



Call for Proposals

Development of a Share-Net International
Digital Platform



1. INTRODUCTION

In 2013, Share-Net International (SNI) was commissioned by the Dutch Government to lead the knowledge platform on Sexual and Reproductive Health and Rights (SRHR). SNI is a membership network of non-governmental organisations (NGOs), researchers, policymakers, implementers, advocates, students, media outlets and companies operating in the SRHR field, working closely with a wide range of partners across the globe. Our **mission** is to strengthen linkages between research, policy and practice through knowledge sharing, generating, translating and promoting the use of knowledge for the development of better policies and practices in SRHR.

Share-Net International combines the expertise and strengths of Dutch organisations, Southern partners and key international actors working in the area of SRHR to achieve the SRHR and HIV related Sustainable Development Goals (SDGs). In addition, the Platform encompasses national knowledge networks in four countries: Bangladesh, Burundi, Jordan and the Netherlands. These networks serve as conduits for situation assessments, defining research priorities, facilitating research participation by country institutions and hosting the local knowledge base/platform. They also stimulate the participation of key international partners and regional and national actors in SRHR, based in their countries.

As described in the 5 year plan (2020-2024) of SNI, SNI will grow geographically by having more country hubs, members and partners to be able to brand SNI as an international well-known knowledge and matchmaking platform on SRHR¹. In this light, SNI aims to develop a digital platform to ensure knowledge sharing, matchmaking and international knowledge exchange can happen more effectively at an international level. This call for proposals aims to identify a suitable, experienced organisation for the development, hosting and maintenance of this digital platform.

2. OBJECTIVES OF DIGITAL PLATFORM

The digital platform will be built on the already existing SNI [website](#) and integrate Trainers Lab. This website is currently mainly being used for sharing knowledge, including news and resources in the field of SRHR, call for proposals, vacancies, international events and to promote the work of SNI. In addition to knowledge sharing, the new digital platform **aims** to strengthen the collaboration between all Share-Net country hubs and their members by facilitating international knowledge exchange as well as matchmaking between the different sets of actors in the SRHR field.

The overall objectives of the digital platform, therefore, are:

1. Knowledge sharing
2. Matchmaking
3. Knowledge exchange

In the following, the objectives of the new SNI digital platform are described. The objectives and respective activities should clearly be reflected in the proposal.

¹ Share-Net International 5 Year Strategic Plan 2018-2022

KNOWLEDGE SHARING

Knowledge sharing is one of SNI's Knowledge Management strategies that contribute to the SNI long-term outcome "*Knowledge is applied into evidence informed SRHR programmes, policies, and practices*". It is characterised as the dissemination through a wide range of channels and tools of both new and existing knowledge, as available research findings are often not known by those who should use them². The knowledge sharing happens via digital ways and face-to-face meetings.

The digital platform should include

- an integral website which shares information from all Share-Net country hubs, articles, blogs and other forms of information.
- a clear interactive link to the websites of the Share-Net country hubs³,
- an interactive e-library for thematic areas, resources and eLearning courses, learning videos and best practices
- an automatic job board where member organisations can publish their vacancies and consultancies, and
- a space that links to online streaming services (e.g. Zoom, Microsoft Teams) to stream Share-Net activities.

MATCHMAKING

SNI is a networking and matchmaking platform, providing access to local, regional and international networks of NGOs, researchers, policymakers, implementers, advocates, students, the media and companies operating in the SRHR field. SNI envisions to link the needs of members to the services that partners offer. SNI, in collaboration with [Trainers Lab](#)⁴, aims to set up a matchmaking platform between members and the private sector, researchers, and students. This matchmaking mechanism will build on the platform Trainers Lab has developed over the last years and be extended to students, researchers, the private sector, and NGOs as well as to a broader geographical terrain.

The digital platform should therefore include

- a matchmaking mechanism similar to that of Trainers Lab
- log-in & profile management system

KNOWLEDGE EXCHANGE

Knowledge exchange can be seen as a follow-up of knowledge-sharing. It implies the active engagement of Share-Net members in sharing knowledge and integrating the knowledge into their private and organisational

² Share-Net International Theory of Change 2018-2022

³ www.share-netbangladesh.org; www.share-net-burundi.org; www.share-net-jordan.org.jo; www.share-net.nl

⁴ Trainers Lab is an international matchmaking platform for SRHR trainers to expose and sell their expertise and for local civil society organisations to hire skilled local professions to strengthen their organisational capacity and improve their SRHR interventions. Next to matchmaking, trainers and SRHR practitioners can upgrade their skills and knowledge through online learning on Trainers Lab. Trainers Lab was developed by the GUSO consortium (lead organisation: Aidsfonds), in collaboration with the Sex Rights Africa network.

work. Share-Net country hubs organise various face-to-face activities to facilitate exchange between practitioners, policy-makers and researchers, such as round-tables, thematic meetings, knowledge fairs, lecture series, etc. in which knowledge, such as best practices and lessons learned, are exchanged. Additionally, Communities of Practice (CoPs) enable Share-Net members to connect, discuss and share SRHR knowledge. Until now, Share-Net has thus mainly facilitated in-person knowledge exchange.

