

**TERMS OF REFERENCE
VIRTUAL COMMUNITY PLATFORM**

Location: Fair Trade Lebanon - Hazmieh

Application Deadline: 2 October 2020

Languages Required: English

Project Title: SHABAKE

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1. Project Description

The proposed project aims at strengthening our organization, root it into the national landscape and establish it as a sustainable organization for the years to come. FTL wishes to develop a virtual community platform to build a strong network of fair trade supporters, to establish continuous communication with its public, and to improve its communication within its network of producers.

2. Duties and Responsibilities

FTL is looking for well-established service providers to develop and implement a Virtual Community Platform adapted to the NGO eco-system, and that would facilitate communication with external actors.

3. Main Functionalities

The Virtual Community Platform should be a user-friendly and intuitive web application that can be used on Windows, IOS and Android.

In general, the proposer will be expected to:

Main Feature	Description
Ability to register a user	A user can be an individual, an entity, an association, etc.
Ability to configure specific fields for each type of user	Different fields can be configured to qualify each types of user. Fields can be conditional, contain validations, dropdowns, etc.
Ability to structure users into communities	Ability to group users according to their area of interest
Ability to structure communities	Ability to structure hierarchical communities to reflect their organisation. For example, an association might include several cooperatives which in turn might each include several members.
Ability to reflect the political and management structure of the community with dedicated roles	Ability to register the president, secretary, communication officer, etc. for each community with specific user roles within each community
Ability to integrate within the community of practice or in parallel offices for women	Ability to have a community of practice integrating dedicated virtual offices for women. These virtual offices can be an integral part of the community or run in parallel.

Supported by

Implemented by

Ability to manage security on a community of practice basis	Communications, sharing of posts, messages, material, etc. can be managed by a community for its members. For example, a cooperative can share information only with its members and not the rest of the community.
Ability to manage content	Ability to register multimedia content from simple text, pdf, ppt, etc. to pictures, videos and audio clips.
Ability to play video content in the platform	Ability to play audio and video content directly in the platform
Ability to group content into knowledge fields	Ability to create categories of content to group and structure the content into manageable areas of knowledge
Ability to tag content to facilitate search	Ability to have one or more tags to posts and contents to facilitate search, prioritisation and content proposal by the platform
Ability to have dedicated flag posts	Ability for a user to flag a post as 'important' (for example if a user has a business opportunity he/she wants to share with the rest of the community), as a 'call for help' (for example, if a user has a question and requires input the community can provide), 'like', 'My discussions', etc.
Ability to create an event	Ability to create an event. An event can be a conference, a congress, a training, etc.
Ability to manage an event	Ability to structure an event and child sub-events (e.g. a training with its related training modules) with description, management of the number of places (when applicable), subscription, payment (paypal and credit cards), etc.
Thread for consultation	Dedicated page for thread of all incoming posts, content, user interactions, events, etc. to which a given user has access to
Notification and alerts	Ability for the platform to send email notifications to users depending on predefined workflows. For example, during the registration to an event, to confirm subscription, etc.
Indicators, filtering and drill-down	Ability to have graphical representations of the activity within the platform: number of users, disaggregation by sex, number of posts, etc.
User interface	Modern user interface facilitating adoption of the system by users. The system must be designed to be fast and responsive.
Role-based system	The system must allow the configuration of users based on roles. The system must have the ability to assign specific users or groups of users to specific components of the platform, including the hierarchy of the community. The role-based functionality must allow access to the dashboard up to specific charts.

Language	The system must support multiple languages using Latin alphabets. The content (ideos, clips, pdf, etc.) can be in any language.
System audit trail	The system must provide a fully system stamped audit-trail of all activities by each user (creation, modification, deletion, etc.).
Cloud-based	The system must be usable as a cloud-based install.
Mobile devices	The system’s design must use responsive technologies and be accessible on mobile devices (smartphones, tablets).

4. Required Skills and Experience

The Candidate should be a registered company, with more than 5 years of activity, active in the NGO eco-system, with proven experience and expertise in providing adequate services and software with high successful rate.