

Terms of Reference (TOR) for [updating and upgrading of EEC Website and Regular \[updating and Maintenance Tasks\]\(#\)](#) **Subsequently**

Background

Nepal Energy Efficiency programme (NEEPII) is a Technical Cooperation (TC) programme agreed between Government of Nepal (GoN) and Federal Republic of Germany. It is a follow-up to the 1st phase of the NEEP “Advise on Energy Efficiency” (2010-2014). The main objective of the TC module (programme) is to improve the basic pre-requisites for the planning and the implementation of measures to increase the efficient use of energy in Nepal.

Ministry of Energy is the executing agency for NEEP II. Federation of Nepalese Chambers of Commerce and Industry (FNCCI) is the main implementing agency for Component-I of the TC measure “Energy Efficient Market”, whereas Town Development Fund (TDF) and Nepal Electricity Authority (NEA) are partners to the component from the state side. The objective of the first component is to diversify the market opportunities for energy efficiency services and technologies. INTEGRATION along with Adelphi and IP consult is performing advisory role to capacitate Energy Efficiency Centre (EEC), FNCCI and the other implementing partners on behalf of GIZ.

www.eec-fncci.org is the website created during first phase of the NEEP to disseminate energy efficiency information to the stakeholders and general public, which is one of the major KMS tool for promoting energy efficiency in Nepal. So far 33,000 users have been using the website from more than 100 countries. The site was launched in January 2013, more than 3 years. Therefore, updating of site is the prominent task to be completed during the second phase for up-to-date information dissemination.

Objective of the Site:

The general objective of the EEC website is to disseminate industrial and commercial energy efficiency information and knowledge to targeted groups and stakeholders of EEC. The targeted groups and stakeholders of EEC are as follows.

- Energy intensive industries and SMEs
- Industry Association
- Energy Efficiency Technology and Energy Efficiency Equipment suppliers
- Energy managers, energy auditors, energy audit firms, energy (efficiency) experts
- Universities/ colleges, Professors, Engineers, Environmentalists
- Related sectoral ministries and line agencies of Government of Nepal
- Financial Institutions and associations
- General public

Purpose of the Assignment

The purpose of the assignment is to review the information on the website and make it up-to-date; upgrade the website content-wise and technically to make it more relevant to the targeted groups and stakeholders; and optimize the search engine to improve its performance.

The major activities for the local IT service provider will be:

The IT service provider's software team/person will work in close coordination with EEC, and GIZ/INTEGRATION to understand and define the exact requirement of updating, upgrading and maintenance service.

Main Tasks of the assignment

- The IT Service provider shall update and upgrade Energy Efficiency Centre (EEC) website as per the broad requirement specifications provided with main menus and submenus and other functionality and explanations as per **Annexure I**
- It shall also provide the updating and maintenance service throughout the tenure of the contract as per the requirement and changes communicated by EEC, not limited to the annexure I.
- The users of the website could be using different systems such as personal computers, smart phones with different operating system at their end. The website software should take care of major systems such as personal computers and smart phones: the website should be made compatible to smart phones with different operating systems. (Browser Compactible)
- EEC is partnered with many district chambers of commerce and industry (DCCI) and Industrial Associations. New feature to be added on the website that facilitates DCCIs to access the EEC server (limited access) through website login.
- Create sitemap for the website to help search engine web crawlers determine the structure of the site so they can crawl it more intelligently.
- Create relevant Meta description of the pages related to Main Menu "EE Knowledge and Learning", which should be no more than 155 characters in length for search engine optimization (SEO).
- In addition to Facebook group discussion, create a blog of its own related to "energy managers community" accessible to only invitees and integrate with website
- Application will be updated and upgraded in English language only, with Nepali language option for future upgrading (For now, at least menu and sub menus title to be in Nepali and the Feedback section should accept Nepali font)

