

Terms of reference

WEB PORTAL CREATION

for the European project

Promoting Governance and Citizenship in Palestine

This Project is Funded by



EUROPEAN UNION

SUMMARY

1. PROJECT DETAILS	3
2. BACKGROUND and PROJECT DESCRIPTION	4
3. OBJECTIVES.....	6
4. CONSULTANCY TASKS	6
5. TIMEFRAME.....	6
6. DURATION OF THE WORK	7
7. DELIVERABLES.....	7
8. CONSULTANTS QUALIFICATIONS AND EXPERIENCES	7
9. CONTRACT VALUE	7
10. HOW TO APPLY.....	7
11. DEADLINE	8
12. AWARD CRITERIA	8
13. CONTACT DETAILS	8

This Project is Funded by



EUROPEAN UNION

1. PROJECT DETAILS

PROJECT NAME	Promoting Governance and Citizenship in Palestine
PROJECT LOCATION	Palestine
PROJECT PARTNERS	<ul style="list-style-type: none"> ✓ AFRAT (Association for rural training to tourism activities) - Main Applicant ✓ BETHLEHEM UNIVERSITY ✓ PCR (Palestinian Centre for Rapprochement between People) ✓ Tétraktys – (Association of cooperation for the local development of the natural areas)
PROJECT REFERENCE	ENI/2017/390-692
PROJECT DURATION	30 months: from 1 st January 2018 to 30 th June 2020
PROJECT BUDGET AND FUNDER	1, 250, 597.00 euros, funded 80% by the European Union

This Project is Funded by



EUROPEAN UNION

2. BACKGROUND and PROJECT DESCRIPTION

The 4 partners have previously collaborated in the “*Rural Development Program along Masar Ibrahim*” that establishes a trekking route across the West Bank. This program is currently financed by the French Development Agency (AFD), the World Bank, and French local authorities. The Path crosses the West Bank from north to south, passing through towns, villages, encampments and refugee camps, thereby reflecting Palestinian identity in all its diversity and complexity. The first phase of this Program along the Abraham Path, Masar Ibrahim in Arabic, supported by the AFD and French local authorities took place between 2013 and 2016. Its success led to a second phase that has been validated and is being implemented until 2019.

Based on the solid foundations of this existing Program, the 4 Partners have submitted to the European Union (EU) a new complementary project, entitled “***Promoting Governance and Citizenship in Palestine***”. This new project aims to strengthen Palestinian identity and citizenship through **re-appropriation (research, preservation and promotion) of historical and cultural heritage** along the Masar Ibrahim.

Context:

The Masar Ibrahim allow us to oversee the plurality of the Palestinian identity. The memories evoked by each step of this journey, and the historical relics that we discover, remind us of the multiplicity of influences that have existed on this land. Among them, we have the Canaanites civilization from the Antiquity; references to episodes recounted in the Tora and the Gospels, or mentioned in the Coran; ruins witnessing Greek, Roman, Persian, Byzantine and Arab occupations; buildings reminiscent of the Franc passage; the Mamluk and then Ottoman, and British domination.

The proximity of these steps evokes the close link that connects the various components of the Palestinian population: Christians of various obedience; Muslims of various sensitivity; urban descendants of the oldest Middle East civilizations; nomad Bedouins coming from the center of the Arabic peninsula at various times; sedentary farmers who have cultural and religious characteristics common to all the traditional rural areas; and refugees displaced after the 1948 or 1967 wars.

The exploration and valorisation of diversity along the Masar Ibrahim, which appears to be the central axis of the Palestinian identity, would restore the Palestinians’ consciousness of the plurality which has characterized them as a nation for a long time, and give foreigners an image that reflects the wealth of this country’s history and the complexity of its modern society.

Through the re-appropriation of historical and cultural heritage along the Masar Ibrahim, the Project aims to consolidate the **social cohesion** between the different components of the Palestinian population.

