TERMS OF REFERENCE

Website Developer for the project 'Sustainable municipal waste management services' in North Macedonia

PART 1: TOR & DESCRIPTION OF REQUIREMENTS

1. Background & Rationale

The momentum in the North Macedonia's EU accession process, the country's decentralization process and Sweden's results strategy for Western Balkans 2021-2027 underpin the relevance of an intervention that aim to strengthen the capacity of the local sector to align with EU standards on public administration, service delivery and gender equality as well as in the fields of environment. The new legislation and national strategy for waste management involves construction of modern waste treatment infrastructure at regional level and specifically municipalities will continue to play a vital role in waste management and governing of the regional system.

In line with the Swedish Result Strategy for reform cooperation, the action 'Sustainable municipal waste management services' (hereafter the project) will foster more sustainable public services, improved compliance with EU legislation and enhanced environmental responsibility among inhabitants. It will also help to strengthen local democracy by improving administrative capacity and public participation and by addressing gender and human rights aspects of waste management.

The project supports selected municipalities in the South-West and Pelagonija regions on the waste management planning process as well as implementation of plans. The project works with municipal administrations, local public utility companies and inhabitants in selected municipalities to improve waste management planning practices and strengthen the ability to deliver inclusive and sustainable waste management services. Secondly, working with the local government association, ZELS, it helps a wider group of municipalities to improve waste planning and performance and to apply gender mainstreaming practices in local service delivery. Thirdly, working with the Ministry of Environment and Physical Planning, the Ministry of Local Self-Government and other national and regional actors, it seeks to improve multi-level coordination and promote inter-municipal cooperation, thus improving the government's capacity to support local authorities in implementing EU waste standards.

2. Two phases of project implementation

The project started with an inception phase, February 2022 to January 2023, and laid out a foundation for the upcoming work. In short, this phase served to establish the project team, bring together cooperation partners and key stakeholders, to refine planned activities and

expected results, and to introduce and integrate the project's guiding principles (human-rights based approach, gender equality, anti-corruption, ownership and sustainability) in the communication and interaction with stakeholders.

The implementation phase, which started in March 2023, is working firstly with support to selected municipalities on the waste management planning process as well as implementation of the Operational Regional Waste Management Plan (ORWMP). Secondly, the project carries out capacity development and knowledge sharing activities through the Association of units of local self-governments (ZELS). Thirdly, provides support to national authorities where the focus will be on key analytical work and additional support to localisation of the regional waste management plans, improving cooperation between different levels of government and other capacity development activities.

3. SALAR's & SALAR International's previous experiences

SALAR and SALAR International have significant experiences of supporting decentralisation reforms, local good governance and sustainable service delivery in reform countries in the Western Balkans, Eastern Europe and other countries. The scope of the international projects range from interventions at the system level, i.e. support to decentralisation processes, municipal legislation and intergovernmental financing to activities at the local level, i.e. sustainable urban development in pilot municipalities, as well as development of more effective & equitable service delivery in areas such as waste and water management and increased dialogue with citizens. The project will draw on former and on-going experiences in strengthening the local governance sector in the Western Balkans, including countries such as Serbia, Bosnia and Herzegovina, and Albania.

SALAR International has extensive experience with project-specific communication in the form of websites and online material.

4. The need for a website

Identification and dissemination of good waste management practices is at the core of the project. While the project is currently working in the two pilot regions promoting the establishment of a functional system for regional Waste Management, *inter alia*, regional and local planning, collection, transport, sorting and recycling of waste, dissemination and sharing of good practices with the other municipalities and regions to do the same is crucial for the success of this momentum. The website will be used as a platform and a knowledge base to document information and data generated as part of the processes supported by the project. It will also create the opportunity for other actors in the waste management field to document and share their best cases through this platform.

ZELS, as the association of North Macedonian municipalities, will actively promote sustainable and inclusive practices developed in the framework of the project and will strengthen the capacity of its member municipalities by sharing best cases and lessons learned. They have similar experiences with other projects, including gender-based budgeting. To support long-term and independent institutional knowledge of the association, the website will be gradually handed over to ZELS or another relevant waste management institution during the project lifetime.

