

Terms of Reference
ASEAN SOCIAL ENTERPRISE DEVELOPMENT PROGRAMME (SEDP)
Consultant for ASEAN SEDP Platform Development

Background

The ASEAN Social Enterprises Development Programme (SEDP) aims to help the ASEAN youth in the region to drive positive changes within the community, the ASEAN Foundation is implementing the programme with the support from GIZ on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and SAP.

ASEAN SEDP this year is implemented under the theme of “Social Innovations for the Sustainable ASEAN Community.” ASEAN SEDP will provide 20 selected social enterprises from 10 ASEAN Member States with access to more significant opportunities to improve their ventures through capacity building, mentorship, financing and access to marketplaces. The objectives of the ASEAN SEDP are as follows: (1) to sustain youth entrepreneurship through structured capacity building and mentoring programmes, (2) To empower youth-led social enterprises across the ASEAN region through (a). Promoting productivity, technology and Innovation; (b). Increasing access to finance; (c). Enhancing market access and internationalisation, and (d). Promoting entrepreneurship and human capital development; (3) To achieve SDG 1 – No Poverty, SDG 3 – Good Health and Well-Being, SDG 4 – Quality Education, SDG 5 – Gender Equality, SDG 12 – Responsible Consumption and Production, and SDG 13 – Climate Action through social enterprises empowerment.

Along with creating a culture of social entrepreneurship, this initiative will become a model of meaningful partnership among the different stakeholders at the ASEAN level that work together in achieving sustainable development goals, which bring tangible impacts to the development of social enterprises in ASEAN.

The ASEAN SEDP will play a significant role and will contribute to the achievement of the ASEAN Economic Community (AEC) and ASEAN Socio-Cultural Community (ASCC) Blueprint 2025, particularly in supporting the realisation of the ASEAN Strategic Action Plan for SME Development 2016-2025 and ASEAN Work Plan on Youth 2021-2025.

One of the key instruments of the programme is a website that will function as a go-to platform for all information related to ASEAN SEDP. The youth-friendly website will serve, among others, as an instrument to promote the programme, showcasing the work of 20 selected social enterprises.

Considering the above, the ASEAN Foundation is seeking a qualified consultant with numerous experiences on learning and ICT-related tools development to assist in the development of ASEAN SEDP website.

Objective

The objective of this consultancy work is to develop an online platform that will be utilised as a medium to promote ASEAN SEDP and the profiles of 20 social enterprises as well as helping to promote the importance of social entrepreneurship among youth across the region.

Additionally, the website will also provide information about different courses, events and opportunities in the region and globally that can be taken by social enterprises across the region. It is expected that social enterprises can use this website to register themselves to be counted into the database and posting information about them and opportunities related to their social enterprise. Among others, the website will also feature success stories (videos preferably) of the initiative.

Duty and Responsibilities

Under the supervision of the Project Coordinator the ASEAN Social Enterprise Development Programme, and overall guidance of Head of Communication of ASEAN Foundation. The scope of work is as follows:

1. Submit comprehensive work plan for the development of the online platform
2. Propose front end, site structure and user flow diagram based on intensive discussions with ASEAN SEDP team
3. Propose visual mood for the website
4. Conduct data integration
5. Tailor make content designs
6. Assist in maintaining and troubleshooting the website
7. Ensure the performance, quality and responsiveness of platform
8. Collaborate closely with the ASEAN SEDP team to design a youth-friendly platform

Duty Station and Duration of Assignments

It is a remote duty station consultancy with the duration from 22 September to 30 November 2021.

Expected Deliverables:

The consultant is expected to come up with the following deliverables along with their specified timelines:

No	Outputs	Timeline	Remarks
1	Work plan of the platform development	27 September	Revisions might be required; thus, it is advised first dummy of the platform be submitted by 25 September 2021.



2	Proposals of visual mood, site structure and information flow	01 October	The consultant is expected to submit the proposals for visual mood, site structure and information flow for the programme for inputs from AF.
3	First draft of website and launching of the website	15 October	During this period, the consultant is expected to maintain and enhances of information, visual and information design, content creation, ensure the performance, quality and responsiveness of platform and identify and correct bottlenecks and fix bugs
4	Second draft of website	27 October 2021	Final report related to web development and the process, including the traffic of the platform
5	Final draft of website	8 November 2021	The consultant is expected to update the website based on the reports generated and inputs from ASEAN Foundation.
6	Performance report of the website	20 November 2021	Report related performance-related issues that need to be improved
7	Website Maintenance	November 2021 – 2022	The consultant is excepted to perform troubleshooting and bug fixing for one year period from the final draft of the website.

Intellectual Property

All information pertaining to this assignment belong to the ASEAN Foundation. Meanwhile, duties under this assignment shall remain the property of the ASEAN Foundation who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever without written permission of the ASEAN Foundation in line with the national and International Copyright Laws applicable.

Qualifications, Experience and Skills

- Candidates should demonstrate their qualifications, proven experience in technical implementation of file management and possess a track record of maintaining websites
- Preference is for candidates with demonstrated experience in producing NGO/not-for profit marketing material, including web maintenance
- Undergraduate degree in web design, multimedia, IT, computer science or other related areas
- Computer literate and advanced skill of web technologies and programming, e.g. FTP, browsers, HTML, data files, PHP, JavaScript and CSS
- Solid understanding of the concepts of user experience, user interface design principles and conceptual design



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- Experience using packages, e.g. Excel and Photoshop
- Familiar with Word Press and Bolt
- Familiar with data/file management, programming
- Previous experience of website development
- Prior experience with the ASEAN sectoral bodies would be an advantage
- At least 3 years of professional work experience in web maintenance and development

Remuneration

A lump sum quotation is required, including fees for designing and delivering all the required services. The price written in the proposal should indicate a “lump sum amount” which is “all inclusive” for the tasks specified in the terms of reference. Payment will be linked to deliverables.

Application Procedure

All interested applicants are required to send the following application documents:

- Application letter and time table on how the assignment will be carried out completed with clear deliverables
- CV and Samples of previous portal development work
- Financial proposal specifying a total lump sum amount highlighting deliverables.

to procurement@aseanfoundation.org copying barnev.soukotta@aseanfoundation.org, with the subject: Consultant for ASEAN SEDP Platform Development. The deadline for application submission is **17 September 2021**. Any inquiries about this opportunity can be addressed to barnev.soukotta@aseanfoundation.org