Working at enhancing social cohesion means to act at different levels:

- Bonding social cohesion is about the relations between people of the same social group or community.
- Bridging social cohesion is about the relations between people from different groups or communities.
- Vertical social cohesion is about the hierarchical interactions or relations between people with different levels of power.
- Horizontal social cohesion is about the relations between persons with equal levels of power.

Our approach aims at enhancing these four types of relations/links in order to positively influence peaceful relations between people from complex and fragmented Palestinian society.

This Project is Funded by



EUROPEAN UNION

Project Logical Framework

OVERALL OBJECTIF

Strengthen Palestinian identity and citizenship through re-appropriation of historical and cultural heritage (research, preservation, promotion) along the Masar Ibrahim.

SPECIFIC OBJECTIVES

SO1 - Improve knowledge about Palestinian heritage

SO2 - Strengthen local governance and enhance the capacities of key actors to preserve and promote heritage and involve national authorities

SO3 - Raise awareness about cultural diversity and appropriation of Palestinian identity

EXPECTED RESULTS

- ✓ **R1** Increased knowledge about Palestinian heritage on the 6 topics dealt.
- ✓ **R2** Increased implication of targets groups involving them in the pedagogical tools' creation.
- ✓ **R3** Raised awareness of target groups about the importance of heritage using the pedagogical tools.
- ✓ **R4** Increased social cohesion involving different keys actors in the project activities.
- ✓ **R5** Built up local networks involved in the preservation and promotion of heritage along the path.
- ✓ **R6** Raised knowledge about a plural and common Palestinian identity at least in Palestine and in France.

WORK PACKAGES

WP1.1: Constitute a French-Palestinian researcher interdisciplinary university team.

WP1.2: Create a synthetic database of documentation ready to use for large audience.

WP1.3: Create heritage vulgarization/pedagogical tools adapted specifically for each target group.

WP2.1: Train key actors on the importance of Palestinian heritage as a vector of identity and national cohesion.

WP2.2: Share research results towards local authorities and national authorities and enable their appropriation, and involve local authorities by training them in their role of heritage manager.

WP2.3: Support territorial mediation to encourage local groups' emergence in charge of the preservation and promotion of heritage along the path.

WP3.1: Involve local populations in the process of recognizing a plural and common identity (West Bank, Gaza Strip, East Jerusalem).

WP3.2: Deconstruct prejudices about Palestine and boost the acknowledgement of the Palestinian identity in Europe and in the international field.

TARGET GROUPS

Universities, researchers, local organizations.

Key actors on heritage issues, local and national authorities.

Women centres, schools, large audience in Palestine and abroad and tourist service providers.



EUROPEAN UNION

3. OBJECTIVES

The creation of a web portal is planned by the program in order to valorise all the data collected by the different activities. Thus, this tool could allow the four partners to communicate on the project activities (workshops, trainings, international symposium...), and to share the documentation and the data collected by the project, such as the key actors contacts, the cultural agenda, the scientific articles and expertise from the researchers and the experts.

4. CONSULTANCY TASKS

Under the supervision of Tétraktys and ICP, the contractor will undertake the following tasks:

- Writing well designed, testable, efficient code by using best software development practices
- Creating website layout/user interfaces by using standard HTML/CSS practices
- Integrating data from various back-end services and databases
- Create and maintain software documentation
- Gather and refine specifications and requirements based on technical needs
- Build functional, user experience (UX) and easy-to-use website
- Optimize loading speeds and capacity
- Ensure site security by setting up firewalls and login pages
- Ensure the correct listing process
- Monitor and analyze site performance
- Address user complaints
- Execute all visual design stages in accordance with the existing graphic charter and European standards
- Establish design guidelines, best practices and standards
- Write various copy options and modify it until the contractor is satisfied
- Conduct communication activities to the wider public in order to inform about the launch of the web portal and increase the use made of the web portal is a plus

