

TERMS OF REFERENCE (TOR)

Website Management Consulting Firm for Japan-ASEAN Integration Fund (JAIF) Website 2025

Background

ASEAN and Japan have enjoyed many years of solid and beneficial relations as “partners thinking together, acting together, and sharing a future vision”. As an enduring strategic partner of ASEAN, Japan has been one of the major Dialogue Partners and contributors for more than four decades to the political, economic, and social development of ASEAN.

The Japan-ASEAN Integration Fund (JAIF) was officially established in March 2006. JAIF aims at supporting integration efforts to create the ASEAN Community by facilitating the implementation of the ASEAN 2025: Forging Ahead Together, which consists of the blueprints for the ASEAN Political Security Community (APSC), ASEAN Economic Community (AEC), and ASEAN Socio-Cultural Community (ASCC), as well as the Initiative for ASEAN Integration (IAI) Work Plan IV and the Master Plan on ASEAN Connectivity (MPAC) 2025. JAIF also aims at promoting greater cooperation between Japan and ASEAN.

JAIF Management Team (JMT) recognises the instrumental influence of communication and outreach to facilitate common understanding among students, academics, governments, and the common people of ASEAN. JMT has pursued various communication attempts to reach out to its stakeholders including the launch of JAIF website (<https://jaif.asean.org>) and social media accounts ([Instagram](#), [YouTube](#), and [Facebook](#)).

The JAIF website has served as the primary platform for communicating JAIF and its projects. Since its launch in 2017, the website has shown positive trends, with a steadily increasing number of users. In 2018, there were 4,837 users, and by 2023, this number had grown significantly to 40,968. Regular content updates and outreach activities conducted by JMT have contributed to the website's strong performance.

Despite this steady growth, the website has experienced slow loading times, likely due to its current code structure or how it handles user queries. Furthermore, with four years having passed since the last major update in 2020, a comprehensive revamp of the JAIF website is now both timely and necessary.

Objectives

The consulting firm is expected to keep the JAIF website efficient, up-to-date, and in line with the evolving needs of stakeholders and users by:

1. **Improving website performance:** Fixing technical issues like slow loading times, optimizing the code, minimizing file sizes, optimizing images for fast loading, and speeding up server responses to make the site faster and handle user requests better.
2. **Refreshing the design:** Updating the look of the website to make navigation easier, improving accessibility while ensuring it is more intuitive and user-friendly for visitors.
3. **Adding new features:** Introducing useful tools like interactive elements, multimedia content, or better search options to improve the website's functionality.
4. **Restructuring the website and migrating the website** from the old application to the new one: including data, resources, and any related action needed.

5. **Maintaining Web-Server:** Including update, backup, and troubleshooting (the vendor needs to solve any issue related to web-server).

Scope of Work

- A. Project management, concepts, UX development, and communication system.
- B. UI design: design mockups and prototypes, image editing, support for uploading of content and copy during the development phase.
- C. UX: website navigation, user experience, website UX copy, development of forms and other interactive components.
- D. CMS, database development and migration: customize new CMS, new database, data handling and transfer.
- E. Programming and development.
- F. Imagery development, icons, and illustrations.
- G. Assign key professional staff with the following responsibilities:
 - 1) Project Manager
 - i) Bridge the discussion among the engineer, graphic/content designer, designated JMT staff, and the relevant officer(s) of concerned Divisions of ASEAN Secretariat; and
 - ii) Coordinate meetings either face-to-face or remotely with JMT to provide technical advice/clarifications for the improvement of JAIF Website.
 - iii) Have experience in project management under web application project for minimum 5 years.
 - iv) Proficiency in written and oral English
 - 2) Website Development Engineer
 - i) Responsible for the overall development process and ensuring that all code contributed is in line with coding standards;
 - ii) Maintain and support JAIF Website in the designated web-server (web-server for 2025 has been purchased, thus, cost for web-server should be excluded from this procurement);
 - iii) Enhance user experience design and user interface design (possible design);
 - iv) Create social media buttons (share buttons) for further engagement;
 - v) Create new pages and update the content based on JMT's request;
 - vi) Enhance and maintain Japanese pages;
 - vii) Develop a manual for regular updates of JAIF Website;
 - viii) Maintain and fix the web-server, database, WBE, and CMS
 - ix) Train the JMT staff on the use of JAIF Website, including updating the JAIF Website;
 - x) Maintain version management of JAIF Website;
 - xi) Fully maintain JAIF website using CMS within the scope agreed with the JMT; and
 - xii) Upload and regularly maintain website's data backups.
 - 3) Graphic Designer
 - i) Provide creative design and infographics to make JAIF Website appealing to viewers;
 - 4) Translator (English-Japanese)
 - i) Translate updated and new contents for website (see frequency of update in letter C below).
- H. The consulting firm, along with the assigned human resources above, shall maintain strict confidentiality in all aspects of the work.
- I. All existing contents included in but are not limited to the [JAIF Website](#) (both English and Japanese version) will be updated with the following frequency (updates will be prepared by JMT):
 - i) Semi-annually: Pictures for [top page](#), [Beneficiaries' Voice](#), [Project Brief](#), [Sector Brief](#), existing [Sector Brief](#) (content update only);
 - ii) Annually: [JAIF Overview](#), [Component Descriptions](#), [Milestone](#); and
 - iii) Upon request: [JAIF Management Team](#)
- J. Maintain regular and close coordination with JMT's IT advisor and follow all instructions provided by

JMT before making any updates or changes to the website.

