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Country: Regional - Latin America and The Caribbean

Institution: Inter-American Development Bank

Sector: Agricultural markets, commercialization and agri-business, Information and Communications Technology

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Loan N°./Financing: – TC #: ATN/CO-17772-RG

Project:

Title: Experiential Learning of Cluster Development Best Practices in Small and Vulnerable Countries

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Borrower/Bid No: RG-T3519-P009

REQUEST FOR EXPRESSIONS OF INTEREST

CONSULTING SERVICES

Selection # as assigned by e-Tool: RG-T3519-P009

Selection Method: Simplified Competitive Selection

Country: Regional

Sector: Agribusiness

Funding – TC #: ATN/CO-17772-RG

Project #: RG-T3519

TC: Experiential Learning of Cluster Development Best Practices in Small and Vulnerable Countries

Link to TC document: https://www.iadb.org/en/project/RG-T3519

The Inter-American Development Bank (IDB) is executing the above-mentioned operation. For this operation, the IDB intends to contract consulting services described in this Request for Expressions of Interest.

Expressions of interest must be delivered using the IDB Portal for Bank Executed Operations (http://beoprocurement.iadb.org/home) by: November 1st 2022, 5:00 P.M. (Washington D.C. Time).

To access the IDB Portal, the firms must generate a registration account, including all the data requested by the Portal. In the event that any of the information requested is not included, the firm will not be able to participate in this or any other Bank-executed selection process for operational work. If the firm has been previously registered, please validate that you have all the firm's information updated and complete before submitting an expression of interest.

The consulting services ("the Services") include the Design and Development of Grenada Floriculture Cluster Website, Supply and Demand Mobile Application and Maintenance Services Cluster, in the fourth quarter of 2022.

Eligible consulting firms will be selected in accordance with the procedures set out in the Inter-American Development Bank: Policy for the Selection and Contracting of Consulting firms for Bank-executed Operational Work - GN-2765-4. All eligible consulting firms, as defined in the Policy may express an interest. If the Consulting Firm is presented in a Consortium, it will designate one of them as a representative, and the latter will be responsible for the communications, the registration in the portal and for submitting the corresponding documents.

The IDB now invites eligible consulting firms to indicate their interest in providing the services described above in the draft summary of the intended Terms of Reference for the assignment. Interested consulting firms must provide information establishing that they are qualified to perform the Services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc.). Eligible consulting firms may associate in a form of a Joint Venture or a sub-consultancy agreement to enhance their qualifications. Such association or Joint Venture shall appoint one of the firms as the representative.

Special requirements according to the Donor Trust Fund (DTF), if applicable.

Interested eligible consulting firms may obtain further information during office hours, 09:00 AM to 05:00 PM, (Washington D.C. Time) by sending an email to: Ramona Sinanan at Ramonas@iadb.org.

Inter-American Development Bank

Division: IFD/CTI-Competitiveness, Technology and Innovation Division

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Summary of Terms of Reference

TERMS OF REFERENCE

Design and Development of Grenada Floriculture Cluster Website, Supply and Demand Mobile Application and Maintenance Services

REGIONAL RG-T3519

ATN/CO-17772-RG https://www.iadb.org/en/project/RG-T3519

Experiential Learning of Cluster Development Best Practices in Small and Vulnerable Countries

1. Objectives

1. Under this consultancy, the following objectives are expected to be achieved:
   - Design and develop a cross-platform application (android, iOS) for mobile devices to create a marketplace for both flower growers and arrangers aligned with the brand identity. At least 30 arrangers and growers able to list products and services on the mobile application. Any user will should be able to make direct contact with growers and arrangers.
   - Design and develop a website for the FAGAG (Flower Arrangers and Growers Association of Grenada) that is aligned with the brand identity and increases awareness of the Association. The website should implement a mechanism to easily update content on the website.
   - Maintain and support the website and mobile application for 2 years.

2. Scope of Services

1. Development of Mobile Application

1. The consulting firm shall design and develop a cross-platform listing mobile application with the following capabilities:
   - The app should allow growers/arrangers to register on the platform. Registrants will be either members of cluster or FAGAG. Site visits will support and confirm their activities.
   - The app should allow growers/arrangers to create, publish and manage a public profile page. A mechanism for authentication must be developed which will allow them to upload content.
   - The app should allow growers/arrangers to add their location to their profile page which includes, but is not limited to description, contact information.
   - The app should allow growers/arrangers to showcase available goods (flowers and services) including but not limited to pictures and list prices for available goods (flowers/services). This feature should allow growers/arrangers to list multiple items.
   - The app should provide listing pages for growers and arrangers.
   - The app should allow users to view listing details
   - The app should allow users to search/filter listings.

- The app should provide a mechanism for growers and arrangers to communicate.
- The app should be accessible offline for growers and arrangers.
- The app should allow growers/arrangers to list social media pages, if available.
- The app should allow users to communicate with growers and arranges about their listed products/services

2. The consulting firm should provide the following:
    - Design user interface flows for review and approval by the GHTA and CCPF.
    - Develop a mechanism to keep content updated. A data protection and privacy policy should be written into the app.
    - Develop user guide materials on the use of the app.
    - Provision of training to the GHTA and/or the flower growers and arrangers of Grenada.
    - Thoroughly test and validate the functionality of the app before sign-off by the GHTA.
    - Publish the app to the various app stores. The GHTA will provide access credentials to the relevant app store accounts.
    - Present a preliminary simple draft of both components to the cluster for their feedback early in the time process prior to creating a detailed finished product for final presentation.
    - Include analytics and reporting so as to assess usage of the app.