5. The role of Website Developer

The Website Developer is expected to provide high level technical expertise in designing and creating a website based on the requirements of the project. The website should promote good waste management practices and raise environmental awareness through showcasing project results and overall objectives. The website is meant to be the go-to choice for anyone looking for information on waste management in the country, focusing on Pelagonija & South-west Regions.

The Website Developer will lead the creation of an informative and user-friendly platform for Waste Management, administered by the project. Responsibilities include designing a high-quality website for the platform, ensuring seamless user experience, optimized for accessibility, and incorporating outreach functionalities for wider community engagement. The role demands a skilled developer, preferably with experience in connection to waste management, familiarity with content management systems, and skilled in communicating complex aspects of multifaceted disciplines in a visually compelling way. The successful candidate should also anticipate future developments, ensuring the website's adaptability to user feedback, developments in the waste management area in the country and project growth.

More specifically, the Website Developer is expected to:

- Design the overall layout of the website, including (but not limited to) the following:
    - **Home Page**: Welcome message, introduction to the platform, overview of the WM efforts in the country, including summary of the project and the waste management region. Latest news and updates.
    - **About the platform**: Detailed information about the platform, its purpose and objectives, as well as brief about the project that supports the platform – including information about the team, project partners, mission, and vision (preferably in a sub-page). Recruitment opportunities.
    - **Municipal Waste Data**: Interactive data visualization tools to present municipal waste management statistics and progress in implementing the waste management local action plans (LAPs). Separate sections for pilots (6 municipalities) and non-pilots (9 municipalities). Monitor the progress of the LAPs. Downloadable reports for in-depth analysis.
    - **Get Involved**: Information on community engagement programs and events. Potential volunteer opportunities and how the public can contribute. Information about the public education/awareness programmes (project + municipalities, mostly from the LAPs), campaigns and events.
    - **Partner Portal**: Secure login for project partners. Collaboration tools, resource sharing, and private forums. Online forms for reporting on the implementation of the LAPs.
    - **Blog/News Section**: Regularly updated articles on waste management best practices, success stories, and project milestones. Publish project quartal bulletins. Publish municipal WM activities (calls for collection of bulky/construction waste, cleaning of dumpsites…)
    - **Resources**: Publish RWMP, LAPs, educational materials, booklets, guides, and resources for waste management. Links to relevant external resources and partners' websites (MLS, MOEP…etc.).

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- **Contact Us**: Contact form for inquiries. Social media links for easy interaction. Email address and telephone number.
- **Header and footer: T**he header layout should be in compliant with the general layout of website, where the footer will include logos of SALAR international and Sweden . A disclaimer highlighting technical assistance by SALAR international with funding from Sweden should be made available.
- **Languages:** The website will need to be featured in 3 languages, i.e., English, Macedonian and Albanian.
- **Hosting:** The Website Developer is responsible for hosting the website for 3 years, after which ownership will be transferred to SALAR International or a partner organisation of SALAR International.

o Design the website to appeal to the broader public as well as being a functional and useful resource for partners.
o Design the website to be intuitive in terms of navigation and to be easily accessible for all users.
o Ensure smooth functionality of the website and clear out potential errors.
o Provide the project team with assistance in updating data and content of the interactive data visualisation tools.
o Integrate the materials of the webpage with social media through easy-to-use sharing tools.
o Allow for potential expansion of features based on user feedback, relevant developments and project growth.
o Create a secure login feature for partners.
o Ensure solid data protection measures for any and all personal information collected from visitors and partners.
o Provide application support and system checkups for a period of three years.
o Develop a manual and provide training for the project staff responsible for updating the content of the website.

The Website Developer is expected to maintain close communication with the Project Manager in Stockholm and the Team Leader in Skopje during the assignment and continuously report as agreed. Specific deliverables will be agreed. The Website Developer is expected to follow SALAR International's Code of Conduct (CoC).

The website and all materials created by the Website Developer in connection to the project will be proprietary material owned by the partners with technical support from SALAR International with financial assistance of Sweden.

