Terms of Reference

Consultancy to Maintain Website and Develop Marketing component in the CCARDESA Mobile Learning Application & Upgrade other features

February 2026

A. BACKGROUND

The CCARDESA Knowledge Management Herding for Health (H4H) Project works in semi-arid to arid regions in Botswana, Madagascar, South Africa, and Zambia to combat desertification, enhance biomass and biodiversity, increase soil carbon, and build resilience to climate change. It applies principles of the Herding for Health (H4H) concept for livestock and rangeland management, using controlled rotational herding to ensure improved livestock, land productivity and less degradation. Improved livestock health and productivity enable agropastoralists, men and women, to earn more from animal products, making them more resilient to climate shocks. The project uses different strategies in each country in response to the local context while supporting the dissemination of related knowledge across the Southern African Development Community (SADC) region. It works through local non-governmental organizations (NGOs) with long experience in the regions, ensuring that these approaches will endure even after the project has ended.

The project is being implemented under the Restoration and sustainable agropastoral systems in open arid landscapes across Southern Africa (Growing Greener). The consortium is led by GIZ and implemented together with the partner Conservation International (CI), Peace Parks Foundation (PPF), and the Centre for Coordination of Agricultural Research and Development in Southern Africa (CCARDESA). CI and PPF take the technical lead on Outputs I and II. PPF in Zambia and CI in the other three countries. GIZ will lead Output III and serve as a key liaison to the national and regional political partners. CCARDESA leads Output IV, working with the other partners on information sharing and dissemination to the SADC region.

B. OBJECTIVES OF THE PROJECT

1. Adopt innovative, tech barrier-free, community-led, agro-pastoral practices and nature-based solutions are adopted

2. Develop soil and landscape restoration economies are developed

3. Establish enabling regional/national policies for sustainable land use in open land ecosystems established

4. Enhance capacity to scale up sustainable management practices across Southern Africa is enhanced

Therefore, CCARDESA's role in the Growing Greener Project will address the knowledge management and communication aspect of the project. This will be done through work package 4.1, where it is envisaged that the following will be achieved.

   I.   Knowledge exchange - Promote knowledge-sharing events and platforms –
  II.   Enhance communities of practice
 III.   Promote digital communication and tools
 IV.   Enable learning exchanges – Training and extension
  V.   Train herders, eco-rangers and extension officers
 VI.   Incorporate landscape management practices into a training program

C. OBJECTIVE OF THE ASSIGNMENT

The objective of this assignment is to provide professional website maintenance and enhancement services to ensure that the CCARDESA website remains fully functional, user-friendly, secure, and updated with features that support knowledge sharing and

stakeholder engagement. Furthermore, a marketing aspect is developed and added to the CCARDESA CSA Learning Mobile Application.

An effective and user-friendly website and Mobile Application are essential for disseminating information, promoting knowledge sharing, and enhancing engagement with stakeholders. CCARDESA seeks technical support to maintain, update, and enhance its website to improve visibility, accessibility, and functionality.

D. SERVICE AND SCOPE OF WORK

To meet the objective of this assignment, CCARDESA is seeking the services of a highly experienced **Consultancy Firm** to maintain and update the website and develop a marketing aspect of the Mobile Application,

The Consultancy Firm /Service Provider will be required to address:

