



## UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

### TERMS OF REFERENCE FOR PERSONNEL UNDER INDIVIDUAL SERVICE AGREEMENT (ISA)

<b>Title:</b>	Consultancy for the design and operation of the project website.
<b>Main Duty Station and Location:</b>	<b>Home base / UNIDO Regional Hub, Mexico</b>
<b>Mission/s to:</b>	As required
<b>Start of Contract (EOD):</b>	July 18, 2022
<b>End of Contract (COB):</b>	March 31, 2023
<b>Number of Working Days:</b>	181 days

#### **ORGANIZATIONAL CONTEXT**

The United Nations Industrial Development Organization (UNIDO) is the specialized agency of the United Nations that promotes industrial development for poverty reduction, inclusive globalization and environmental sustainability. The mission of UNIDO, as described in the Lima Declaration adopted at the fifteenth session of the UNIDO General Conference in 2013 as well as the Abu Dhabi Declaration adopted at the eighteenth session of UNIDO General Conference in 2019, is to promote and accelerate inclusive and sustainable industrial development (ISID) in Member States. The relevance of ISID as an integrated approach to all three pillars of sustainable development is recognized by the 2030 Agenda for Sustainable Development and the related Sustainable Development Goals (SDGs), which will frame United Nations and country efforts towards sustainable development. UNIDO's mandate is fully recognized in SDG-9, which calls to "Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation". The relevance of ISID, however, applies in greater or lesser extent to all SDGs. Accordingly, the Organization's programmatic focus is structured in four strategic priorities: Creating shared prosperity; Advancing economic competitiveness; Safeguarding the environment; and Strengthening knowledge and institutions.

Each of these programmatic fields of activity contains a number of individual programs, which are implemented in a holistic manner to achieve effective outcomes and impacts through UNIDO's four enabling functions: (i) technical cooperation; (ii) analytical and research functions and policy advisory services; (iii) normative functions and standards and quality-related activities; and (iv) convening and partnerships for knowledge transfer, networking and industrial cooperation. Such core functions are carried out in Departments/Offices in its Headquarters, Regional Offices and Hubs and Country Offices.

The Directorate of Digitalization, Technology and Agri-Business (DTA)  
The Division of Rural Entrepreneurship, Job Creation and Human Security (DTA/AGR/RJH)  
This position is located under Regional Office Mexico (PFC/RFC/FLD/LAC/MEX)

## **PROJECT CONTEXT**

The United Nations Populations Fund (UNFPA), the United Nations Office on Drugs and Crime (UNODC), and the United Nations Industrial Development Organization (UNIDO) in Mexico launched the project “Promoting the human security approach for the protection, empowerment, and economic inclusion of youth-at-risk during and after the COVID-19 pandemic”. which will be broadened on an interagency manner at the state of Hidalgo. This initiative will be performed with United Nations Trust Fund for Human Security (UNTFHS) resources, which has the objective of promote the protection and empowerment of endangered people and communities on their livelihoods, survival, and dignity.

The central purpose of the project is to enhance and support the design and implementation capacity of public policies and social programs with a human security and gender approach, to promote the protection, empowerment, and economic inclusion of young people in a vulnerable situation during and after the COVID-19 pandemic. This program will be implemented in thirteen municipalities of the state of Hidalgo, with focus on the metropolitan zones of Pachuca, Tula, and the industrial area of Ciudad Sahagún.

The proposed actions will contribute to the reinforcement of capacities of all the sectors to promote the protection, empowerment, and economic inclusion of all adolescent and young people, from an overall approach. This project will furnish the reduction of the impact of the pandemic’s adverse effects. The initiative has two axes of action:

- Strengthen the key counterparts’ capacities to understand the young population problems and design, evaluate and execute participative public policies, based on evidence and the approaches of human security and gender, that can be also applied in other Mexican states.
- The formation of a dialogue and intersectoral coordination mechanism among the public and private sectors, the academy, civil society, and young people to promote the recommendations in public policy and good practices among institutions.

