# Design and Build – Twaweza Website | Scope of Work

## About Twaweza

Twaweza means "we can make it happen" in Swahili. We are an ambitious initiative that started in 2009, working on enabling citizens to exercise agency, promoting governments to be more open and responsive, and improving basic learning for children in Tanzania, Kenya and Uganda. We are now beginning the second phase of our ten-year initiative, on the foundation of the rich lessons and experience from the initial years.

At its core, Twaweza continues to embody the democratic ideal, implicit in its name, that lasting change is driven by the actions of motivated citizens. We have refined our core theory of change, grounding it in two domains (basic education and open government), and recognize that in addition to greater citizen agency, we also strive for enhanced responsiveness from authorities, creating opportunities for meaningful citizen-state interaction. We believe that this will change the narrative from one in which citizens and governments have a low level of trust in each other, to one in which authorities and citizens collaborate in finding solutions to public sector problems. We also retain our focus on improving basic learning outcomes, because we are convinced that securing basic literacy and numeracy skills among children will significantly contribute to the collaborative reality we envision.

**Theory of Change**

By the end of 2018, we want to have made a measureable impact on the following four dimensions of community, national and regional life:

- First, children in school are learning as parents, teachers, school administrators and policy makers focus on measuring and improving the learning outcomes resulting from the large [social] investment in basic education.
- Second, public authorities are responsive to public demand, and they promote and protect citizens' right to high quality, relevant and meaningful information.
- Third, citizens and civil society are asking for, getting and using information to improve their situation and engage public officials to deepen accountability and improve the quality of public service delivery.
- Fourth, public and policy actors are using evidence-based knowledge to transforming governance practice and the provision of basic education.

To achieve these outcomes we will influence citizens' awareness, knowledge and understanding of the reality around them and the drivers of their well-being. We will catalyze informed public debate to influence perceptions of challenges, opportunities and the agency of citizens and public authorities. We will engage with public policies, plans and budgets to shape incentives that influence behavior and action.

We are confident that the seeds of such deep social transformation are contained in the curiosity, exploration and experimentation that generates fresh evidence. We will engage these seeds of change to collect, curate and transport the ideas, stories and evidence that reveal fruitful opportunities, inspire new thinking and motivate new norms and behaviors among citizens and public authorities.

**Areas of Work**
Twaweza's work is divided into four main areas
1. Data and Voice
2. What Works – in open government and in education
3. Public and policy engagement – this will not be showcased separately on the website as this is the content creation and advocacy machine for all Twaweza's work.
4. Learning, Monitoring and Evaluation

**Data and Voice**
*Sauti Za Wananchi (SZW)*
Sauti za Wananchi is a high frequency mobile phone survey that overcomes the quality and time limitations of traditional face-to-face surveys and administrative data. It provides frequently updated statistics on a range of topics, with a focus on monitoring the quality of public services and citizens' views and realities. Sauti embodies the rigour and quality of traditional survey methodology but uses mobile phones to lower costs and speed up the process of data collection. The main feature of Sauti surveys are the frequent data collection efforts, managed through a call center, and the analysis and reporting of the data in a timely, succinct, accessible format.

Sauti za Wananchi offers an opportunity to policy makers, analysts, and the media to access reports and data on the real-time experiences and views of citizens.

*Uwezo: Citizen learning assessments*
The Uwezo citizen-led assessments will continue in all three countries to measure children's basic (Grade 2 level) literacy and numeracy competency, on an annual basis (to keep the issue high on the policy and media agenda), and aiming to cover all districts (to allow disaggregation of data and intra-country comparisons over time). To the extent possible, Uwezo will continue to promote and further develop the concept in Africa and globally. A core characteristic of Uwezo is the engagement of citizen volunteers in the assessment process: instead of deploying education professionals to undertake the work, Uwezo identifies and trains citizens at community level to do the assessment. Not only is this necessary in order to carry out the assessment at the current scale, it is also a core component of building an informed and galvanized citizen base.

**What Works**
The success of demonstrating that schooling is not the same as learning has generated demand for solutions to improve quality and learning, but many of the solutions proposed are not effective, or not properly tested. Similarly, while there is growing appreciation of the importance of open government, the work suffers from poorly conceived ideas of what is effective and an uncritical celebration of the potential of technology to solve intractable problems. In response to this, Twaweza will run the "What Works" program component to collate and generate evidence, ideas, data and stories of effective interventions through reference to global and local experience, experimentation and analysis. There are three distinct but interrelated functions in this program component:
1. Learning, growing knowledge, doing homework
2. The lab – experiments and trials at small or large scale t test hypotheses and potential solutions.
3. Positive deviance – a unique data-driven methodology for identifying positive outliers in communities and trying to identify and replicate their 'secret sauce' / source of success.

**Learning, Monitoring and Evaluation**
Twaweza is as equally committed to learning as it is to its programs making a meaningful and measureable difference; these two components are linked and mutually reinforcing. Learning is the animating principle: Twaweza's learning architecture seeks to cultivate a culture of critical enquiry, reflection and adaptation within the initiative – the thirst to ask, on a continuous basis what works? Why, and how? How do we know? How can we make it better?

Within this, the functions of monitoring, evaluation, and the learning activities are interlinked. Monitoring focuses primarily on generating practical data which can be used to make programmatic management decisions. Evaluation seeks to answer questions where monitoring leaves off – that is, testing the link between intermediate outcomes and outcomes; investigating the core hypotheses of Twaweza's Theory of Change and evaluating the effect of Twaweza's initiatives. The learning activities infuse both strands: the results and lessons are fed back to the organization through a structure of learning activities and documents geared for our own learning purposes, and they are also communicated actively in the international arena. In this, transparency is a key principle: publish all is the default mode, with exception only of confidential (private) information.