In the future, SNI envisions to, additionally, facilitate knowledge exchange online to enable international members and members of the Share-Net country hubs to exchange knowledge, best practices, and lessons learned internationally without having to travel to other countries. In this regard, international Communities of Practice are being set up.

The digital platform should therefore include

- an online space for the international Communities of Practice based on user-needs for networking and peer-learning among a global grouping of SRHR and gender experts. The platform should provide a safe space for SRHR and gender experts to exchange, interact and address sensitive topics like sexuality education, LGBTIQ+, safe abortion and sexual rights.

Some of these services should only be available for members on a closed off part of the platform. These include the possibility to publish vacancies on the job board, the possibility for members to use the Share-Net streaming services, the matchmaking platform, and the online space for international Communities of Practice.

3. GOVERNANCE OF DIGITAL PLATFORM

The organisation of the digital platform includes three key actors:

1. The **host organisation** will be responsible for the development and maintenance of the digital platform, and provide all the necessary technical support. The organisation will work in close consultation with the online moderator and will be accountable to the SNI secretariat.
2. The **online moderator** will be responsible for the moderation of the online community and the content of the digital platform. The moderator will be part of or work in close consultation with the host organisation and the secretariats of SNI and the country hubs. The moderator will assess the content shared by the users in terms of appropriateness for an international audience and fitness to the core values of SNI. The moderator therefore needs to be a knowledge expert in the field of SRHR.
3. The **SNI secretariat** is the commissioner of the digital platform and will select the winning proposal and the host organisation in close consultation with the Share-Net International Board. If needed, the SNI secretariat will contract the online moderator.

It is possible to apply as host organisation only, or as host organisation and online moderator at the same time.

4. TECHNICAL REQUIREMENTS

TECHNICAL DEVELOPMENT

The digital platform will build on the existing SNI [website](#). Specific technical requirements are:

- agile/lean web development and UX design
- develop website to a standard and CMS- latest version preferably Word Press

- use simple, cost-effective techniques to test designs with representative users before implementation of major features
- optimize the site for low bandwidth users
- develop open APIs onto membership database
- desire to monitor website use by users – so attached to GA or Matomo
- mobile compatibility first and browser compatibility. The site must be compatible with the current versions of the following browsers (Firefox, Safari, and Chrome)
- add a comprehensive search functionality to the website and library
- log-in & profile management system for the matchmaking section and closed section of the website
- ensure a consistent visual language on the platform building upon the Share-Net International branding guidelines
- general Data Protection Regulation (GDPR) proof

USER RESEARCH

Given that SNI is a member-based organisation, it is crucial that the digital platform meets the needs of Share-Net members. The Share-Net secretariats will therefore carry out a user research to assess the needs of the members and country hub secretariats for the digital platform. This will be done via a survey and short interviews with key actors about the experiences with the current SNI website. The outcomes of this research will be shared with the digital developer of the host organisation in order to be used to tailor the development of the platform to the needs of its future users and to make it user-friendly.

The user research, carried out by the Share-Net secretariats, will be repeated during the development of the digital platform, so that the outcomes of the user research can inform further development of the platform. SNI strives to include the same participants in all rounds of the panel survey to ensure comparability of the results.

TIMELINE

User research by SNI	June 2020
Deadline for submission	1 st of July 17.00 PM CEST
Notification of short-listed proposals	17 th of July
Selection round for final proposal (by interviews)	20 th – 24 th of July
Start development of digital platform	15 th August
Development of digital platform	August – December (make sure that Trainers Lab is integrated before the end of 2020)
Platform ready for use	1 st of January

5. PROFILE

An organisation or partnership with

- a track record in the development and maintenance of interactive websites and/or digital platforms, preferably of large network organisations;
- a track record in agile/lean web development and UX design;
- experience with network organisations in the international development sector (structure, governance, role of members, role of secretariat);
- experience in moderation of online activities;
- proficiency in spoken/written English.

We strongly encourage Southern organisations to apply.

6. PROPOSAL REQUIREMENTS

The proposal should address the main objectives of the digital platform and include

- a detailed description of the above-mentioned requirements for the digital platform (including a clear vision on how to integrate Trainers Lab)
- a budget proposal that should include wireframes and graphic design, interaction design, technical design, building of website including SEO, interactive testing and adjustments, support after delivery, overview of returning costs (such as licenses, updates, etc.), after care period.
- a portfolio clearly showing past experience equivalent or more to the proposed scope of work. Links to the websites created should be included.
- a clear description of the process of the development, maintenance and moderation of the platform (build on process described; including clear KPIs for the website)
- a strategy on how to attract visitors to the website
- a safety and security analysis
- a timeline

When applying for both becoming the host organisation and the online moderator, please also include

- a clear vision on the organisation of the digital platform (based on chapter 3. Governance of digital platform), including your organisational capacity and expertise in SRHR to moderate the platform.

7. HOW TO APPLY

To apply, please send your track record and proposal to info@share-netinternational.org before the **1st of July 2020**. If you have any questions, please contact: Meike Stieglis, Share-Net Netherlands Coordinator and Interim Share-Net International Coordinator (m.stieglis@kit.nl) or Charlotte van Tuijl, Share-Net International Project Officer (c.v.tuijl@kit.nl).