



## ABOUT THE ORGANIZATION

The **Amazon Conservation Team (ACT)**, founded in 1996, is a 501(c)(3) nonprofit organization dedicated to preserving South American rainforests and strengthening indigenous and local communities. Since its origins, ACT has recognized that lasting change requires a long-term, on-the-ground commitment. Over the course of 20 years, ACT has been privileged to work with over 50 indigenous groups. Currently, ACT focuses the majority of its efforts in the northeast Amazon (primarily Suriname), the northwest Amazon (Colombia), and the southeast Amazon (Brazil), where we have a long history and excellent relationships with local communities. Across its existence and manifold projects yielding a wealth of powerful achievements, ACT has maintained true to its mission and committed to maintaining a cost-effective operation.

ACT's three-pronged strategic approach to conservation, focusing on land, livelihoods, and governance, supports our vision for the Amazon and provide a clear, unified and long-term direction for how our organization operates:

- Promote sustainable land and resources management
- Promote local communities' secure and sustainable livelihoods
- Strengthen local communities' internal governance

Aligned with our values, our approach combines idealism, innovation, tradition, science, spirituality and social entrepreneurship. See [www.amazonteam.org](http://www.amazonteam.org) for more information. ACT's headquarters is located in Arlington, Virginia, and our operating budget is US\$ seven million.

## PROJECT OVERVIEW & OBJECTIVE

The Amazon Conservation Team (ACT) is accepting proposals to program and redesign its current website, [www.amazonteam.org](http://www.amazonteam.org).

ACT's current website is outdated in appearance, structure and functionality. The purpose of this project is to redesign and program the [amazonteam.org](http://amazonteam.org) website to better reflect ACT's mission, communicate more effectively with the organization's audiences, and incorporate the latest web technology. ACT is seeking a firm or individual that can handle all site planning, interface design and production. The site must include a content management system that allows in-house staff to easily and cost-effectively update content and modify site design after the initial launch.

Once the site is completed, ACT will assume full responsibility for content maintenance and administration. All content, coding and graphics will become the sole property of ACT.

## PROPOSED SCOPE OF SERVICES

The new website must tell ACT's story through clean visuals, intuitive navigation, multimedia content, and concise messaging. It must keep our audiences informed and engaged around the work conducted by ACT, with an emphasis on immediacy and ease of use.

In collaboration with ACT, the consultant shall create a flexible, informative website that is easy to maintain. Site delivery must be user-friendly for users outside the U.S. with somewhat limited bandwidth. ACT prefers to use WordPress as its content management platform, but contractor can suggest other options, if those would be better suited for ACT's purposes.

In addition, ACT's website will include three subdomains for our offices in Colombia, Suriname, and Europe. Each office must have access to the content management system. ACT-US should have ability to manage permissions for subdomain editors.

ACT's stakeholders and audience groups are the following:

- **Primary:** Funders, policy makers, local and national government officials (in Colombia, Suriname, Europe, and the US), and ACT staff

- **Secondary:** The general public with interest in conservation of tropical rainforests and indigenous rights in South America

The ACT website must:

- Be easy and intuitive
- Be safe and secure
- Reflect ACT's new visual identity
- Be quick to load and operate, taking into consideration bandwidth limitations in other countries
- Integrate social networking tools
- Use a content management system that is intuitive, requires little training to use, and provides the flexibility to create a website with both dynamic and static content

## RFP RESPONSE FORMAT AND REQUIREMENTS

RFP responses should be as succinct as possible while providing an accurate picture of the bidder's ability to meet the needs of ACT in a thorough, accurate, responsive and cost-effective manner. Each proposal should include the following information:

**a. Company's Background:**

- Name of firm, address, and year founded
- Company's legal structure
- Number of full-time and part-time employees
- Response to the following question: "What differentiates your service from other providers?"

**b. Approach to Meeting the Scope of Services:** Information regarding the bidder's approach to meeting project requirements in the above scope of services. Please also include why the firm's approach is likely to succeed and how success will be defined and measured.

