**Terms of Reference (TOR) for a** **design and development of the database**

1. **POSITION*:*** IT company*,* with the expertise in creating and designing databases
2. **PLACE:** Bosnia and Herzegovina
3. **PROJECT REFERENCE:** Content and Resource Sharing “Media Engagement Activity in BiH (MEA), SGR-IN-BA21UFP-133-110\_m00

1. **PROJECT DURATION:**  June 2023 –August 2024
2. **TASK DURATION:** Duration of the engagement of the IT company is planned for a period September – December 2023
3. **BACKGROUND**

The Association “Umbrella” (UBA) was founded by 13 independent, non-profit media and was conceived as an independent body that, through its members, exerts pressure on the public, informing them of all illegal, corrupt, and other actions that erode social system.

“Umbrella” was formed in December 2022 and since its formal launch in January 2023 (04.01.2023) it has immediately engaged in intense advocacy activity against the proposed new legislation in the Republika Srpska entity which would seriously threaten the freedom and the work of independent media and civil society organizations. It has also supported journalists and activists who have recently experienced physical attacks and threats in Republika Srpska. At the same time, “Umbrella” has been working on establishing the basis for a viable and well-functioning framework and platform for content and resource sharing for its members and beyond which should greatly improve their investigative, production and distribution capacities, audience reach and influence.

“Umbrella” members are:

• Capital.ba, Banja Luka (MEA Core partner)

• Center for media development and analysis - Žurnal.info, Sarajevo (MEA Core partner)

• Fokus website, Sarajevo (MEA Core partner)

• Hercegovina.info, Mostar (MEA Secondary partner)

• eTrafika.net, Banja Luka (MEA Secondary partner)

• Gerila.info, Banja Luka (MEA Secondary partner)

• Inforadar.ba, Sarajevo

• Interview.ba, Sarajevo

• Impulsportal.net, Banja Luka

• Spin-portal.info, East Sarajevo

• Direkt-portal.com, Trebinje

• Infoveza.com, Banja Luka

• Tačno.net, Mostar

1. **ABOUT PROJECT**

The media gathered around the "Umbrella" Association (UBA) as a network of investigative media, want to strengthen collaborative content production, content and material sharing database but also to promote media freedom and oppose increasingly restrictive policies, including suppression of investigative and impartial reporting in a joint, systematic, and organized manner, and to ensure financial self-sustainability and independence, which is key to the survival of investigative media.

In the next five years, UBA has defined in its strategic plan the goals and actions that will be implemented with the aim of improving the effectiveness of the media and strengthening their capacities, collaborative content production and resource sharing, and advocacy for media freedoms which will ultimately lead to better quality, more professional and more responsible information to the public.

Creating capabilities for collaborative production and sharing of high-quality multimedia content and material will significantly boost the UBA members’ individual and collective potential for creating the kind of content that will help them expand their audiences and boost impact among different audience groups. Through the project intervention, work will be done on sharing databases between investigative media, audience expansion and business improvements through social media networks, as well as on improving the digital security of independent media. Due to the lack of technical, financial and human resources, media outlets have very little involvement in the development of databases, and therefore very often lose their credibility. The creation of a central database will help resource-stretched members to save both the money and the effort, while at the same time multiplying the credibility and the impact of their work

Secondly, in order to increase visibility of investigative media outlets, as well as impact of their efforts in elucidating various social problems, the intention is to work on the development of strategies for distribution of content on social networks and the adaptation of investigative content for different audience groups. This would help not only to expand the reach but also strengthen capacities of the network to develop models which would in a future result in revenue source diversification and become one of important building blocks of a largely self-sustainable business media operation.

Also, in the last few months, given the frequency of cyber-attacks on the media in Bosnia and Herzegovina, especially on investigative media portals, it became clear that the media do not have the necessary level of digital culture and security. MEA Core and Secondary partners are addressing this through the ongoing MEA grant support so the focus of this activity will mostly be on raising digital security of the remaining UBA members but also on establishing and developing UBA’s own joint digital security code of practice. The intention of the project is to improve the capacity of investigative media when it comes to the protection against potential hacker attacks and the loss of all data available to investigative media.

1. **PURPOSE OF THE TASK**

Purpose of the task is to create a content and material sharing database, as part of this activity to which members of Umbrella will have access and within which they will share all the data they could use in their work.

***Objective:***

The main objectives of this task are:

• Develop a shared content and material sharing database accessible to all members of the Umbrella organization

• Enable media professionals to share photos, documents, articles, videos, sound effects, and investigative data.

• Organize the shared database in a user-friendly and easily searchable manner.

