



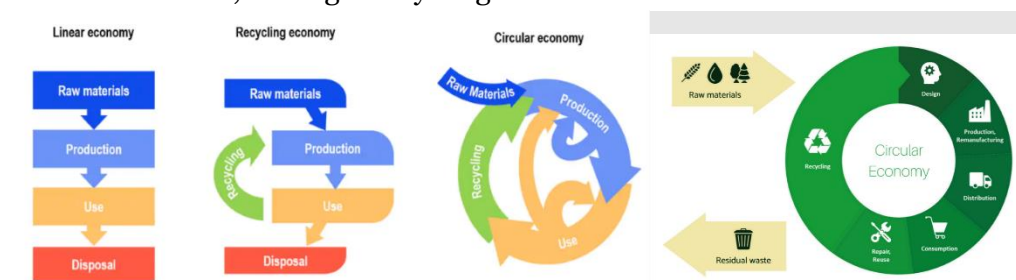
TERMS OF REFERENCE(TOR)

CONSULTANCY FOR KEPRO FULL-STACK WEBSITE DEVELOPMENT

Organization	Kenya Extended Producer Responsibility Organization
Project	Bubble.io Responsive Website Development
Position type	Consultancy
Consultancy Objective	To develop a full-stack responsive website on a no-code platform to meet the scope of work.
Duration	90 days (90 days)
Reporting to	Kenya Extended Producer Responsibility Organisation Website Taskforce and relevant assigned Officers.
Starting & Ending date	November 1 st , 2021 to January 31 st , 2022
Application deadline	1 st October 2021

1.0 Introduction to KEPRO

KEPRO - Kenya Extended Producer Responsible Organisation (www.kepro.co.ke) was born out of the Kenya Plastic Action Plan launched in Nov 2019 as the Kenya Extended Producer Initiative (KEPRI) which was launched in October 2020. The purpose of a PRO (Producer Responsibility Organisation) is to engage stakeholders in the packaged and/or manufactured goods value chain to contribute funds through membership & EPR (Extended Producer Responsibility) fees to help increase national awareness to protect Kenya's natural environment from waste & pollution, and by providing incentives & subsidies to improve the growth, efficiency & viability of the waste collection, sorting & recycling sector.



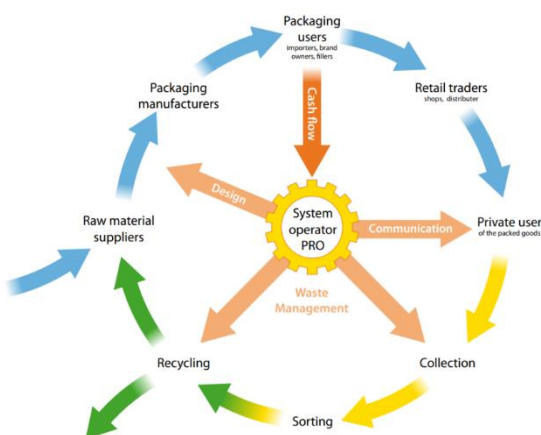
KEPRO will achieve its purpose of accelerating the growth of our Recycling Economy, leading to a Circular Economy for the sake of our future generations & our natural environment, that is embedded within the environmental laws & legal framework of Kenya.

KEPRO will operate based on the principles of these three core values:

1. **Collaboration**- True partnership, collaboration & transparency with all public & private stakeholders within an ecosystem of high ethical & moral standards
2. **Commitment** - All strategies, policies & actions put sustainability & our environment first.
3. **Circularity** - Developing the Circular Economy in Kenya by supporting the Recycling Economy.

Our operations are funded purely by fees collected from members (annual membership and monthly EPR fees) The Annual Membership Fees and EPR Fees from Convertors (manufacturers of packaging) are used to build & run the KEPRO Organisation, while the EPR Fee from Packaging Users (consumer packaged goods, filler, packers & re-packers, importers) is used to support the growth, efficiency & viability of the waste collection, sorting, and recycling sector. The EPR fee is based on the monthly volume declared by packaging manufacturers & packaging users (brands, fillers, packers, importers).

