



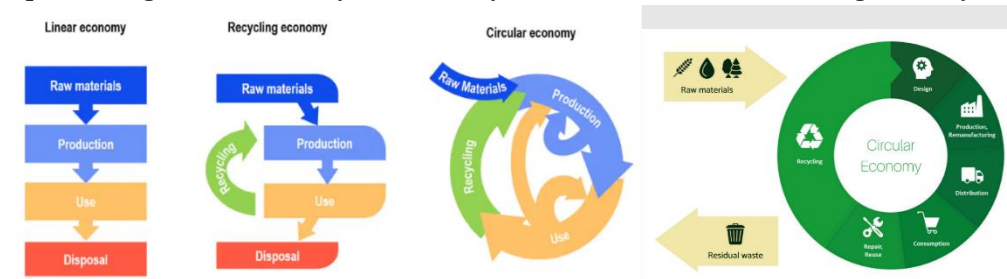
## TERMS OF REFERENCE (TOR)

### CONSULTANCY FOR KEPRO FULL-STACK WEBSITE DEVELOPMENT

<b>Organization</b>	Kenya Extended Producer Responsibility Organization
<b>Project</b>	Bubble.io Responsive Website Development
<b>Position type</b>	Consultancy
<b>Consultancy Objective</b>	To develop a full-stack responsive website on a no-code platform to meet the scope of work.
<b>Duration</b>	90 days
<b>Reporting to</b>	Kenya Extended Producer Responsibility Organisation Website Taskforce and relevant assigned Officers.
<b>Starting &amp; Ending date</b>	October 1 <sup>st</sup> 2022 to December 30 <sup>th</sup> 2022
<b>Application deadline</b>	30 <sup>th</sup> August 2022

#### 1.0 Introduction to KEPRO

KEPRO - Kenya Extended Producer Responsible Organisation ([www.kepro.co.ke](http://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 and EPR (Extended Producer Responsibility) fees to help increase national awareness to protect Kenya's natural environment from waste & pollution, and by providing incentives and subsidies to improve the growth, efficiency and viability of the waste collection, sorting and recycling sector.



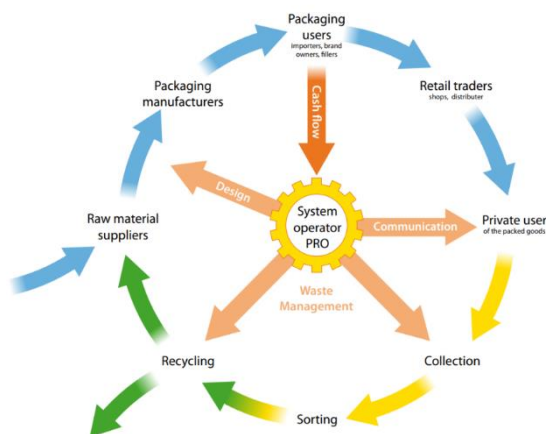
KEPRO will achieve its purpose of accelerating the growth of our Recycling Economy, leading to a Circular Economy for the sake of our future generations & our natural environment, which is embedded within the environmental laws & legal framework of Kenya.

KEPRO operates 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:

- 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.
- Develop in weekly sprints & hand over a fully functioning full stack responsive website within a maximum 90 calendar day period including current data onboarding.
- Develop and hand over documentation that would allow the KEPRO team to maintain & update the website.
- 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 (proposed site navigation) from the full-stack responsive website:

- Home Page** (Overall Awareness - What is KEPRO and what services we offer, reasons to join KEPRO, who is the leadership team & their roles, and inspire Kenyans and all stakeholders to embrace our vision, niche & core values. Promote KEPRO achievements against milestones and success criteria would be posted from time to time.)

- i. KEPRO one-page vision, core values, etc...
- ii. KEPRO Events/Webinars/Activities
- iii. KEPRO Materials EPR – based on EPR Councils
- iv. Magazine | Subscribe | Materials Sorting & Disposal Guide
- v. **Stakeholder Links** (white papers, updates, progress, etc.. / NOT a membership directory). Value Chain Stakeholders – pictorial representation of stakeholders and their role inclusive of Raw Material Compounders, Producers, Packaging Users, Retailers, Consumers, Collectors, Sorters & Recyclers, International Partners, etc.

**(b) Membership & EPR Scheme Section**

- i. Annual Membership & EPR Policy and Fees. Application Process (criteria, fees, steps)
- ii. Members Section – log in (link to external site)
- iii. CTA – New Membership Application (link to external site)
- iv. Compliance Status – check compliance status through a search for KEPRO member companies by company, brand, or SKU (link to external site)
- v. New Member Announcements
- vi. Featured Members

**(c) Recycling Value Chain Actors** – pictorial representation of value chain and their role

- i. Contracted Recyclers - Brief on the recycler, Location & contact information, Gallery
- ii. Engaged Groups - Brief on the groups, Location & contact information, Gallery

**(d) News & Media**

- i. KEPRO in the News – News media tags
- ii. Whitepapers, Reports, and Thought Leadership
- iii. Social Media (integrate with KEPRO’s social media channels for dynamic content updating)
  - i. YouTube embedded videos – Testimonials, Waste processing process, Other videos, etc.
  - ii. Social media channel embedding – Twitter, Instagram, Facebook, LinkedIn, YouTube, etc.
  - iii. Impact Activities of KEPRO Members (feed from selective social media assets)

**(e) Events** – Upcoming Events, Featured Events, Archive of Events, CSR activities

**(f) Opportunities & Careers**

- i. Opportunities
  - i. ToRs – Recyclers, etc.
  - ii. KEPRO Innovation Incubator – Showcase, CTA - Apply
- ii. Vacancies
  - i. Jobs at KEPRO – CTA: Apply for Internships
  - ii. Jobs at KEPRO member companies
- iii. Partnerships, etc.

**(g) Resources Page** – Downloadable/Viewable Content organized by category & timeline.

**(h) About Us**

- i. History of KEPRO
- ii. Past & Current Board Members
- iii. Management/Secretariat Team
- iv. FAQ – searchable FAQ

**(i) Contact Us**

- i. Marketing Integration - Integration with email & social media campaign distribution platforms
- ii. Contact Information
- iii. Contact us page
- iv. Geolocation/office address and Google map pin location

**(j) Chatbot** (Conversational chatbot to channel queries & automate responses, and help desk purposes)

## 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 October 2022 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**

7.4 Certificate of Incorporation of your Firm	7.5 Full-stack responsive website development full-time experience of at least 2 years	7.6 At least five projects of equivalent scope complexity as this project, along with client contacts for reference checking
7.7 Company Profile including Org Chart of key roles ensuring the successful delivery of this project	7.8 Demonstrate a clear understanding of the project with a proposed project Gantt chart & key deliverable milestone	7.9 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**

7.10 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 **30<sup>th</sup> August 2022 stating “KEPRO BUBBLE.IO RESPONSIVE WEBSITE DEVELOPMENT”**:

Physical Address: KEPRO Procurement  
 KAM House, 5<sup>th</sup> 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 **30<sup>th</sup> August 2022** at 3 pm.

**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 and 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 that only successful firm(s) will be contacted.*