

## **Terms of Reference**

### **Development of a website – digital platform on the concept of sustainable economy in the Kenyan context (the website should be based on the KAS baseline study on sustainable economic development in the Kenyan context)**

As part of the Konrad-Adenauer-Stiftung Country Programme, the Konrad-Adenauer-Stiftung is aiming to implement a number of projects on sustainable management in Kenya and therefore planning to produce a baseline study on the concept sustainable economy in Kenya, its status and challenges.

#### **Background**

The Konrad Adenauer Stiftung (KAS) is a German Political Foundation working in Kenya since 1974. With a focus on political education in Germany and with projects in over 120 countries, KAS makes a contribution to the promotion of democracy, rule of law, and social market economy all over the world and encourages a continuous dialogue at national and international levels. KAS is planning to implement activities on sustainable management to help change the mindset of civil society, as environmental sustainability is an increasingly important issue in development. Citizens living below the poverty line directly rely on the water and land resources surrounding communities. The implementation of sustainable management is crucial for social development, provision of food security, stabilization of security as well as for sustainable economic growth. This process demands that citizens of Kenya, civil society as well as other stakeholders are involved in the implementation process of sustainable management, and gain knowledge and background information on the status and challenges of sustainable economy. KAS has decided to conduct this study to gain in-depth information, and analysis of the concept of sustainable economy in the Kenyan context and its current status and situation in the country - its challenges and its progress.

#### **Context**

The aspect of successful economic activities despite *or* most likely because of the consideration of environmental impacts becomes increasingly important due to the progress of climate change. Economic branches that show successful economic growth include *inter alia* the renewable energies sector, the recycling sector and the (sustainable) agriculture. Environmental challenges such as global warming, ozone depletion, pollution, climate change, overexploitation of natural resources, altered land use as well as loss of biodiversity, coinciding with a growing population that needs food and an acceptable standard of living, force businesses and economic stakeholders globally to create new sustainable economic strategies. Farmers face growing problems due to the effects of climate change, as for example of soil erosion, deforestation and water pollution. Especially the rights of communities and the

role of sustainable management remain mostly unaddressed.

The complex nature of these environmental problems can be best understood and addressed through a **digital platform – website** that is accessible to the different stakeholders and a broad audience and that explains the complex topic in an “easy” and modern way. **The website should be based on the existing KAS study on sustainable economic development in the Kenyan context and contain the content of the existing KAS study.** The **website** should be designed in an appealing way and attract as many users as possible with the objective to cross traditional academic disciplinary boundaries as well as with a common definition and understanding of the concept of sustainable economy in Kenya. Therefore the main objective of the website is to analyse its particular status and challenges in the Kenyan context and to make that analysis visible to a broad audience including the different stakeholders that are involved in the topic.

The above background therefore forms the basis for engaging a consultant or a consultancy firm mainly to assist in coming up with a design of a website – digital platform on the concept of sustainable economy in the Kenyan context.

## **Objective**

**The website should be based on the existing KAS study.** The main objective of the website on the concept „sustainable economy“ in the Kenyan context is to attract a broad audience and to showcase the in depth analysis of the existing KAS study on the status of sustainable economy in Kenya, its policies and laws in an attractive manner. The website will be used by KAS to explore ways for further actions and to motivate leaders, organizations, and other stakeholders to further engagement and to commit to change action and sustainable management.

### Objectives of the website are

- **The website should be based on the existing KAS study.**
- To analyse the status of sustainable economy and its role in Kenyan politics, laws and policy making.
- Exploring ways to motivate leaders, organizations, and stakeholders to commit to change, action, and sustainable management.
- To foster the understanding of sustainable economy, its status and challenges.
- To recap the recent global debate on sustainable economy with an emphasis on Kenya and Germany)
- To discuss how/if parts of that recent debate can be integrated in a Kenyan debate on sustainable economy
- To stimulate discussions on the status and challenges of sustainable economy in Kenya.
- The website should be designed in an interactive and appealing manner and include modules that showcase the study content and also leave some room for internet users to interact and comment on/ discuss the topic.

## **Outcomes**

The website – digital platform should be based on the existing KAS study and is meant to contribute to the in depth understanding of sustainable economy in the global and countrywide context, its status and its challenges; the aspect and role of demographic numbers as population growth; through the study new ways for KAS engagement in sustainable management related issues shall be identified and analyzed.

## **Target groups**

The target group will include economical stakeholders, state actors, politicians on local and national level, university scholars, media representatives as well as civil society.

## **Approach**

***Baseline study development approach:* The consultant should contact KAS in the earliest stage of the proposal – already while drafting ideas of the website design. He/ She should showcase his first ideas of the website proposal to KAS.**

While developing the website, the consultant(s) should include bringing out skill sets that will help to select website design and graphic modules to showcase the information of the study on the concept of sustainable economy in Kenya, as well as to evaluate and analyse the selected information, and to ensure that all relevant topics/ areas/ topics are covered in the website.