1. **Vacancies Section**
   - Categorize vacancies and consultancies into "Open" and "Closed."
   - Standardize the date format for postings to Day–Month–Year.
2. **Social Media Integration**
   - Ensure Facebook feeds and Tweets appear correctly on the homepage.
   - Fix the Twitter (X) feed, which is currently not working.
3. **Expert Registration & CV Upload**
   - Add a CV upload link for experts during the registration process – CV not to be on the internet (CV should not be publicly accessible)
   - Automate the process by extracting details from the uploaded CV into the registration form.
   - Ensure the "Register as an Expert" option is visible on the homepage.
4. **Newsletter Subscription**
   - Improve the "Subscribe" link for newsletters to make it more visible and user-friendly.
5. **Security & Maintenance**
   - Perform routine updates, backups, and security checks.
   - Ensure compliance with data protection and GDPR standards.
6. **"Resilience Watch" page**
   - Add a section on the frontpage for immediate visibility and access (https://www.ccardesa.org/resilience-watch-climate-disaster-risk-updates)
7. Grant access to run scripts on the website, particularly for functional pages such as the IKI GG dashboard (enable <script> tags).
8. Remove EU, World Bank, and IFAD log from the Herding for Health page
9. Built in a marketing component for merchandise for farmers and traders in the SADC Region, including an SMS system for communicating information updates.
10. Create a User-friendly system to track downloads on webpages for M&E
11. AI language dictation of SADC Languages
12. Add all trending AI features
13. Activate links of 78 CSA Knowledge products
14. Train CCARDESA staff and users, including key stakeholders on the usage of platforms
15. Troubleshoot and resolve any technical issues as they arise.

16. Provide technical advice on enhancing site performance, speed, and accessibility.
17. General Improvements

E. Deliverables

The consultant/team is expected to produce the following:

   I.   Inception Report detailing the methodology, work plan, and timelines
   II. Fully functional and updated website with the above improvements.
   III. Functional market platform for farmers and traders in the SADC Region
   IV. Monthly maintenance and security reports.
   V.   Documentation of updates and enhancements made.
   VI. User guides for the mobile app marketing platform and website

F. QUALIFICATIONS AND WORK EXPERIENCE-

For the successful implementation of this assignment, CCARDESA is looking for a consultancy firm with the following knowledge and experience:

- The core business of the firm must be Website and Software Development
- The firm must have a solid management structure with clear reporting formats.

- At least ten years of work experience in developing websites, mobile apps information systems and mobile applications for international or public and private organisations;
- At least 10 years' experience in data base development
- Proven Programming expertise using Drupal and other cutting-edge software products;
- Should have all the necessary expertise, software and equipment in-house
- The Firm must have experience in working for regional Organizations Experience in the field of agricultural research and development, including climate change; resource management and transboundary related projects.
- Preferably locally based and able to visit the CCARDESA Secretariat on demand but not a requirement.

The consultancy firm is expected to specify other areas of expertise required, as deemed necessary and appropriate to accomplish the task based on their r professional judgment. The firm should also have at least two experts with the following skills

i. EXPERT 1 - Team Leader

- Master's Degree in Information Technology or related fields

- Programming, training database development knowledge would be an added advantage
- Excellent working knowledge of current IT technologies, applications and best practices
- Familiarity with IT hardware and software, IT network systems, database software, intranet and basic understanding of specific IT software.
- At least 7 years working with Drupal websites for international Institutions
- Traceable experience in developing funding and experts or professional database
- At least 5 years' experience in Mobile App development and content management
- Good knowledge of English. Knowledge of other SADC languages will be an added advantage

ii. EXPERT 2 – Team Member

- BSc in Computer Science/Information Technology or similar
- Current IT industry certifications (e.g. MCSA, MCSE, CCNA, CompTIA A+ and N+) are an asset
- At least five years in training users in the use of data base and development of Standard Operating (SOPS) Manuals.
- Experience in hosting and training users on Zoom, Teams and other virtual platforms
- Familiarity with website integration and migration
- Good knowledge of English. Knowledge of other SADC languages will be an added advantage

G. DURATION

The assignment is expected to be completed within 60 days, spread over a 6 month period. This assignment will commence on the day on which the firm signs the contract.

H. Duty Station

The assignment will be conducted virtually, depending on the location of the Consultant.

I. ASSIGNMENT MANAGEMENT

During the assignment, the consultant will provide regular feedback to the CCARDESA ICKM Manager and will work closely with the IT Support Officer, Information and Knowledge Management Officer, and other technical staff at the Secretariat.

Reporting shall be performed on a monthly basis in relation to deliverables above. A monthly report and invoice based on actual work and deliverables is required.

CCARDESA owns all deliverables and materials developed under this assignment.