Deliverables

- a) **Multiple design mockups and prototypes** of the homepage and key sections, showcasing a refreshed look and updated user interface for feedback before finalizing the design.
- b) **A homepage** that loads within 3 seconds, with all subsequent pages loading not more than 10 seconds, focusing on load speed, content size, and resource optimization. The new website can be developed using any framework or built from scratch (without using the existing framework or current code), as long as it meets all requirements set by JMT.
- c) **A well-functioning and secure JAIF Website system** hosted on the designated web server, compatible with both desktop and mobile devices until 30 June 2025. The website must be able to recover immediately from hacker attacks, with a response time of 3 hours and a maximum resolution time of 24 hours (e.g. through a mirror site for backup). It should also be prepared to handle any other potential risks. The SSL certificate will be provided by the ASEAN Secretariat.
- d) **New interactive elements** (e.g., interactive chart, user-friendly forms), **creation of animation, integration of multimedia content** (videos, infographics), and **improved search functionality or filters**.
- e) **Testing and quality assurance** which include performance testing results (e.g., page loading speed, server response) and cross-browser and cross-device compatibility tests to ensure the site works on various platforms.
- f) **Comprehensive technical documentation**, including database structure, code descriptions, and function purposes. In addition, **monthly reports including website maintenance and backups of version management**, along with the latest program source code (including HTML, client-side scripting languages, server-side scripting languages, databases, and any other relevant files) for the JAIF Website.
- g) **Monthly reports and backup on the version management** together with the latest programme source code (HTML, Client-Side Scripting Language, server-side scripting language, database, and any other files) of the JAIF Website.
- h) Well-maintained **Japanese pages** (translation of 10 new pages).
- i) **Provision of infographic/design works** based on: i) the current contents of the JAIF Website e.g., infographics in [Sector Brief](#); ii) the provided data/write-up to be used as part of the contents of the JAIF Website semi-annually; and iii) request from JMT.
- j) **Website performance reports** based on Google Analytics (every six months) which include analysis and recommendations on how to improve the JAIF Website.
- k) Maintenance of the SEO ranking for the keyword "JAIF" to ensure consistent visibility and search performance.

Timeline

The services are expected to commence in January 2025 and be completed within six months (until 30 June 2024). The development phase leading up to the go-live date should take four months.

The consulting firm will provide a six-month warranty period following the completion date of the Agreement to correct or repair any deliverables that do not conform to the specifications or acceptance criteria at no charge.

Administration, Reporting and Coordination

The contract for this assignment will be issued by the ASEAN Secretariat. The website management consulting firm will work closely with JMT.

Requirement for submission

Technical Submission

Interested candidates are invited to apply package in English including the following documents and requirements (refer to Attachment-1 Technical Requirements). The selected consulting firm should have human resource(s) who have the following qualifications, skills, and professional experience (consulting firm may outsource to a third party if necessary):

- a) Company legal registration as an IT consulting company, public relations company, firm, digital agency or other relevant type or business. Provide copy of business incorporation/legal registration certificate.
- b) Relevant work experience in website management. Provide evidence (links to website) with year and duration of work.
- c) Experience working with the ASEAN Secretariat or any international organisations. Provide links to websites with similar scope developed.
- d) Experience in creating and maintaining websites in multiple languages. Experience in creating and maintaining website(s) in both English and Japanese language features will be an added value. Provide the links to the websites.
- e) Demonstrate their qualifications and capacity to provide the requested services by providing recommended plans including creative designs for possible improvements of JAIF Website including top page and lower layers, use of CMS, site configuration/site map. The provision of creative functions to increase the value of JAIF Website will be an added value.
- f) Demonstrate qualifications of the human resources to be assigned to this project by providing CVs of the following key personnel. The consulting firm must ensure the qualifications of the human resources in case of personnel changes during the service:
 1. Website Development Engineer
 - i. Extensive experience (minimum three years) in programming and CMS development, search engine optimization, Google Webmaster tools, Google developer tools, or Mobile device adaptation.
 - ii. University degree in any discipline.
 2. Project Manager
 - i. University degree in a relevant discipline with at least five years of experience in administration, communication, project management, or other relevant fields.
 3. Graphic Designer
 - i. Experience in the field of graphic design (provide a list of portfolios).
 4. Translator (English Japanese)
 - i. Fluent Japanese proficiency with relevant language certificate(s) (i.e., Japanese Language Proficiency Test-N2 and above), if non-Japanese.
 - ii. Fluent English language proficiency (internationally recognized certificate - at least IELTS 5.5 or equivalent, or a degree certificate from English speaking countries' university), if non-native.

Financial Submission

A detailed financial proposal indicating the costs (IDR for local bidders and USD for international bidders) required for undertaking the assignment (refer to Attachment-2 Specification Form and Price). Terms of

payment shall be 100% after the completion of the work or milestone basis (No advance payment is accepted).

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