



**HEALTHY SOILS, PROSPEROUS FARMERS, THRIVING AFRICA**

**Terms of Reference (TOR): Website Development for the Coalition of Implementors for Fertilizer and Soil Health (CIFSH)**

**1. Background**

The Coalition of Implementors for Fertilizer and Soil Health (CIFSH) is a consortium of four leading organizations—International Institute of Tropical Agriculture (IITA), International Fertilizer Development Center (IFDC), African Plant Nutrition Institute (APNI), and Forum for Agricultural Research in Africa (FARA). CIFSH was launched at the African Fertilizer and Soil Health Summit in Nairobi (May 2024) to promote innovative research and interventions that improve soil health, fertilizer use, and agricultural productivity across Africa. The Coalition aligns with continental frameworks such as the African Fertilizer and Soil Health Action Plan (AFSH-AP) and regional initiatives, and emphasizes private sector engagement, capacity building, and resource mobilization.

**2. Objective**

Develop a professional, user-friendly, and mobile-responsive website to serve as CIFSH's primary digital platform, showcasing its mission, members, activities, and partnerships while enhancing stakeholder engagement.

**3. Target Audience**

- African Union (AU) and AUDA-NEPAD
- and National governments
- Regional bodies (e.g. SADC, EAC, ECOWAS)
- Private sector and industry associations
- Donors, Development partners, Implementing Partners and financial institutions
- Research and academic Institutes
- Media

#### **4. Scope of Work**

The website shall include the following key sections and features:

##### **4.1 Homepage**

- Highlight the challenges of soil health and fertilizer use in Africa
- Introduction to CIFSH and its collaborative approach
- Display logos and provide links of CIFSH member organizations
- Feature news/events (e.g., AFSH Summit launch, key strategic priorities)

##### **4.2 About Us**

- Overview of CIFSH's mission and vision
- Explanation of fertilizer and soil health challenges that CIFSH addresses
- Profiles of member organizations and their roles

##### **4.3 Our Work / Priorities**

- Description of CIFSH's strategic mandate and activities
- Alignment with continental initiatives like AFSH-AP
- Highlight 2025 priorities such as:
  - Resuscitation of African Centre for Fertilizer Development (ACFD) in Zimbabwe
  - Regional Hub for West Africa and the Sahel
  - Support for policy harmonization and regional hubs
  - Inventory of mineral and organic fertilizers
  - Highlight exciting initiatives from CIFSH Partners
- Emphasis on private sector engagement in innovation and product development

##### **4.4 Partners**

- Overview of collaboration with governments, private sector, and donors
- Role of private sector in research and policy implementation

##### **4.5 Contact Us**

- General inquiry form

- Contact details for member organization representatives

## **5. Deliverables**

- Fully functional, responsive website with modern design
- User-friendly content management system (CMS) for CIFSH staff
- Basic Search Engine Optimisation implementation
- Training for CIFSH staff on content management
- Delivery of all source code and digital assets

## **6. Proposal Requirements**

Service providers should submit:

- Company profile and relevant experience in non-profit/international development sector
- Portfolio of at least 3 related projects
- Proposed methodology, design concept, and technology stack
- Detailed project timeline and plan
- Budget breakdown
- Proposals must be submitted by October 10, 2020

## **7. Timeline and Budget**

To be proposed by service providers and finalized with CIFSH.