• Foster collaboration and resource-sharing among larger and smaller media outlets within the Umbrella network.

Association Umbrella is inviting proposals from reputable and qualified IT companies with a track record of success in designing and producing digital solutions to develop templates for the database.

The templates should provide an original look-and-feel to the platform while displaying the content in an organized, attractive, and user-friendly manner.

1. **DELIVERABLES**

* The database presents rich platform that provides optimal use of information for users;
* Support and maintenance: Administrative and technical support, quality control for a period of 12 months after delivery;
* Categorization and organization of data to enable efficient search capabilities;
* Documentation of guidelines and procedures for the database’s functioning;
* Basic training for the platform administrators.

*Deliverables clause:*

Once an IT company is selected, the contract may be amended with a time and materials to capture new specific developments on the database upon request of the Umbrella.

1. **WORK PLAN**

***Look and feel***

* Design a look-and-feel for the database platform capturing the different functionalities outlined in this TOR. IT company will develop a graphic concept and the visual language of the new templates.
* Ensure a consistent visual language on the platform by introducing fixed styles in templates ensuring consistency in fonts, formatting, icons, images, layout techniques.
* The look and feel should be adapted to homepage, sections, subsections and the following components of the database: article template, resource template, video ana photo template, document template
* Standard page elements including header, footer, tabs, persistent navigation, contact us, email and page print options should be included in the templates.
* The templates should guarantee that most recent content on the site is captured automatically in the homepage in an organized way following specific categories, tags or other custom taxonomies.
* All sections and subsections of the database should incorporate functionalities to guarantee the latest information on each particular section and sub-section is displayed (news, resources, publication/guidance, photos, videos).

***Sections***

***Functionalities to include in the new templates***

• Add feed links;

• Responsive design;

• Sharing features with members;

• Multiple page styles and custom post types;

• Language options feature in resources and guidance templates;

• Search resources by free text;

• Password protected pages.

• Database with an archive and ability to share data.

***Knowledge transfer***

Develop a user manual for the support staff and system administrators to perform content upload, system maintenance and administration.

***Support and maintenance***

Support and maintenance: Administrative and technical support, quality control for a period of 12 months after delivery

1. **TASKS**

* The successful IT company will participate in a debriefing session with the Project team and Umbrella members to understand the overall project and expectations.
* Based on the debriefing session and this TOR, the IT company will develop a design concept for the database.
* The company will adjust concept based on feedback and comments from the Project team.
* The IT company will develop the visual concept and language for the database adapting it to the different components outlined in the section “deliverables” and adjusting it based on feedback and comments from the Project team.
* To create responsive CSS and graphic design elements.
* Development of database sections and content upload.
* Test site before going live.
* The approximate deadlines for this engagement that must be met, and around which the engaged IT company and the responsible person in the UBA will subsequently agree, are:

|  |  |  |
| --- | --- | --- |
| **Date** | **Scope of the work** | **Value of work** |
| September 2023 | Develop a design concept for the database | 1.000,00 USD |
| October / November 2023 | Develop the visual concept and language for the database adapting it to the different component | 2.500,00 USD |
| December 2023 | Develop of database and content upload | 1.000,00 USD |

1. **REQUIRED SKILLS AND EXPERIENCE**

Vendor should demonstrate and provide examples of previous experience in the performance of similar services as follows:

* Be a reputable company with at least 7 years of prior experience designing visually appealing and navigation friendly web sites or databases;
* Have a broad knowledge of current web development technologies and design tools in the field
* Have excellent knowledge of recent trends in graphic design, web sites, including online video publishing, and social media networking;
* Demonstrate the ability to create innovative and visually appealing design.

1. **BID VALUE AND PAYMENT**

The maximum available value for database development is 4.500,00$ (without VAT). The financial bid must not exceed this maximum amount.

1. **COPYRIGHT**

The content of the information obtained during the engagement of the IT company is subject of protection and is owned by Association Umbrella. Use of such content, in whole or in part, by third parties without the permission of the owner is not permitted. The use of information is possible and justified only if such use is an integral part of the project activities being implemented.

1. **DOCUMENTS TO BE INCLUDED IN THE PROPOSAL**

If you have the required qualifications and are interested in this contract, please submit:

* A portfolio of previous work of websites/databases with similar functionalities developed by an applicant;
* CV of the lead developer;
* A financial proposal to address the work.

Please submit proposals to [info@uba.ba](mailto:info@uba.ba)  with the subject line: **Design and development of database for Association Umbrella** or in person at address “Udruženje Umbrella”, Obala Kulina Bana 5, 71000 Sarajevo until September 15 2023 at 17:00.