## **THE PROJECT WEBSITE**

### **Target audience**

In line with the project’s communication strategy, the website is intended to be a public information source to interested stakeholders with various technical knowledge. In particular, the website must provide information and be an interactive platform, appealing to the youth. Stakeholders include (but not limited to):

- Governmental actors
- Civil Society Associations
- Stakeholders in interested Mexican states
- Academia
- Private Sector
- Interested agencies of the United Nations System

### **Design concept / Technical specifications**

Considering that the website is mainly a platform to spread information and share ideas with the interested parties for the support and development of Hidalgo’s youth, the website must be visually attractive, with the adequate consideration of the web conventions and the easy use of it.

The website's intention is to constitute a creative repository for all project's communication products (including the printed ones), that must be considered in the design development of the website. In doing so, UNIDO, UNFPA and UNODC's posting instructions must be fulfilled.

Various functions are required for the website, to be discussed in the information stage, where ideas about website functionality should be proposed by the consultant. Regarding design concepts, new and creative functionality ideas will be well received. Although the project team will look for consultant orientation about the matter, some initial recommendation will guide the request for tender include:

- **Content organization:**

- The website will show a relevant information library for the project management plan. This will include a link-up and a show up of the content of other websites (attached tentative web structure).
- Have a search and navigate solid functions.

- **Interactivity:**

- The website will have an exchange platform for advancements, ideas, or information among the interest parts.

- **Maintenance:**

- The platform will include a system of content management that will allow the project's staff to manage the content (consult the Section C).

- **Future development:**

- It is anticipated that in the future it will be developed and integrated more information and content about the project on various states. Though it is not included on this contract, this will have to be considerate in the website's design.

- **Browser support:**

- It is suggested that the website is compatible with IE 9 or rear; Google Chrome; Safari; and Firefox. (To be agreed after contract award).
- The website must be consistently compatible with the mobile devices (Android, Harmony OS, iOS).
- The project's team will consider an integration into social media platforms, such as Twitter, Facebook, Instagram, among others.
- Integration of a statistical system of entry counters on the website, specifying age, gender, and other relevant information, to be decided along with the project team.

- **Traffic / search engine ranking:**

- Within the website must be available rank in major search engines with keywords (metadata) that include, "Mexico" + "UNTFHS" / "ODS" / "Youth" / "UNIDO" / "UNODC" / "Hidalgo", etc.
- Considering that the website must be expanded to include more information and must foster the interchange and update of data among users; the website must manage the traffic of reasonable information.

<b><u>MAIN DUTIES</u></b>	<b>Concrete/ measurable Outputs to be achieved</b>	<b>Expected duration</b>	<b>Location</b>
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First Task	<ul style="list-style-type: none"> <li>● Technical proposal and workplan that contain objectives, achievements, method, and timeline of development.</li> <li>● Prototype of graphic displays or wireframes of the platform with the content and functionalities of the platform, both for the user and for the administrator.</li> </ul>	August 26, 2022	<b>Home base / UNIDO Regional Hub, Mexico</b>
Second Task	<ul style="list-style-type: none"> <li>● Delivery of the first version of the platform, containing the registration modules, welcome page both for the user and the administrator.</li> </ul>	September 30, 2022	<b>Home base / UNIDO Regional Hub, Mexico</b>
Third Task	<ul style="list-style-type: none"> <li>● Delivery of the platform with all the finished modules and requirements detailed on the Map of Minimal Requirements.</li> </ul>	October 31, 2022	<b>Home base / UNIDO Regional Hub, Mexico</b>
Fourth Task	<ul style="list-style-type: none"> <li>● Test report, incidents, adjustments, and corrections implemented and carried out, that guarantee its correct functioning.</li> <li>● Report of web analytics actions, successful integration with Google Analytics.</li> </ul>	November 30, 2022	<b>Home base / UNIDO Regional Hub, Mexico</b>