Existing features of website to be maintained

- The lighter quality (below 3 MB) of the webpage should be maintained during updating and upgrading the website, so that the site is able to open on very low internet speeds.
- Sensitive information like passwords, email ID, phone numbers etc should be in encrypted format in the database.
- A complete admin module should be provided where admin user can login and do all variety of admin tasks; this should include but not limited to database maintenance tasks like taking backup; restoring backup; recreating index etc and data administration. Integration with the google analytics for the data extraction should be done.
- Mass e-mailing functionality should be present in the website for sending communication in case there is some events info that should be circulated to a particular sector of users; it should support both text and HTML based communication.
- Discussion Forum should be present in the website where users can post their queries and get answers from the fellow users.
- A dashboard should be present in the website for admin where the administrator should get the insight on the latest development (usage related) in the site; example: number of new joiners, number of new articles added/modified etc.
- The website design should be flexible to take care of future additional requirements. Modify the software, from time to time to add new features and functionality.
- The website should be completely tested with all the quality aspects in terms of its functionality and look & feel with proper system integration, database populations, web modifications and bug fixing, proper re-indexing/ disk management for faster response with proper secure codes and fulfilling industry standard security :-

- Search Engine optimization, PDF conversion options, Social media integration, Content Management System are important features to be maintained.

Responsibility of EEC:

1. EEC will provide domain name, server space and necessary documents for arranging the domain name and deciding about server.
2. EEC will answer the queries, and clarify any doubts of IT service provider, during the course of development of the website
3. Will provide the data for population of the database and uploading the information on the website.
4. EEC will also provide test data to verify the functionality of website, in case the actual data is not available.

Deliverables:

1. Final functional updated and upgraded website free of bugs as per the specification.
2. Complete documentation with source code software, database backup including control panel of web hosting must be handed over to EEC.
3. Complete updating/upgrading for 3 months, after acceptance of website, in terms of maintenance, its functionality and bug fixing reported during this time.
4. Any further improvement in the website for ease of operation, and it's functionality.
5. IT service provider or website developer will provide training to the System administrator, who would be responsible for uploading the information/ technical papers, articles & data on the websites including Google Analytics.

Implementation time frame:

The updating and upgrading website shall be completed, tested, within 8 weeks of award of the contract agreement. Further, it will be given to EEC for checking and verification of its complete functionality for 4 weeks. The total updating and upgrading time frame of website is 12 weeks by the acceptance of EEC/FNCCI.

In addition, regular content updating, repair and maintenance to be provided for 2 years from the date of contract agreement with EEC and GIZ/INTEGRATION.

Website Operation and Ownership: This website will be the sole property of EEC

Annexure 1: EEC website existing and proposed changes

1. Home page

The front page is designed to be eye-catching and provide an overview about the content of the website (please see the view of home page with proposed changes below). It displays a picture slider, news & success stories, shortcuts to the most important sections, EEC facebook discussion group etc. At the bottom a quick link menu and disclaimer are placed. In addition, some additional features are proposed in the overview below and the table.

The screenshot shows the EEC website home page with the following layout:

- Header:** EEC logo (energy efficiency centre) and Federation of Nepalese Chambers of Commerce and Industry logo.
- Navigation Menu:** About EEC, EEServices, EEKnowledge and learning, B2B Platform, Results, Publications, News and success stories, Contact us.
- Main Content Area:**
 - Slider:** Industrial scene with a glowing red energy flow.
 - Face book page Link:** A box containing the text "Face book page Link".
 - EEC News:**
 - German Ambassador's visit to S... (18 Sep 2013)
 - CEO talks about energy auditin... (18 Sep 2013)
 - Energy Audit at Sujal Dairy in... (01 Sep 2013)
 - Consultative Meeting with Nepa... (28 Aug 2013)
 - Success Stories:**
 - From agreement to actio... (Posted May 22, 2016)
 - Shell outlines below 2C... (Posted May 19, 2016)
 - Tips | Energy Saving:**
 - Boiler
 - HVAC
 - Cogeneration
 - Brick Industry
 - Cement Industry
 - More...
 - Energy Saving Calculator:**
 - Electrical
 - Thermal
 - B2B Platform:**
 - Locate your expert
 - Submit your detail
- Facebook:** EE Group Discussion
- Blog:** Energy Managers and auditors Community
- EE Market by Numbers (NEEP):**

IGEA	40	WTEA	10
EnMS	05	DEA	06
Saving Potential		6 million NPR	
Investment potential		9 million NPR	
- Stakeholders and Partners:**
 - Ministry of Energy
 - Ministry of Industry
 - Water and Energy Commission Secretariat
 - Nepal Electricity Authority
 - Town Development Fund
 - Nepal Bureau of Standards and Metrology
- Useful links on EE:**
 - Scientific Research (open journal on EE)
 - Energy.pedia
- Nepal Energy Efficiency Programme:**
 - Logos for Nepal Energy Efficiency Programme, giz, and other partners.