2.0 Introduction to EPR



An EPR (Extended Producer Responsibility) is defined by the Organisation for Economic Co-operation and Development (OECD) as “an environmental policy approach in which a producer’s responsibility for a product is extended to the post-consumer stage of a product’s life cycle”. The Ellen MacArthur Foundation (a global partnership of leading stakeholders in the value chain to develop & promote the idea of & transition to a circular economy) outlines three key principles that define the circular economy which include, designing out waste and pollution, keeping products and materials in use, and regeneration of natural systems.

3.0 Objective of the Website Development Contract

In its mandate to manage EPR Schemes in Kenya for stakeholders in the packaged goods value chain, KEPRO seeks to engage a full stack responsive website development firm to enable stakeholder-facing functions to be managed & automated through the website.

The objective of the Terms of Engagement is to seek **firms that have a proven track record to develop a full-stack responsive website on the Bubble.io platform to meet the scope of work.**

4.0 Scope of work

The scope of work will cover the following areas:

- (a) Understand the full requirements of KEPRO's purpose for a full stack responsive website & provide user journey, wire flows, database design, and relevant APIs to perform functions required by the full-stack responsive website, for approval before the development stage is approved.
- (b) Develop in weekly sprints & handover a fully functioning full stack responsive website within a maximum 90 calendar day period including current data onboarding.
- (c) Develop & hand over documentation that would allow the KEPRO team to maintain & update the website.
- (d) Provide technical support to the KEPRO team & carry out change requests based on a monthly retainer.

5.0 Expected outputs

Upon awarding of the contract, the consultant will be expected to develop and share a detailed concept note outlining timelines for the expected outputs (i.e., week 1, week 2, month 1, etc.).

KEPRO will provide the consultant the necessary support and grant access to the current database including all documents and website, plugins, themes, and any additional files where required.

The following are the expected outputs from the full stack responsive website:

- (a) **Home Page** – Visual explanation of KEPRO model, process & stakeholders; Call to Action (to join KEPRO); KEPRO Events (including Registration to Attend); Highlighting Member Achievements; Headline News (pulled from KEPRO Social Media Assets - YouTube, LinkedIn, Facebook, Instagram, Twitter)
 - i. Floating Search (using text, image, QR & Barcode scanning) to enter one or more of the package details (manufacturer of packaging, packaging user company or brand name, scan QR or Barcode on the package, scan brand logo on the package) and show a result which indicates if the company/brand is a paid-up KEPRO member or not. In either case populate a database showing the element scanned/entered, geo-location from where the search was done, the resulting outcome (i.e., Member or not), and group by the company (to show how many times a search has been done for each company). This should generate a monthly report.
- (b) **Resources Page** – Downloadable/Viewable Content organized by category & timeline.
- (c) **Contact Us Page** – Searchable FAQ, Inquiries for Vacancies, Partnerships, TORs, Contact Details, etc.
- (d) **Member Portal – Sign Up or Log In** to enter the member portal.
 - i. Sign Up requires a new user to complete the online application form which requires conditional branches & question piping, payment integration to allow the new user to pay for a 1-year membership (and provide for changes in the membership tier/payment debit/credit if the actual membership category & tier is different than what was selected). Users may also add additional sub-users to access the same account. Password reset & OTP verification using mobile phone numbers should be built in.
 - ii. Log In allows paid-up members to access & update company details (but not change membership tier – that can only be done by KEPRO Manager); see monthly reports on search results for their company/brand, and quarterly reports of their defined packaging material fraction recovery (collection & sorting) & recycling rates; enter monthly declaration of packaging volume sold/procured/recovered/recycled (the data required depends on what is the member category) based on which an EPR Invoice is generated & option to pay is provided.
 - iii. QR Code generator for Packaging User – for each brand, pack size & material fraction registered by the Packaging User, a unique QR code should be generated for the convertor & packaging user to print on the packaging to support Search for compliance.
 - iv. QR Code generator for Waste Collector – Waste Collector sign-up should generate a unique QR code for each high-level material fraction (e.g., Paper, plastic, glass, etc.), and for each sub-fraction (e.g., Plastic Recyclable Flexible), and further subfractions in the future. When Waste Collectors collect the waste, they should be able to scan using the Search Function (which will only register the read if the current user is linked to that waste collection company as an associate member) to track waste collected by collector, location, and fraction.