5.1. Planning & Time Frames

The assignment will be implemented during **March 2024 – May 2024**. The web developer is expected to assemble a team to deliver the website on time and be available for consultations on a short notice.

6. Scope and Location

The Website Developer is a consultant that will work on a per day fee rate, either as self-employed contractor or a team from a company/organization that will provide it.

The Website Developer will invoice SALAR International as per the organization's invoicing policy. A full working day is considered 8 hours of work.

PART 2: REQUEST FOR PROPOSAL

1. Essential information

If you are interested in the role as Website Developer, you should follow the information below.

a. How to submit a Proposal

Proposals, named *RfP - Website Developer North Macedonia* - should be submitted electronically, via email to the following email address:

yama.omari@skr.se and a copy to emil.angelov@salarinternational.se

b. Closing time

Proposals must be received at this email address no later than **March 12, 2024.** It is the Applicants' responsibility to ensure that documentation is prepared and sent within the timeframe. An automatic response will be generated from the email address, which is valid as proof of submission.

c. Clarification and questions

Any questions for clarification or additional information can also be sent to the above email, no later than **March 7, 2024.**

1. Information to be provided by Applicants

Proposals shall comprise the following information:

a) An **email and/or a reference letter** that includes the following information:
   a. a brief description of the Applicant's suitability for the role and relevance to the Selection Criteria listed below
   b. the Applicant's readiness and possible start date (the SRA is expected to start to work as soon as possible)
   c. Other assignments/employments that may affect the availability and flexibility of the Applicant
   d. Contact details: Full name, current job title, telephone number and email address
   e. Full list of people involved in the delivery of the website, role in the assignment and their qualifications
   f. The total daily fee requested by the Applicant in Euro (EUR)/Swedish Kronor (SEK). For more information, see "Price" section below.
b) An up-to-date **curriculum vitae** (CV) of not more than four (4) A4 pages length,

showing relevant qualifications, experience and expertise of all the people proposed for the assignment

2. Selection Criteria & Assessment

Proposals will be evaluated against the Selection Criteria described below. The availability and readiness to start the assignment as soon as possible will also be taken into consideration. An interview will also be conducted with short-listed candidates and references may be taken. At the end of the selection process, the preferred Applicants will be assessed in terms of their proposed price relative to other Applicants. Based on this process, SALAR International will make an overall and balanced assessment that will result in a final and formal decision on appointment.

Selection Criteria

- A reputable company, or individuals, with at least 5 years of prior experience designing visually appealing and navigation friendly web sites;
- Familiarity and relevant experience in using different Content Management Systems and in-house knowledge of current web development technologies and design tools in the field, and new software and other web programming languages and programs including use of HTML, XHTML, CSS, XML, XSLT, Macromedia Flash, Java;
- Demonstrate the ability to create innovative and visually appealing design;

All team members should have:

- A graduate degree in web development, information systems, electrical engineering or related field
- At least 10 years of professional experience
- At least 5 years of proven experience in designing and developing complex websites
- Proficiency and experience in programming applications – JavaScript, HTML, CSS, etc.
- Experience in working with international project teams, demonstrating flexibility in responding to developments and different needs as they arise.
- Working proficiency in English. Macedonian and Albanian would be an asset.

Price

The SRA will be paid a daily fee (8 working hours per day).

Applicants shall state the number of days for each aspect of website development or per type of specialisation required and list the price in the Proposal as a proposed daily fee in EUR/SEK. This shall be an all-inclusive fee that includes all relevant taxes (except VAT), social costs, insurances and any other overheads. Costs for travel, accommodation etc. will be reimbursed separately, on cost basis.

SALAR International reserves the right to negotiate the actual daily fee with the preferred Applicant on the basis of his or her seniority, experience and competitiveness for the position. Further, SALAR International may need to negotiate the daily fee rate based on the maximum rate available for this position as defined in the overall project budget.

3. Contracting arrangements

The Successful Applicant will be contracted by SALAR International and can be based in North

Macedonia, Europe or its near abroad. The contract is expected to be signed in March 2024 and last throughout March until end of May 2024, unless otherwise modified due to any changes in the project contract.