Disclaimer

Details of each section with sub-menu and brief description about the section are presented in following tables and sections.

Existing and Proposed Main Menu of the website

SN	Existing main menu	Proposed change	Remarks
0	Home	X	Home page should be linked with EEC logo
1	About EEC	About EEC	
2	EEC Services	EE Services	
3	Learning Energy Efficiency	EE knowledge and learning	Most important content of website
4	B2B Platform	B2B Platform	
5	News and Events	News and stories	Period success stories to be published
6	Contact Us	Contact Us	
7	x	Results	EE Services, products etc in numbers related to NEEP result chain
8	x	Publication	Publications related to EE and EEC, such as brochures, factsheets, posters, reports, manuals etc for download

Other important contents (short cuts) of the home page

SN	Existing short cuts	Proposed change	Remarks
0	Picture slider	Picture slider	More pictures to be added or replaced, high definition pictures
1	Face book page link		
2	Latest news	EEC news	
3	Other news	Success Stories	
4	Tips-Energy saving	Tips-Energy saving	The link below the icon to be prioritized according to most visited content (Equipment, sector, cogen)
5	Calculator	Calculator	
6	B2B platform	B2B Platform	Define B2B platform with "expert locator" and "submit your detail". Also change the Icon to some kind of business deal
7	Face book group discussion	Face book group discussion	Continue
8		Blog (Energy Mangers Community)	New feature to be created for test purpose
9	Stakeholders and partners	Stakeholders and partners	The names of the partners and stakeholders and their web links to be updated
10	Related links	Useful links on EE	EE online (free) databases to be linked for reference materials, journals, articles etc
11	NEEP (Nepal Energy Efficiency Programme) and logo	NEEP (Nepal Energy Efficiency Programme) and logo	Supported by could be taken out

12	x	EE Market by numbers	EE Services, products etc in numbers related to NEEP result chain (short cut to main menu "RESULT")
13	Disclaimer	Disclaimer	

2. About EEC

This section is providing the introduction of EEC and all the agencies involved with EEC. Details about various projects and introductions to NEEP, SEID and other projects shall be included. A quick contact form provides the visitor the possibility to make a request.

SN	Existing content	Proposed change	Remarks	Responsible for content review
1	Introduction	Introduction	Review of the content (write up)	EEC
2	Organizational Structure	Organizational Structure	Review of the content (write up)	EEC
3	Partners and stakeholders <link>	Partners and stakeholders <link>	Review of the content (write up and links)	EEC
4	Projects	Projects	Review of the content (write up and links), EEC new projects to be added	EEC
5	Our Networks	Our Networks	Review of the content (write up and links)	EEC

3. EE Services

This section provides information on services and products of EEC. It includes brief description of the various services and trainings that it offers to different targeted groups and stakeholders. A quick contact form provides the visitor the possibility to make a request.

SN	Existing content	Proposed change	Remarks	Responsible for content review
1	Why Energy Auditing?	x	Could come at SN 2	EEC
2	Energy Audit	Energy Audit Service -Investment Grade Energy Audit -Walk Through Energy Audit -Diagnostic Energy Audit -Monitoring Energy Performance	Review and new write ups for new list of services.	EEC
3	EE Implementation	Support EE Implementation	As it is	
4	Energy management	Management system consulting services -Energy Management System (ISO 50001) -Environment Management System (ISO14001)	Review and new write ups for new list of services.	EEC
5	Training	Trainings -Energy Auditor Training -Energy Manager Training -Tailor made operational Training	Review and new write ups for new list of services.	EEC
6	EE financing	x		EEC
7	EE Help Desk	EE Help desk (FAQ)	As it is	
8	EA Equipment	x	Not needed here	

4. EE Knowledge and Learning

The Learning Energy Efficiency section is a kind of knowledge base. Articles are primarily uploaded through CMS. However, a form is provided that enables the visitor to upload an article. This uploaded article will not be displayed immediately but only after being reviewed by the website admin.