- v. Log In for someone who used to be a paid-up member would send them to the renewal of payment, after which access is granted.
- vi. Generate reminders for upcoming reporting and payment renewal for Annual Membership Fee and EPR (monthly).

(e) Admin Portal – Super Admin & Manager Access

- i. Super Admin would have access to everything including setting Annual Membership Fees for each member category & tier & add/change/delete member categories & tiers and add Manager Level Users. Super Admin would also have access to monthly Individual Member EPR declarations and reconciliation reports. Whenever Super Admin Accesses Individual Member EPR declaration and reconciliation reports, a dual log-in must be required with an external appointed auditor to monitor the Super Admin activity to ensure that these reports and details are not leaked from the system.
- ii. Manager Level Users would have access to everything except the ability to set Annual Membership Fees for each member category & tier & add/change/delete member categories & tiers and except the ability to view Individual Member EPR declarations and reconciliation reports.
- iii. Membership Reports - Monthly & Quarterly Reports should be generated for an aggregated number of members who are paid up, not renewed, and upcoming for renewal in 3 months & 1 month(s).
- iv. Aggregated EPR Reconciliation Reports – Monthly & Quarterly Reports should be generated for aggregated declared volumes of material from each declaring Member Category (i.e., Convertor, Packaging User, Waste Collector, Sorter & Recycler) - the report should allow aggregation & drill down based on the material fraction (e.g. Paper, Plastic, Glass, etc.) and sub-fraction (e.g., Plastic Recyclable Flexible, Plastic Non-Recyclable Flexible) and in future further sub-categories. These reports should NOT show the disaggregated details by individual members as that needs to remain confidential to all except the Super Admin.
- v. Search Reports – Weekly & Monthly Reports showing compliant & non-compliant results by company/brand & location. These should be both tabular with drill-down, and geographic points & heat map.

(f) Database Design should allow for a fully configurable system that will evolve with time without any hardcoded variable elements (including the ability to use this across multiple countries & currencies)

- i. Users (Super Admin, Manager, Member, Associate Member).
- ii. Member Category, Tiers & Annual Membership Fees Monthly EPR fees
- iii. Member Paid Period & Expiry Period (for Annual Membership Fee)
- iv. Member Company & associated Brands linked to that company (i.e., Brand IP is registered to that company). Each brand, pack size, and any associated material fraction(s) should be added and linked to a single unique system generated QR code which will be printed on the packaging by the convertor.
- v. Brand images & Barcode can be uploaded for search verification, besides using Member Company Trade or Brand Name as well for search verification.
- vi. Member Company can be in multiple stakeholder roles – e.g. A Company could be a Convertor and Packaging User, or Packaging User and Retailer, or Convertor & Recycler, or Waste Collector, Sorter & Recycler. In such cases, the Annual Membership Fee applicable is the highest of any applicable member category/tier.

6.0 Timeframe

The service provider will work under the overall supervision of the Kenya Extended Producer Responsibility Organisation Website Taskforce and relevant assigned Officers. The service is to be performed for **90 calendar days, starting in the month of November 2021 with the possibility of ongoing support retainer** subject to meeting the Scope of Work and Expected Outputs.

7.0 Application and Qualifications of the Service Provider

To be eligible to respond to this offer, the service provider Firm must demonstrate that they or the principals assigned to provide the services are fully qualified and licensed to do work of this nature.

7.1 Criteria for Evaluation

Qualifications of the Consultant

The consultant must be a Firm with extensive experience in full-stack web design and development.

- i. Educational Qualifications of the Lead consultant (s) in the Firm must represent full-stack web and/or Bubble.io platform
- ii. Professional Experience of the Lead consultant (s) in the Firm must represent:
 - a) Minimum of 3 years' experience in developing full-stack websites using Bubble.io including plug-ins and APIs for functionality such as payments and map integration, and UI/ UX development.
 - b) Experience working with membership organizations would be an added advantage.
 - c) Product and project management processes in place to deliver client outcomes on time and within budgets.