Fifth Task	<ul style="list-style-type: none"> <li>● Final report with the results of the development of the platform, including: <ul style="list-style-type: none"> <li>○ Recommendation for its optimization, management, and direction.</li> <li>○ Platform source code.</li> <li>○ User’s handbook.</li> <li>○ Conformity of the development user area.</li> <li>○ Portal migration IT Department compliance.</li> <li>○ Administration manual.</li> <li>○ Log of scheduled backups.</li> <li>○ Tentative dates for “Site Administration” training (to be matched with the final user)</li> </ul> </li> </ul>	January 31, 2023	<b>Home base / UNIDO Regional Hub, Mexico</b>
Sixth Task	<ul style="list-style-type: none"> <li>● Maintenance and support of the website.</li> </ul>	February /March 2023	<b>Home base / UNIDO Regional Hub, Mexico</b>

**Website updates and maintenance**

After the launch, the updates of the content will be managed by the consultant with the support of the project’s personnel from UNIDO and UNFPA through an appropriate content control system, that will be proposed by the project’s team.

Before the launching of the website, the consultant will provide a final document and training to the project’s staff about the administration of the website, covering topics such as, for example: how to use/administer the CMS; comprehension and good practices for the content/usability for the website’s users, among others. The objective is to prepare the project’s personnel in the content management for the website and to provide knowledge about how to update the content, keeping the concept of the website.

UNIDO and UNFPA publication guidelines must be respected all times. The title, design, content, photographs, and others. It is worth mentioning that the website must be approved by UNFPA, UNIDO and UNODC before its publication.

**Time, feedback process and final results**

Upon contract’s signature, it’s expected that the general development of the website must be completed in a time of 37 weeks. UNIDO will be available in all times for consult and discuss ideas.

The consultants will provide a proposal of the website, giving details about the specific points of the website, design suggestions, content proposals and a preview of the management to UNIDO, UNFPA and UNODC. Following feedback, the website should be ready for launch (including testing) after consultation rounds have been fully addressed.

**Property**

The elements of the website’s design can be available as printed media, UNIDO, UNFPA and UNODC must have the permission to reproduce and spread the design elements used on the website; and must be provided with the full font code if solicited.

**Language**

The website’s content must be available in Latin American Spanish.

**REQUIRED COMPETENCIES**

**Core Values**

**WE LIVE AND ACT WITH INTEGRITY:** work honestly, openly and impartially.

**WE SHOW PROFESSIONALISM:** work hard and competently in a committed and responsible manner.

**WE RESPECT DIVERSITY:** work together effectively, respectfully and inclusively, regardless of our differences in culture and perspective.

**Key Competencies**

**WE FOCUS ON PEOPLE:** cooperate to fully reach our potential –and this is true for our colleagues as well as our clients. Emotional intelligence and receptiveness are vital parts of our UNIDO identity.

**WE FOCUS ON RESULTS AND RESPONSIBILITIES:** focus on planning, organizing and managing our work effectively and efficiently. We are responsible and accountable for achieving our results and meeting our performance standards. This accountability does not end with our colleagues and supervisors, but we also owe it to those we serve and who have trusted us to contribute to a better, safer and healthier world.

**WE COMMUNICATE AND EARN TRUST:** communicate effectively with one another and build an environment of trust where we can all excel in our work.

**WE THINK OUTSIDE THE BOX AND INNOVATE:** To stay relevant, we continuously improve, support innovation, share our knowledge and skills, and learn from one another.

**MINIMUM ORGANIZATIONAL REQUIREMENTS**

**Education:** Advanced university degree in Engineering, Communications or other relevant discipline with a specialization in Computer Science is required.

**Technical and Functional Experience:**

- A minimum of 2 years practical experience in the field of platform and web applications development, including experience at the international level involving technical cooperation in developing countries, is **required**.
- Verifiable experience in creation of digital content is **required**.
- Verifiable experience in the use HTML5, CSS, JavaScript libraries technologies use is **required**.
- Experience in CMS Content Management (Wordpress, Joomla, Drupal, among others.) is **required**.

- Experience with PHP language programming is **desirable**.
- Experience with the use and implementation of MySQL database is **desirable**.
- Knowledge of the process of software development (planning and analysis, design, programming, testing, start up, and maintenance) and good practices of the industry is **required**.

**Languages:** Fluency in written and spoken Spanish is **required**. Fluency and/or working knowledge of another official UN language, particularly English is **desirable**.