SN	Existing content	Proposed change	Remarks	Responsible for content review
1	Equipment -Boiler -Pump -HVAC -Electrical System -Furnace -Lighting -Diesel Generator	EE in Thermal Utilities -Boilers -Steam System -Furnaces -Insulation -Waste Heat Recovery	Review of previous write ups and write ups for new equipments or utilities	Manoj Dhakal GIZ/INTEGRATION
2	x	EE in Electrical Utilities -Motors -Drivers -Fans- Blowers -Pumps -Compressor -Compressed Air -Chillers - HVAC -Refrigeration -Cooling tower -Lighting -DG sets	Review of previous write ups and write ups for new equipments or utilities	Rajeeb Thapa GIZ/INTEGRATION
3	x	EE in other themes -Cogeneration -Commercial Buildings -Others	Review of previous write ups and write ups for new equipments or utilities	Anjay Shah GIZ/INTEGRATION
4	Sector -Brick -Cement	Sector -Brick -Cement	Need review of the previous writings	Roshan Silwal GIZ/INTEGRATION

	<ul style="list-style-type: none"> -Cold storage -Food & Beverage -Hotel -Pulp & Paper -Dairy -Steel & Metal -Soap & Chemical (Overview, Energy Efficiency, Slide Share and Resources)	<ul style="list-style-type: none"> -Cold storage -Food & Beverage -Hotel -Pulp & Paper -Dairy -Steel & Metal -Soap & Chemical (Overview, Energy saving Tips, Slide Share and Resources)		
5	Energy Saving Calculator Electrical-power factor -Office Thermal-Heat loss -Boiler efficiency	Energy Saving Calculator Electrical-power factor -Office Thermal-Heat loss -Boiler efficiency	No change, the page view is insignificant	
6	x	Energy Efficiency Policy	To be added, information on policy matters and EE financing	D. Pawan Kumar GIZ/INTEGRATION
7	Facebook group discussion	Facebook group discussion	As it is	
8	x	Energy Managers Community	A discussion forum based on blog for Energy Managers only (operational after EM trainings) – First article	Anjay Shah
9	Download	x	Download button or print this keys to be in all pages	
10	Article	x	Page view is insignificant, could be part of success stories (news and stories) menu	
11	Key words search button	Key words search button	As it is	
12	Submit your article online button	Submit your article online button	As it is	

5. B2B Platform

The B2B platform is a directory of products and professionals in the field of energy efficiency. The directory should be visually attracting (use pictures for categories) and very user friendly.

SN	Existing content	Proposed change	Remarks	Responsible for content review
1	EE professionals -Energy Auditors -Energy Managers -Cleaner Production	EE professionals -Energy Auditors -Energy Managers -EnMS Lead Auditors (ISO 50001)	-Change the Icons to simple words 'Energy Auditor", this is more understandable -Update the list with email and phone numbers	EEC
2	EA Equipments -Electrical -Thermal	EA Equipments -Electrical -Thermal	Change the Icons to simple words 'Electrical", this is more understandable -Update the list	Manoj Dhakal GIZ/INTEGRATION
3	Suppliers -EA Equipments -Boilers -Lighting -Heat Recovery -Compressed Air -Capacitor -Control System -HVAC & Refrigeration -Insulation -Fans & Blowers -Furnace & Burners -Pump, motor & Drive -EE Building Technology -Back up	Suppliers -EA Equipments -Boilers -Lighting -Heat Recovery -Compressed Air -Capacitor -Control System -HVAC & Refrigeration -Insulation -Fans & Blowers -Furnace & Burners -Pump, motor & Drive -EE Building Technology -Back up	Review the list of suppliers with updated contact address	D. Pawan Kumar Roshan Silwal GIZ/INTEGRATION
4	Industries	X	Not needed here	
5	Others -Keywords search, -submit your details	Others -Keywords search, -submit your details	As it is	

6. News and Success Stories

This section displays news from EEC (EE activities, events etc) as well as success stories and articles (from users' side) retrieved from other relevant web pages. All news and stories will have a small article with pictures.