3. The following capabilities are outside the scope of the mobile application development:
    - Order checkout
    - Collection and processing on online payments.
    - Recording and processing of orders and fulfilment.
    - Generation and management of invoices • Inventory tracking

2. Development of Website

1. The consulting firm shall design and develop a responsive website with the following capabilities: • Reflect consistency and uniformity in brand messaging already developed.
    - Incorporate easily flowing navigation to allow for ease of browsing and exploration
    - Easy for non-technical staff to update the content elements of the website
    - Quick to render on devices
    - The pages should make it easy for customers to locate and digest information about the association
    - The website should incorporate quick access to contact details and incorporate simple, but effective call to action mechanisms
    - The website design should be flexible and must be properly rendered across all major web browsers (Chrome, Firefox, Microsoft Edge and Safari)
    - Showcase the membership and members details of FAGAG
    - The website should provide a gateway for potential members to join the association
    - The website should have an area to publish news/press release of the organization

2. The consulting firm will create/use custom site graphics that help to brand the website. This can be done with photos, colours, and other web development techniques. The selected vendors will work closely with the Cluster Team to design the desired look and feel representative of the brand.

3. The consulting firm will provide content to facilitate the development of the website. The GHTA will maintain ownership of the website, its components, and content and will maintain the website after

delivery. The website should be built on top of or integrate with a flexible content management system.

4. Although the GHTA has specific ideas and requirements, we are interested in the consulting firm's ideas for content and design approaches that will fit the website development process.

3. Maintenance Programme

1. The consulting firm should also submit a costing for the provision of website and mobile app support service for 24 months after the delivery of the mobile application and website, including:
    - Fix broken links, errors, images, pages, and updates
    - Graphics – adding, editing and resizing any images that do not fall under the scope of the layout or actual design of the app or website.
    - Code updates – adding, editing, removing and installing any scripts, programs or software providing it does not change the overall design or look of the app or website.
    - Update a newer version of the mobile app to relevant store.
    - A maintenance report submitted each quarter.
    - Support does not include: o Implementing new features o Design change requests

4. Other Non-Functional Requirements for Website and Mobile App

1. The platforms should be implemented complying with the following:
    - Scalability: Non-functional components that provide the ability to grow in relation to

Processing and integration with other technological components that require the sending and receiving of information

- Availability: The system must guarantee an environment that allows operation in high computer availability.
- Adaptability: Of its components to the management of agnosticism and the decoupling of the applications that consume them, based on the management of general protocols and that has or can efficiently implement particular functionalities.
- Security: That it is provided from the capacity of protection and traceability of the transactions generated within the platform and of the information that is handled with consumer components, in order to establish transactional encapsulation, traceability, data protection, and cyber-security.
- Interoperability: By providing elements that allow the exchanged of information through standardized protocols both in its generation and in its consumption, allowing this exchange between multiple interconnected systems.
- Usability: During the design of the platform, usability heuristics and known design patterns must be used that allow the user to quickly learn how the platform is used and reduce the cognitive load and, therefore friction.

2. Hosting Requirements

- The consulting firm should provide the hosting service for the duration of the contract, as well as share all hosting information with GHTA team from the inception to facilitate easy transference when the maintenance component is completed.

3. Copyright Requirements

- Domain name and all site related artefacts are the copyrights and property of GHTA.
- The source code for the website and mobile application should be delivered to GHTA after delivering the final version
- Handover documents (maintenance plan, security, hosting information, and any other information related to the website and mobile app)

4. The consulting firm will be guided by the following key items that will facilitate the achievement of the objectives:
    - Create an easy content management system that will allow non-technical staff to update content from the mobile application
    - Once the mobile application is completed and delivered, the GHTA team will be responsible for making content updates until the end of the initial service contract.
    - The application should promote brand consistency
    - The application should be intuitive and easy to navigate
    - Photographs, videos, fonts, illustrations and layouts should be representative of brand messaging.
    - Provide maintenance and support for a period of 24 - months following the final delivery of the mobile application.
    - The consulting firm selected will have access to the marketing strategy and brand guidelines for the cluster which have already been prepared.
    - Develop technical documentation, user manuals, and deliver training sessions for the GHTA/FAGAG/cluster, support staff and system administrator(s) to be decided by the Cluster to perform the content upload and available tasks.

3. Key Activities

1. To achieve the consultancy's objective, the following activities are to be completed:

    - Development of workplan for the design and development of website and mobile application and presentation to cluster.
    - Fidelity Design mock-ups for the website and mobile application for concepts to be discussed. To be followed by detailed mock up with recommendations
    - Development of responsive website in line with brand guidelines.
    - Development of mobile application in line with the brand guidelines.
    - Training and demonstration for key stakeholders on the use of the app and website
    - Maintenance services for 24 months after the delivery of website and mobile application

4. Expected Outcome and Deliverables

1. The following deliverables are expected from this contract:
    i. Workplan
    ii. At least 2 wireframe concepts for websites and at least 5 major screens concept of the mobile application
    iii. Responsive website with CMS access and source codes iv. IOS and Android mobile application released in the app store and CMS access and source code

    v. Delivery of demonstration, training and documentation
    vi. Website and mobile application maintenance and support services report

2. Bank policy GN-2765-4 does not allow the procurement of goods and related services except when such goods and related services are necessary to achieve the objectives of the Bank-executed Operational Work and are included in the consulting services contract and represent less than ten percent (10%) of the consulting services contract value. If it is determined that acquisition of goods is necessary by the consulting firm, please add a very detailed technical specification of the minimum requirement of said goods.