

REQUEST FOR QUOTATION

GREEN AGRI WEBSITE REFRESH

Established in 2010, GreenCape is a non-profit organisation that drives the widespread adoption of economically viable green economy solutions from South Africa. GreenCape works with businesses, investors, academia and government to unlock the investment and employment potential of green technologies and services, and to support a transition to a resilient green economy. Our aim is to be globally relevant in driving the uptake of green economy infrastructure solutions in the developing world.

We require the services of a web designer to make minor design reconfigurations and additions to the GreenAgri website.

Please read the draft project brief outline below, and submit your quote for the project.

BACKGROUND TO THE DIRECTORY

GreenAgri website is a one-stop shop for farmers, researchers, private and non-governmental agencies wanting to know more about **smart agricultural practices, initiatives and research**. A partnership between GreenCape (GC) and the Western Cape Department of Agriculture (WCDoA), the portal encourages industry participants to interact by providing:

- A platform for industry participants to actively discuss smart agricultural matters
- Network opportunities with green industry participants
- Up-to-date information on green policies, practices and inventions
- Breakdowns of green policies and smart agricultural activities undertaken by the WCDoA
- A collection of data and feedback on proposed policies, projects and initiatives

GreenCape would like to make minor reconfigurations to the GreenAgri portal's user interface for easier navigation and greater brand alignment to the GreenCape brand CI.

TARGET MARKETS

The website serves **three primary target markets**:

- **Farmers** seeking tips and tools for that could assist in the implementation of smart agricultural techniques and practices, as well as case studies that can assist them with calculating the socio-economic costs and benefits.
- **Government, NGOs and industry associations** wishing to use the platform to disseminate information about their work and connect with the wider audience to extend their network
- **Researchers** looking for resources and global practices in smart agriculture

THE BRIEF

Brand Alignment

The CI of the GreenAgri site needs to align with the GreenCape brand identity guidelines, and the website will link back to the GreenCape [main site](#).

Display updates

Multi-media display: The site needs to be mobile friendly.

Pages

The current **GreenAgri website** provides a skeleton that can be used to reconfigure the current website: [HOME](#) | [PLANS & POLICIES](#) | [AGRI RESILIENCE](#) | [AGRI DIRECTORY](#) | [AGRI FUNDING](#) | [SMARTAGRI](#) | [EVENTS & WORKSHOPS](#) | [TRENDING TOPICS](#)

TRACKING

Google Analytics set up to go to sibusisiwe@green-cape.co.za for monthly reports.

TIMEFRAME

- Test site and plan to be delivered to GreenCape by mid-August 2021
- Updated website to go live from 1 September 2021

PROPOSAL SUBMISSION DETAILS

Where: GreenCape, Cape Town

When: The reconfiguration of the site will run from July – August 2021

We can provide (upon appointment):

- Access to the relevant back-end content on the GreenCape and GreenAgri website (Silverstripe)
- GreenCape brand CI and iconography to use in the site update.

Please email a costed proposal to sibusisiwe@green-cape.co.za by 17h00 on Monday 12 July 2021, including:

1. CV / company profile, indicating previous projects with similar requirements
2. BEE credentials with certificate or affidavit as relevant
3. Proposed framework for the project timelines, with an overview of deliverables per phase.

Note: GreenCape reserves the right not to make an appointment on this project. Feedback on the success of the bid will be provided within three weeks of the closing date. This website refresh is implemented by GreenCape in partnership with the Friedrich Naumann Foundation for Freedom South Africa.



Thank you!