5. TIMEFRAME

Tentative calendar of the main deadlines

Task	Deadline
Inception meeting	01/06/2018
Inception report	08/06/2018
Draft of an arborescence	11/06/2018
Proposal of graphical interface	20/06/2018
Meeting with the project team	26/06/2018
Intermediary report	02/07/2018
New arborescence	16/07/2018
New proposal of graphical interface	23/07/2018
Proposal of copies	30/07/2018
Integrating data from various back-end services and databases	20/08/2018
Copies reviewed	30/08/2018
Validation of the elements	10/09/2018
Meeting with the project team	20/09/2018
Fully operational version of the web portal in Arabic and English	15/10/2018
Public release of version 1.0	12/11/2018
Tests - monitoring - diagnostic	December 2018-January 2019
Last modifications	11/02/2019

This Project is Funded by



EUROPEAN UNION

User-friendly manual	28/02/2019
Final report	11/03/2019

6. DURATION OF THE WORK

The Consultant will organize his working time by himself, as long as he respects the deadlines.

7. DELIVERABLES

The Expert will create a web portal which have to comply with the EU rules

(https://ec.europa.eu/europeaid/sites/devco/files/communication-visibility-requirements-2018_en.pdf)

1. Fully operational version of the web portal in Arabic and English
2. Public release of version 1.0
3. Arborescence
4. Graphical interface
5. Texts
6. Inception report
7. Intermediary report
8. Final report
9. A user-friendly manual on how to set-up, configure, operate and monitor the web portal
10. Three different contributor status

8. CONSULTANTS QUALIFICATIONS AND EXPERIENCES

The successful candidate must have:

1. Proven working experience in web programming
2. Top-notch programming skills and in-depth knowledge of modern HTML/CSS
3. Familiarity with at least one of the following programming languages: PHP, ASP.NET, JavaScript or Ruby on Rails
4. A solid understanding of how web applications work including security, session management, and best development practices
5. Adequate knowledge of relational database systems, Object Oriented Programming and web application development
6. Hands-on experience with network diagnostics, network analytics tools
7. Basic knowledge of Search Engine Optimization process
8. Aggressive problem diagnosis and creative problem solving skills
9. Familiarity with web standards
10. Working knowledge of website management tools
11. Be skilled in writing clear, concise and grammatically correct copy
12. Fluency in spoken and written English and Arabic
13. Fluency in spoken and written French is a plus
14. Knowledge of the territory and experience in Middle East culture is a plus

9. CONTRACT VALUE

The proposal will include the creation of the deliverables, the presentation time and the fees for transportation/Skype meetings.

10. HOW TO APPLY

Interested applicants should submit a tender application covering the following:

This Project is Funded by



EUROPEAN UNION

1. CVs of the expert (s) who will undertake the assignment / or a description of the agency.
2. Document(s) providing evidence of the professional experience in the field(s) selected.
3. Be physically available to deliver the services required over the period mentioned above.
4. A note to describe the different phases of the web portal creation and the methodology of work with the project team.
5. Be able to host the portal infrastructure at maximum for the duration of the contract.
6. Financial proposal which should clearly break down consultancy fees and reimbursable costs (from 9000 to 11000 Euros).

11. DEADLINE

Applications to be sent no later than the **21th May 2018** to Mathilde Blondeau – administratif@tetraktys-ong.org and Maysoun Ramadan – mramadan@bethlehem.edu

Please, indicate “Communication consultancy UE / project ENI/2017/390-692” as subject of your e-mails.

12. AWARD CRITERIA

The contract will be awarded to the tender offering the more relevant proposal, taking into account the specific objectives, requirements. The principles of transparency and equal treatment will be respected with a view to avoiding any conflicts of interest.

13. CONTACT DETAILS

Tétraktys <http://tetraktys-association.org/>

Mathilde Blondeau - Project Manager administratif@tetraktys-ong.org

+33 (0)4 38 70 02 14

ICP – Institute for Community Partnership (Bethlehem University) <https://www.bethlehem.edu/icp>

Maysoun Ramadan - Project Manager mramadan@bethlehem.edu

+972(0)2-277- 2018

This Project is Funded by



EUROPEAN UNION