SN	Existing content	Proposed change	Remarks	Responsible for content review
1	News	News	As it is	EEC
2	Newsletter	Success Stories	Success stories or best practices about Energy efficiency implementation, priority national. Success story is foreseen to come periodically, every month or quarterly. (Mass mailing system integrated)	List of emails: EEC Stories: Roshan Silwal GIZ/INTEGRATION
3	Event calendar	Articles	Energy efficiency related targeted for stories form users side. This uploaded article will not be displayed immediately but only after being reviewed by the website admin. This feature is shifted from EE Learning menu	

7. Contact Us:

SN	Existing content	Proposed change	Remarks	Responsible for content review
1	Contact Us	Contact Us	As it is, review the names in the contact list	EEC
2	Google Map	Google Map	As it is	
3	Feedback and contact form	Feedback and contact form	As it is	
4	x	Jobs and announcement	New features to be added (link with facebook page too)	EEC

8. Results (new)

The new “result” section is an information update w.r.t. component 1 results (outputs, outcome). The short cut is published on home page as “EE Market in numbers”.

SN	Existing content	Proposed change	Remarks	Responsible for content review
1	x	EE services -IGEA -WTEA -EnMS -Others	Total number List of industries	Ram Maharjan GIZ/ITTEGRATION
2	x	Trainings -EAT -EMT -EnMS -Others	Total number List of experts (link to B2B platform)	
3	x	EE Market - Present Market -Saving Potential -Investment Potential	Baseline 2015, saving potential of new clients and investment potential clients (NPR)	Ram Maharjan GIZ/ITTEGRATION

9. Publication (new)

The section comprises the storage soft copies of all the publication materials such as brochures, posters, fact sheets, manuals, reports etc or download purposes.