**Vision**
We believe in an open society, built on the human impulse to make a difference; where information and ideas flow, citizens engage, and authorities are accountable to the people.

**Mission**
We collect, curate, and transport evidence, ideas, and stories to inspire citizen action and stimulate responsiveness from authorities on basic learning and open government.

**Values**

*Collaborative*
We seek to work with and learn from others, to pursue common interests, knowing that most powerful things can only be achieved when we pull together our strengths.
*Transparent*
We seek to practice what we preach, foster a culture of deep transparency, disclose all by default (except a narrow aspect that is private and confidential), be honest about failure and success, and share widely.
*Imaginative*
We seek to think anew, reframe, wonder, imagine possibilities beyond traditional boundaries, and to spur unusual ideas, aspirations and action.
*Strategic*
We value big challenges; appreciate the need think clearly through and make good judgments about scale, connection, implementation, impact and durability.
*Rigorous*
We seek quality – attention to detail, clarity and elegance – in everything that we do.
*Curious*
We are driven by a thirst for learning; to ask, know, understand, tinker and create.

**Countries:** Kenya, Tanzania, Uganda
**Number of staff:** ~70
**Issues:** education and open government

**Key Documents:** Strategy, 2015 Annual Report, Brand Manual

## Website audiences

- **Media** – journalists and editors, looking for current news stories or background references. Require access to press releases, reports / briefs, easy to download images.
- **Researchers** – largely interested in easy access to the data and related publications.
- **Donors and international development community** – developments in countries of work, new data and research, think pieces.
- **Policy makers in Kenya, Tanzania, Uganda** - we do not really think they will proactively seek information from our website, we have to more actively push it out to them. But the few that do come will be interested in being able to easily access evidence / data on specific issues they are working on.
- **Citizens** – internet penetration is increasing in East Africa so average citizens may well be accessing our content via our website. However these will still tend to be elites, better educated than average. They will largely want information about jobs / opportunities at Twaweza, grants that we give and perhaps nominally some of the data (provided it is shared in accessible, relevant, compelling ways). However we will largely be interacting with citizens via social media.

## Navigation

Currently the Twaweza website makes it very hard to find any specific content you are looking for. In addition, Twaweza's work in different departments and topic areas overlaps and blends in many different ways. One of the most critical requirements for the new website will be easy to use navigation routes to all content. Ideally no more than three clicks to find what you need! And all of this will be accessible through multiple routes – see the site structure for reference. We need many paths to the same destination or many doors to the same room. It is essential that we do not create silos in the website.

## Interactivity and sharing

We do not want comment opportunities on the website. If people wish to interact with us, we will direct them to social media pages where a conversation style is more natural.

However the ability to seamlessly share via social media is essential. We would like to make everything extremely easy to share. If possible we would like to include the function whereby certain phrases within content can be clicked on to tweet. Any other innovative suggestions on integrating social media into the site are encouraged in the proposal.

## Data Visualisation

If possible we would like to create a simple interactive visualization tool for Sauti za Wananchi data. Here it is important to note that the data are only representative at the national level so map functionality is redundant. Data of different topics and rounds also cannot be easily compared against each other. Largely this should involve the selection of specific variables that can then be viewed as a whole, by gender, by age, by location, by wealth class.

This element can be costed separately from the proposal for the website design and development.

## Devices

The majority of East Africans will be accessing the internet through their mobiles. Ideally we would like a site that is responsive to device however we are open to discussion. The critical element is that the site looks good and works on mobiles as well as a standard computer.

## Language

The website should be created and run in English. However in Tanzania the main language of operation is Swahili. Therefore we would like to have a limited version of the website available in Kiswahili. Practically speaking that will most likely be the overview pages of each main menu item and then the database of publications and press releases.

## Bandwidth

East African bandwidth is sometimes a challenge. The site must be built with this in mind so that people are not waiting for hours for pages to load. Generally we have thus far avoided embedding videos for example. However the YouTube link solution is also not the most attractive so if there is some way to address the need for videos in the site with the bandwidth constraints that would be useful.

## Key features

- Ability to place images anywhere on page
- Use of J-Query sliders or similar on all landing pages to show case content
- A number of databases – for publications and datasets. Will need to be carefully built

## Draft proposed site structure (See attached Excel)

## Branding

Twaweza has semi-developed brand guidelines that largely cover hard copy publications and in particular logo placement and use. At the same time, we have a strong sense of our mission and values. Part of the role of the supplier will be to help develop Twaweza's online visual identity while keeping our core vision, mission and values in mind.

## Time Frame

Timeframes are negotiable but the below represents an outline of the maximum timeframe available for this project.

| Activity | Complete by |
| --- | --- |
| Post and send scope of work | 19-Jul |
| Receive proposals | 27-Jul |
| Review proposals and select vendor (includes time for back and forth / clarifications) | 22-Aug |
| Contract vendor | 15-Sep |
| Planning, site map, visual direction | 17-Oct |
| Site build | 16-Jan |
| Content creation, organising | 16-Jan |
| Populating site with content | 15-Feb |
| Testing | 13-Mar |
| Beta - small user group | 31-Mar |
| Finalise and launch | 17-Apr |

Preference will be given to vendors who offer realistic reductions in this timeline.

## To express interest
Send 3 samples of past website work, samples of past data visualization work, company credentials and a proposal along with a timeline and detailed budget to rchande@twaweza.org by 27 July 2016.