



## Request for Proposal Website Migration and Design Optimisation

### Introduction

Grow Asia is seeking proposals from experienced partners to support the **Grow Asia Digital Directory** and provide website design and migration services. The contract duration will be from **20 January – 15 March 2025**.

Grow Asia has built and published a database of nearly 70 digital agriculture solutions that are gaining traction in ASEAN. The Directory, launched in 2019, serves as a platform to refer partners to new and emerging agritech solution providers. This resource has helped provide an overview of the regional agritech landscape.

The Directory is now supported by the **GrowVentures Fund**, designed to accelerate the adoption of climate-smart innovations and digital tools across Southeast Asia by placing affordable solutions into the hands of farmers and agri-SMEs. Grow Asia will continue to promote the Directory through its Country Partnerships, positioning it as the go-to database of agritech solutions at relevant events and meetings.

The Directory accelerates uptake by informing sector actors about available solutions, avoiding unnecessary reinvention, and providing an overview of the digital technology gaps. The Directory will be maintained as a public good, easily accessible by partners across the region—solution providers, agribusinesses and investors, and anyone new to the agritech space.

### What do we need?

Grow Asia is committed to fostering digital innovations in agriculture that prioritize the needs of the farmers. We recognize that many businesses, social enterprises, and start-ups have made valuable efforts to create digital solutions aimed at supporting smallholders, yet there remains a gap in the uptake of these solutions. To address this gap, Grow Asia seeks to maintain and expand the Directory to include new technologies and solutions, strengthening its value as it becomes more comprehensive.

### Objectives of Website Migration and Design Optimisation

- Improve the overall integration and cohesion of the Directory to Grow Asia.
- Enhance the overall user experience and accessibility, expanding the functionality of the Directory.

- Increase the visibility of the Directory, making the Directory the go-to resource for agritech solutions in Southeast Asia.
- Revise the Directory to reflect Grow Asia's overall identity while ensuring it remains a free resource for everyone, emphasizing free access to information and resources for all users, including policymakers, NGOs, new entrants in the agritech space, farmers, and agri-SMEs.
- Strengthen data analytics and reporting functions to monitor user engagement more effectively and gain insights into trends in Directory usage.

## **Scope of Work**

The consultant will be responsible for the following:

### **Website migration and redesign**

- Migrating the entire Directory content and functionality (WordPress) and integrating it into the Grow Asia website backend (Wix)—creating a dedicated database and ensuring the preservation of data integrity and security during the migration process.
- Audit and revise the design of the webpage to create an intuitive and user-friendly interface that facilitates easy navigation to find relevant agritech solutions from the Directory while ensuring reflection of Grow Asia's overall identity.
- Improve the instinctual use and visual appeal of website elements including icons, logos, and symbols, as well as navigation and sub-navigation features.
- Implement responsive design to ensure the website is fully accessible across all devices, including smartphones and tablets, catering to the needs of diverse users in different regions.

### **Expand the functionality of the directory**

- Integrate advanced search and filtering capabilities to allow users to easily locate specific agritech solutions based on their unique needs, preferences, and geographical locations.
- Include a submission form that enables users to submit new technologies and innovations, ensuring that the Directory remains up-to-date and comprehensive.
- Include a Contact Us form on the page to gather input and feedback from users (solution providers, agribusinesses, and investors) to ensure that the Directory evolves according to the community's needs.

### **Strengthen Data Analytics and Reporting**

- Ensure that the website is compatible with existing analytics tools to track user engagement, website traffic, and content interactions, allowing Grow Asia to understand trends and improve functionalities over time.

### **Website Maintenance**

- Following the migration, monitor website performance and address any potential issues promptly, implementing necessary patches, fixes, or improvements to ensure optimal functionality and user experience.

## **Deliverables**

- Comprehensive strategy and workplan for website migration and redesign.
- Full migration and integration of the Directory content to the Grow Asia website, along with the implementation of enhanced functionality for the Directory.
- Post-migration maintenance report and official turnover of all materials including website elements and design collaterals.

## **Qualifications and Experience**

- Demonstrated expertise in information systems, computer science, communications, design, digital media, or related fields is required.
- Proven professional experience in designing, developing, and migrating websites and website maintenance.
- Experience working with an international organization and understanding of the agricultural sector and the challenges faced by smallholder farmers in Southeast Asia, is preferred.
- Experience in project management and excellent communication and interpersonal skills.
- Fluency in English and a relevant local language is highly desirable.

## **Evaluation Criteria**

The consultant will be evaluated based on the following criteria:

- The quality and relevance of the submitted proposal and portfolio.
- The experience and qualifications of the proposed team members responsible for executing the project.
- The proposed timeline for delivering the specified scope of work outlined in this document.

## **Timeline**

- Comprehensive strategy and workplan: 27 January 2025
- Full migration and integration of the Directory: 28 February 2025
- Post-migration maintenance report: 15 March 2025

## **Deadline for Quotes**

Quotes should be submitted for the attention of Erica Sale, Regional Manager, Grow Asia at [erica@growasia.org](mailto:erica@growasia.org) no later than 3 January 2025.

## **Terms of Engagement**

As a non-profit entity, Grow Asia typically prioritizes partnership arrangements with vendors on a pro-bono or low-bono rate in exchange for a suite of customizable in-kind benefits. We would be happy to explore the following options:

- Acknowledgement and brand positioning as Grow Asia's Innovation Challenge Partner

- Complimentary Membership of the Grow Asia Business Council for one year (worth USD30k)
- Complimentary tickets and branding at the Grow Asia Investment Forum
- Dedicated social media mentions and collaborative editorials on topics of mutual interest

### **About Grow Asia**

Grow Asia was established by the World Economic Forum in 2015 in collaboration with the Association of Southeast Asian Nations (ASEAN) in response to the urgent need to transform the region's food systems. As a multi-stakeholder platform, Grow Asia works with more than 650 global and regional partners to broker market-driven solutions across Southeast Asia.

The Grow Asia network comprises our regional office in Singapore and six country chapters in Cambodia, Indonesia, Myanmar, Papua New Guinea, the Philippines, and Vietnam. The network operates through 44 national and sectoral Working Groups and is already reaching more than 2.5 million smallholders across Southeast Asia with solutions that will empower them to transition to a low-carbon future through innovative finance and digitalization. In 2020, Grow Asia was accredited as an Entity Associated with ASEAN. This accreditation recognizes the important role Grow Asia plays in the region, particularly in facilitating multi-stakeholder partnerships and acting as a delivery mechanism for ASEAN programs.