7.2 Manner of submission

Your proposal shall be prepared in the English Language.

Your proposal shall comprise the following documents:

- **Overview Component**
- **Technical Component**
- **Financial Component**

Each copy will be on a separate envelope clearly marked and indicating the name of the firm and whether the proposal is the overview and development or financial.

- a. 2 copies of proposals shall be submitted and marked "Original" on one and the second one "Copy".

Please attach a copy of your Certificate of Incorporation and up-to-date proof of Tax compliance in the respective country of operation.

Vendors based outside Kenya will be required to mail in their proposals to the email address provided in Section 8 .o.

7.3 Content of Proposal

a) Overview Component

Narrative Proposal providing a brief description of your Firm, understanding of the Terms of Reference, suitability of your Firm to deliver a successful outcome, what capacity & resources are available to deliver the outcome, location from where the services are rendered, any risks you foresee that could compromise the delivery of the outcome as expected & what mitigation measures you will take, and any other relevant details you may wish to share.

b) Technical Component

- Description of the firm/consultant qualifications; Refer to Section 7.1
- Detailed project planning & execution approach and methodology
- Project plan activities with timelines & frequency & format of progress reports.
- Evidence of the past related experience (give contact details of the past clients and attach awards contracts)
- Proposed team structure: showing detailed profiles & CVs of proposed project team members with the minimum qualifications as per Section 7.1

c) Financial (Price Component)

The price component shall have a cover letter wherein your firm/institution's authorized representative affirms the following:

- A summary of the commercial fees
- The period of its validity
- Applicable taxes
- Other costs if any (indicating nature and breakdown)
- Currency in which payment is required

In addition, the price component must cover all the services to be provided and must itemize the following:

Note: Quote should be in Kenya Shillings (KES) and USD\$ or Euro equivalent;

Technical Component

7.2 Certificate of Incorporation of your Firm	7.3 Full-stack responsive website development full-time experience of at least 2 years	7.4 At least five projects of equivalent scope complexity as this project, along with client contacts for reference checking
7.5 Company Profile including Org Chart of key roles ensuring the successful delivery of this project	7.6 Demonstrate a clear understanding of the project with a proposed project Gantt chart & key deliverable milestone	7.7 Signed declaration that intellectual property for this concept is the sole ownership of KEPRO & will not be used as a solution for anyone else in Kenya

Financial Component

7.8 Financial Proposal setting out the price cost implications for the period provided to offer the said services.

Deliverables	Duration (Days)	KES Amount	USD\$ or Euro Equivalent
Pre-Development Stage			
Development Stage			
Monthly Support Retainer			
Other Costs			

**Please ensure 100% of ALL costs including software subscription, taxes, etc. are reflected above*

8.0 Deadline for Submission

Interested service providers are requested to submit technical and financial proposals to **the following addresses** not later than **1st October 2021** stating **“KEPRO BUBBLE.IO RESPONSIVE WEBSITE DEVELOPMENT”**:

Physical Address: KEPRO Procurement
 KAM House, 5th Floor
 Mwanzi Road, Opposite Westgate Mall
 P.O Box 30225 - 00100
 Nairobi, Kenya

Electronic copies of the same are to be sent via email to **procurement@kam.co.ke** with the subject line **“KEPRO BUBBLE.IO RESPONSIVE WEBSITE DEVELOPMENT”** by **1st October 2021**

9.0 Payment terms (provisions)

Kenya Extended Producer Responsible Organisation (KEPRO) policy is to pay for contractual services based on the performance of contractual services rendered.

10.0 Evaluation of proposals

A two-stage procedure will be utilized in evaluating the proposals, with an evaluation of the Overview Component & Technical Component being completed prior to any Financial Component.

Scores will be awarded for the first stage & only those firms who pass a score of over 70% will be shortlisted for the second stage where the Financial Component will be evaluated, along with reference checks.

Please note only successful firm(s) will be contacted.