

TERMS OF REFERENCE

Design of Website for the project “Review of Regional Beef Market and Trade in China & Southeast Asia

I. GENERAL BACKGROUND

1. HELNETAS is a development organisation anchored in Switzerland. Our vision is a just world in which all men and women determine the course of their lives in dignity and security, using environmental resources in a sustainable manner. HELNETAS has been working in Vietnam since 1994, in the sector of Agriculture, Forestry, and Rural Development.

2. Overview of project “ Regional Beef Market and Trade in China and Southeast Asia”

Over the last three years, The Australian Centre for International Agricultural Research (ACIAR) provides funding support in order to develop national beef industries, reduce disease risks associated with trans-boundary trade in the region, and improve cattle and beef trade environment for small-medium holders by reviewing available data and information, and designing commodity- and region-specific modelling approach and techniques, that enable robust forecast and simulation of policy and trade scenarios in Southeast Asia, China and Australia. The project is implemented by the University of Queensland, HELNETAS Vietnam and relevant governmental Ministries and Sub-departments (Livestock) as well as private sectors (traders, processers, export/import companies, wholesalers, retailers, smallholder cattle raisers) in Cambodia, Laos, Myanmar, Thailand and Vietnam, Timor Leste, Indonesia and China.

II. OBJECTIVES OF THE WEBSITE

The information, findings and data collected by all partners require having a on-line platform in order to:

- Present the all the related research findings ;
- Introduce the country profiles from Cambodia, Laos, Myanmar, Thailand and Vietnam, Timor Leste, Indonesia and China;
- Update cattle & beef news from the mentioned countries;
- Offer rooms for the related stakeholders from the countries to exchange and share information.

III. TARGET AUDIENCE

The possible target audiences for the website would be:

- Policy makers

- Researchers
- Livestock/cattle raisers
- Beef traders in the region and around the world.
- General audience.

IV. SCOPE OF WORK

- Build the website according to designed layout & required functions (estimated to be 5 pages including: homepage, news, country profiles, library and about us).
- Frequent exchange with HELNETAS team on the design and ensure the on-time progress
- Provide tutorials on how to use the website to HELNETAS staff
- Support HELNETAS on maintain/upgrade the website during test run
- Advice HELNETAS on hosting.

V. TENTATIVE SCHEDULE

- Application submission deadline: 5th November 2016
- Negotiation and contract sign: November 9th, 2016
- First meeting to brainstorm about the website: November 9th, 2016
- Website development: November 10th, 2016
- First draft of the website: November 15th, 2016
- Second draft of the website: November 22th, 2016
- Completed website: November 30th, 2016
- Receive feedback from HELNETAS staff and fix the website if needed until December 25th, 2016.

VI. QUALIFICATIONS AND COMPETENCIES REQUIRED

- 5-8 year experience in web design;
- Proven records with products of similar functions and design
- Positive work attitude and open to ideas/comments from the project team
- Interested in sustainable development.

VII. SELECTION PROCESS

Interested candidates (company or individual) should send the expression of interests including the company' profile; links of own designed web products, proposed methodology and fees. Three (3) short-listed candidates will be invited to present your ideas to HELNETAS Vietnam.

Deadline for submission: **November 5th, 2016**

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