Develop a module draft (design, modules, showcase information); conduct analysis on the website options (including different designs and interactive technical options); Review relevant layouts, graphic designs, modules, information showcasing content of the website; graphics; compile modules for identified information sets (political aspect, economic aspect, social aspect, demographic aspect etc. of sustainable economic development in Kenya targeting the following stakeholders: Economic stakeholders; Government stakeholders; Industry associations; Universities etc.); Website module options; Presenting the different website designs and module options to KAS; The website including graphic design and all modules to be concluded after three months from the date of official kick off. A more detailed plan/ timetable is to be provided and discussed before kick-off.

The consultant(s) may request where necessary to schedule meetings with KAS representative(s) for purposes of collecting ideas on status and challenges of the graphic design and website development on sustainable economy. Moreover, after handing over the first concepts/ designs of the website to KAS, an evaluation meeting will be held to validate the 1<sup>st</sup> draft of the website – digital platform, after which the consultant(s) will be required to incorporate changes if necessary in effort to produce the final draft.

## **Geographic Frame**

The website will be covering the whole country targeting the respective stakeholders. The successful individual consultant or consultancy firm will work

from their respective areas of operation.

### **Key deliverables:**

Digital platform – website design skeleton: The consultant will submit to KAS a sketch draft/curriculum for each website module developed according to the template agreed with KAS which should include:

- The graphic design of the website
- The graphic design of each website module
- The strategy of the website design
- The content of the KAS baseline study on sustainable economic development showcased in the website; including the analysis of the concept of sustainable economy in the Kenyan context, its status, its challenges and connections to the international debate.
- Website structure and content: Time table and content for each module, including activities of chapters of sustainable management regarding development, status, challenges and possible solution oriented strategies.
- The design should include a module where visitors of the website can write in comments / information / virtual debate option.
- Tables and maps of the study and also statistics (e.g. frequency, topics covered, people participated, outcomes) of the possible impacts of the study and the key findings.

The final website shall contain a detailed illustration of the following components:

- Clear content of selected information and analysis of the KAS study and a graphic design which is relating to the topic of sustainable management (as the printed study design could be used as basis for the website development).
- A website with the objective of drawing a picture of sustainable economy in the country.

### **Key quality criteria**

- The website should give an overview on the concept, development and status of sustainable economy in Kenya.
- The website should be able to accommodate the realities of civil society, economic and government stakeholders, other non-state actors as well as government institutions/agencies.
- The website should specify the role of the different target groups in the countrywide context.
- The website should showcase all relevant information of the KAS study.
- The website should be interactive and attract stakeholders.
- The website should be interactive and offer a platform for experts to engage with the topic.

## **Supervision**

The consultant(s) or consultancy firm will be required to make a presentation of the 1<sup>st</sup> design draft of the website – digital platform to KAS staff before handing over the final drafted website design.

## **Duration of the assignment**

This task will be conducted within a period of three months inclusive of the validation stage.

## **Payment terms for the consultancy**

The consultant's fee will be paid in two instalments of 40% at the inception stage and the balance after submission of the final draft ONLY IF it meets KAS' expectations as stipulated in the contract of agreement and Terms of Reference.

## **Qualifications**

- The candidate(s) should possess an educational Degree with bias in either of the following: graphic design, website development, IT. Advanced Degree will be an added advantage.
- Sufficient experience in website production and graphic design or the production of digital platforms as well as interactive modules.
- Good knowledge of IT solutions, graphic design and website development. .
- Experience in graphic design methodology, website development and the selection of information for website content as well as producing website designs.
- Excellent written and spoken English
- Be able to work independently within stipulated time lines.
- For consultancy firm, one should have a legal status, a company profile, and tax information.
- The team leader should have extensive experience in graphic design and website development and presentation of key findings.

## **Call for expression of interest/proposal submission**

The consultants or consultancy firms interested in this assignment expected to submit proposals (both technical and financial) with CVs of the proposed team.

*The technical proposal from any applicants must specify the following:*

- 1) Objectives of the assignment
- 2) Expected outputs and product
- 3) Specific working approach and work plan
- 4) Tentative timeline and deadlines
- 5) Consultant CV or consultant team list (name/position within the team/qualification/task for each member/number of working days) and CVs for each one of them which covers his/her experience and track records in similar undertakings.

A financial (budget) estimates to deliver the deliverables submitted with an itemized breakdown of professional fees and activity expenses.

Please send your expression of interest to: [Antonie.Hutter@kas.de](mailto:Antonie.Hutter@kas.de)  
Before 21. February 2018