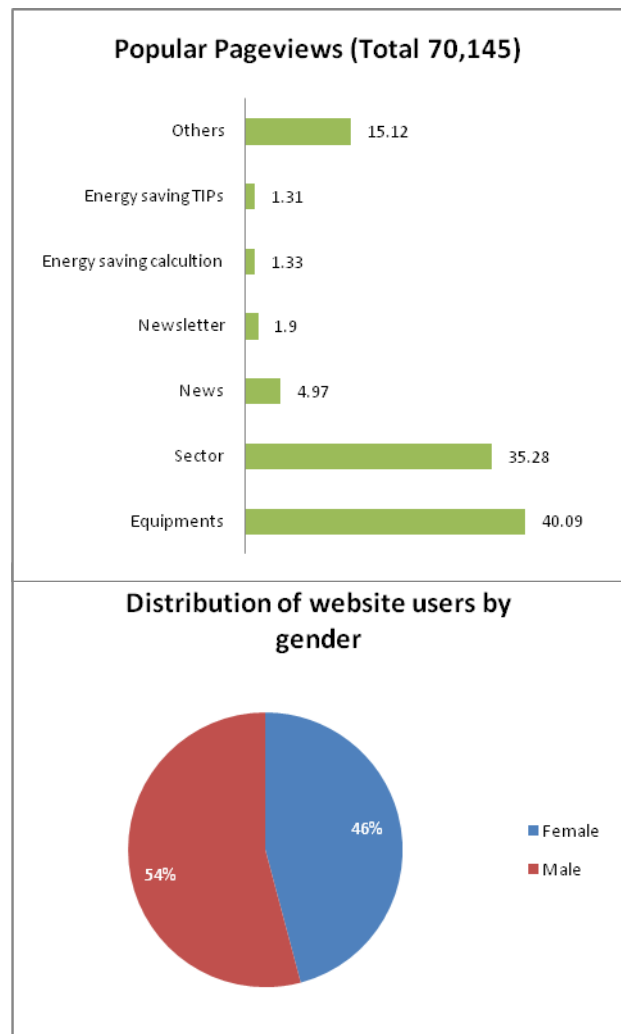
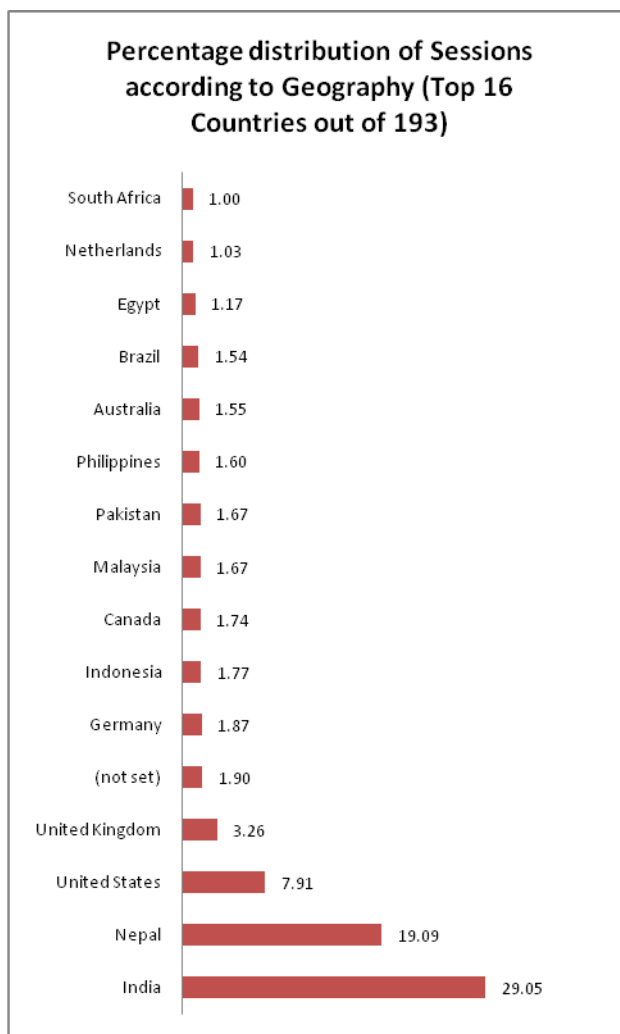
SN	Existing content	Proposed change	Remarks	Responsible for content review
1	X	Brochure	Soft copy	
2	X	Factsheets	Soft copy	
3	X	Posters	Soft copy	
4	X	Manuals	Soft copy	
5	X	Videos	Soft copy	
6	X	Pictures	Soft copy	
7	X	Reports	Soft copy	
8	X	Others	Soft copy	

Annex 2: Performance of EEC website

Performance of EEC-FNCCI Website and contents (From Google Analytics)

Duration: Jan 1, 2013 to May 16, 2016

Users	Sessions	New visits	Returning Visits
33,694	40,260 (100%)	33,711 (83.73%)	6,549 (16.27)
Page views	Pages/Session	Avg. Time on a page 2 min 40 sec	
70,415 (100%)	1.75		



The website grader tool has graded www.eec-fncci.org as 34/100. In detail, the performance is 24/30, Mobile is 0/30, SEO is 10/30 and security is 0/10. It has suggested improvement on these lines: sitemap creating, keywords selection, Meta description, mobile friendly and security.

Terminology

Sessions:

Total number of sessions within the date range: A session is the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.)

Users:

Users that have had at least one session within the selected data range. Includes both new and retraining users

Pageviews:

Pageview is the total number of pages viewed. Repeated views of a single page are counted

Pages/session

Pages/Session (Average Page depth) is the average number of pages viewed during a session. Repeated views of a single page are counted.

Average session duration

Average session duration is the average length of Session

Bounce rate:

Bounce Rate is the percentage of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page).

New session

An estimate of the percentage of first time visits

Unique page view:

A unique page view is the number of session during which the specified page was viewed at least once. A unique page view is counted for each page URL + page Title combination.

Average time on page

The average amount of time users spent viewing a specified page or screen, or set of pages or screens

