

Terms of Reference (ToR)

Website Review and Redesign Consultancy

Organization: Biovision Africa Trust (BvAT)

1. Background

In the digital era, a website serves as the primary communication platform for nonprofit organizations, enabling them to connect with donors, partners, beneficiaries, and the broader public. A well-designed website enhances credibility, communicates impact, and facilitates engagement with stakeholders.

Biovision Africa Trust (BvAT) is a leading organization promoting agroecology and sustainable food systems across Africa. The organization works with farmers, researchers, policymakers, and development partners to advance ecological organic agriculture and sustainable food systems.

The current BvAT website provides a foundation for communicating the organization's work; however, several areas require improvement to enhance clarity, usability, visual appeal, and stakeholder engagement. These include strengthening the homepage narrative, improving navigation and user experience, integrating project websites, restructuring resource materials, and ensuring accurate and transparent presentation of impact data.

To address these issues, BvAT seeks to engage a qualified consultant or web development firm to conduct a comprehensive review and redesign of the website in line with the organization's communication, knowledge-sharing, and resource mobilization objectives.

2. Overall Objective

To review, redesign, and revamp the BvAT website to ensure it effectively communicates the organization's mission, programs, and impact while improving usability, engagement, transparency, and digital visibility.

3. Specific Objectives

The consultancy will aim to:

1. Review the current BvAT website and identify gaps in structure, content, functionality, and user experience.
2. Redesign the website architecture to improve navigation, accessibility, and stakeholder engagement.
3. Enhance the visual presentation and storytelling of BvAT's programs, projects, and impact.
4. Strengthen the website as a knowledge hub for agroecology and sustainable agriculture.
5. Improve transparency by ensuring easy access to reports, financial information, and institutional documents.
6. Integrate conference, project and program websites within the BvAT digital ecosystem.

7. Ensure the website aligns with BvAT brand guidelines and international web design standards.

4. Scope of Work

The consultant will undertake the following tasks.

4.1 Website Assessment and Audit

Conduct a comprehensive review of the existing website to assess:

- Content clarity and relevance
- Website structure and navigation
- User experience and accessibility
- Visual design and branding consistency
- Functionality of links and interactive features
- Integration with social media platforms
- Search engine optimization (SEO)
- Website loading speed and mobile responsiveness

A detailed audit report highlighting strengths, weaknesses, and improvement areas will be produced.

4.2 Homepage Redesign

The consultant will redesign the homepage to clearly communicate BvAT's identity and impact.

Key improvements will include:

- A compelling introductory narrative explaining BvAT's mission and work
- Clearly defined program pillars or focus areas
- Prominent call-to-action buttons (e.g., Donate, Partner With Us, Learn More)
- Impact statistics presented in a clear and credible manner
- Success stories and highlights from field projects
- Functional links to official social media pages

The current **Milestone section** will be reviewed and potentially renamed "**Our Impact**", with clarification of the reported figures to ensure consistency and credibility.

4.3 Review of Organizational Pages

About Us Section

The consultant will improve the **Our History** page by incorporating:

- Timeline visuals
- Infographics
- Photographs illustrating key milestones in BvAT's journey

Board of Trustees

Enhancements will include:

- A modern grid layout
- Consistent profile images
- Clear presentation of names and positions
- Links to professional profiles (e.g., LinkedIn)

BvAT Team

The team page will be redesigned to include:

- Updated staff profiles
- Consistent profile photos
- Brief biographies and expertise
- Clear role descriptions

4.4 Geographic Presence (“Where We Work”)

The page will be redesigned to better communicate BvAT’s reach across Africa through:

- An interactive map highlighting countries reached
- Clear distinction between countries with physical offices and countries reached through digital platforms
- Regional impact statistics
- Country or regional snapshots
- Visual icons representing key programs

4.5 Programs and Projects Page

The consultant will redesign the **Programs Page** to:

- Clearly present BvAT’s key program areas
- Integrate and link all project websites within the BvAT digital ecosystem
- Provide clear descriptions of each program
- Include calls to action such as “Learn More” or “Visit Project Site”
- Ensure alignment with BvAT branding guidelines

Reciprocal linking between BvAT and project websites will be recommended to strengthen brand cohesion.

4.6 Resources and Knowledge Hub

The consultant will restructure the **Resources Page** to improve usability and knowledge access.

Recommended improvements include:

- Creation of a **Media Hub** containing photos, videos, and TOF Radio content
- Categorized sections for:
 - Publications
 - Policy briefs
 - Reports
 - Research materials
- Improved navigation and filtering options for users searching for knowledge products.

4.7 News, Events, and Media

The consultant will review and reorganize the **News and Events** section into a more comprehensive **Media Hub**, which may include:

- News and press releases
- Blog articles and thought leadership pieces
- Event announcements and participation highlights
- Multimedia content

4.8 Careers Page

The **Careers Page** will be redesigned to improve visibility and engagement by including:

- Clear job vacancy listings
- Internship opportunities
- Information on working at BvAT
- Links to application portals

4.9 Technical Improvements

The redesigned website must incorporate the following technical features:

- **Responsive design** for mobile, tablet, and desktop devices
- **Accessibility compliance** for users with disabilities
- **Secure browsing (SSL encryption)**
- **SEO optimization** to improve online visibility
- **Fast loading speed** through optimized hosting and images
- **Functional social media integration**

5. Expected Deliverables

The consultant will deliver the following outputs:

1. Website audit and assessment report
2. Website redesign concept and sitemap
3. Improved website structure and content architecture

4. Redesigned web pages aligned with BvAT branding
5. Integration framework for project websites
6. Functional and optimized website ready for deployment
7. Basic training for BvAT staff on website management (if required)

6. Duration of the Assignment

The consultancy is expected to be completed within **6–8 weeks** from the date of contract signing.

7. Required Qualifications

The consultant or firm should demonstrate:

- Proven experience in **website design and development for NGOs or development organizations**
- Strong expertise in **UX/UI design and Word press**
- Experience in **content structuring and digital storytelling**
- Knowledge of **SEO and web accessibility standards**
- Experience in **integrating knowledge platforms and multimedia content**
- A strong portfolio of similar website projects

8. Reporting and Coordination

The consultant will work closely with the **Communications Team at Biovision Africa Trust** and report to the Communications Officer.

Regular progress updates will be provided during the consultancy period.

9. Application Requirements

Interested consultants or firms should submit:

- Technical proposal outlining methodology and approach
- Financial proposal
- Portfolio of relevant website projects
- CVs of key personnel involved in the assignment

10. Application

If interested and you meet the required qualifications, submit your proposal clearly showing your Financial and Technical proposal and your profile, recommendation letters from similar clients, to procurement@biovisionafrica.org with the subject heading: Website review and update by 26th March 2026.

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