regarding the pace of the Project implementation. Report and deliverables will be submitted: Reports in both Serbian and English be sent via email as well as two (2) hard copies for approval to the MAFWM. All reports shall be approved by the MAFWM (Project management Team – Project Coordinator).

1. **Qualification requirements**

The Consultant is to meet the following criteria:

* At least 15 years of experience in communications and programming in work with domestic and international clients;
* At least 15 employed communication and creative experts;
* At least 5 (five) years of experience in planning, creating and implementing campaigns of public importance (Public awareness campaign);
* At least five (5) years of experience developing WordPress websites;
* At least five (5) years of experience in WooCommerce web store development;
* At least five (5) years of experience in web site design;
* Knowledge of industry standard design tools such as Adobe Photoshop, Illustrator
* Expert knowledge of HTML 5, CSS and JavaScript;
* Knowledge of Bootstrap, JQuery library and Ajax technology;
* The Consultant must submit evidence of at least 5 (five) reference projects of public importance;
* The Consultant must submit proof of at least 1 (one) reference project financed by the World Bank;
* The Consultant must provide proof that he has developed a minimum of 20 Wordpress/WooCommerce websites;

The Consultant should propose minimum key staff:

KEY EXPERT 1 - Team Leader:

* Graduate degree in social sciences or related.
* Over 10 years in the marketing and advertising field, with expertise in crafting, designing, and executing public awareness and marketing initiatives. Regional experience is a plus.
* Led at least three significant national public awareness campaigns, with regional projects seen as a bonus.
* Skilled in creating and implementing campaign strategies, particularly for governmental or ministerial projects. Regional strategy experience is preferred.
* Serbian language proficiency (written and spoken) required.
* Proficient in English.
* Outstanding in leadership, management, and communication abilities.

KEY EXPERT 2 – Creative Director:

* Graduate degree in social sciences or related.
* 15+ years in marketing and advertising, focusing on conceptualizing, designing, and rolling out public awareness campaigns. Regional expertise beneficial.
* Experienced at least three major national public awareness campaigns.
* Extensive experience (15+ years) in leading creative teams and overseeing the creative process, ensuring integration of all creative efforts. Regional experience advantageous.
* Adept in developing creative branding, art direction, and content across various mediums for governmental entities. Experience in the region is valued.
* Essential fluency in Serbian (written and spoken).
* Fluent in English.
* Exceptional organizational, management, and communication skills.

KEY EXPERT 3 - Full Stack Developer:

* Graduate degree in social sciences or related.
* 10+ years in web design and development, including participation in significant national campaigns.
* Mastery of HTML 5, CSS, JavaScript, Bootstrap, JQuery, Ajax, WordPress, and WooCommerce.
* Familiar with design tools like Adobe Photoshop, Illustrator, XD, Figma, and SEO tools such as SEMrush and SEO Surfer.
* Serbian fluency required (both written and spoken).
* Excellent English language skills.

Consultant shall submit CVs of all key staff in its Expression of Interest.

1. **Start date & period of implementation of tasks**

The intended start date is June 2024 and the period of contract implementation will initially be 7 months.

**9. Logistic and timing**

* + **Location**

The Republic of Serbia

**10. Selection**

The Consultant will be selected in accordance with CQS method set out in the World Bank’s Procurement Regulations for IPF Borrowers (July 2016, revised November 2017 and August 2018).

**Expressions of interest will be evaluated based on the following criteria:**

|  |  |
| --- | --- |
| General experience in the field of assignment  | 10 points |
| Consultant’s specific experience related to the assignment  | 40 points |
| Knowledge of the relevant Serbian framework, profession and professional environment  | 20 points |
| Experts’ qualifications and competence for the assignment  | 30 points |
| **TOTAL:** | **100 POINTS** |