**c. Project Team:**

- List of key staff who would be assigned to this project and brief background summary for each one

**d. Timeline:** Include proposed timeline for completion of the project. The work will be divided into two phases:

- **Phase I:** Discovery, Requirements, Planning & Site Definition
- **Phase II:** Site Development, Testing and Deployment

**e. Budget:** Please provide the total "all-inclusive" proposed cost and an itemized budget by specific activity, including descriptions, estimated third-party and reimbursable expenses, etc. In addition, for this particular RFP:

- The budget must encompass all design, production, and any software acquisitions necessary for development and maintenance of the website.
- Pricing must include estimated annual maintenance and support costs.
- Hosting will be addressed separately, and costs for hosting are not included in the budget for this project. Discussions during the discovery phase and the bidder's input and advice will help ACT decide in this regard.
- The proposal should provide the break-out for Phases I and II, as described in the *Timeline* section.

**f. Relevant Experience and References:** Please provide three reference clients that are similar in size and scope to ACT. Include contact person, e-mail and phone number. In addition, provide the information below:

- Describe relevant experience in producing sites for non-profit and/or community focused projects.

- Describe three websites your firm has produced that best reflect your work and relevancy to this project. List the role your firm played in each project, and provide the URL (only sites that are live will be reviewed).
- Provide current reference information for three former or current clients.

**g. Other Requirements:**

- The proposal must contain the name of a duly authorized representative of the company submitting the proposal.
- If the execution of work to be performed by your company requires the hiring of subcontractors, this must be clearly stated in the proposal. Subcontractors must be identified (name, address and EIN if applicable), and the work they will perform must be defined. ACT will not refuse a proposal based upon the use of subcontractors. However, ACT retains the right to refuse any subcontractors selected by the bidder.
- Describe any potential conflicts of interest in relation to the subject matter for this project.
- Explain testing and support plan.
- Please list any hardware/software vendor partnerships.
- Include any other information not specifically requested here that may be of use to ACT in the evaluating process.

**PROJECT GUIDELINES**

**a. Discovery:** Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief provided as part of Phase I.

**b. Development Guidelines:**

- Employ a content management system that will allow ACT staff to easily and quickly update website content on specific pages.
- Integrate some of the existing amazonteam.org content in the new website.
- Create a compelling design that leads people quickly and easily to key information.
- Create design to reflect ACT's brand guidelines.
- Make site easily navigable and intuitive to new users, with no more than three levels of "drill-down" to locate desired information.
- Design to maximize search engine optimization.
- Create in-site archive search function.
- Enable secure access from remote sites.
- Integrate social media platforms into the website design and development.
- Provide ACT direct access to subcontractors to discuss design and development solutions, if applicable.

**c. Site Specifications:** Proposals must account for all of these requirements:

- Site must be compatible with all current browsers.
- Website must not require plug-ins as a default.
- Site must be mobile-friendly.
- Site should meet ADA requirements: it should be developed to meet federally mandated access requirements adopted by the Federal Access Board under section 508 of the Rehabilitation Act.
- Site must be built in accordance with the Web Content Accessibility Guidelines (WCAG) 2.0, provided by the W3C, and should also be easily accessible to the novice as well as the experienced internet user.
- Fast-loading pages: the website must be designed with a balance of text and graphics such that each page loads in 5-6 seconds or less on the average connection.
- The website, web design, software and architecture become the property of ACT once completed and accepted.

**d. Project Work Milestones**

- Discovery Phase
- Design Phase
- Prototype Page Design Phase
- Support during the Building Phase (as required)
- Launch and Post Launch Support

**e. Testing:** Test site on all applicable platforms (Macs, PC, mobile platforms, etc.) to ensure website works as promised.

**f. Delivery:** Delivery, uploading of site to an outside third-party host, and launch.

**g. Tracking:** Appropriate level of tracking tools can be determined during the discovery process.

**SELECTION CRITERIA**

ACT will award the contract in the manner that will obtain the highest quality of service at the most competitive price. Proposals will be evaluated applying, but without limitation to, the following criteria:

- Overall approach to meeting the scope of services outlined in this RFP
- Completeness of the proposal with respect to submission of this RFP and documentation
- Experience in providing similar services to nonprofits or successfully completed similar projects
- Itemized costs for all services provided, including expenses
- Terms and conditions for project completion, including timeline and contract provisions
- Quality and applicability of references
- Any other factors ACT deems appropriate in its decision

After initial proposals are reviewed, ACT will select **three** finalists. Selected candidates will be invited to present their proposals in person or via videoconference on a later agreed-upon date.

Acceptance of a proposal will be based on the total package of services offered by the finalists. ACT reserves the right to request additional technical and pricing information during the evaluation period.

ACT reserves the right to accept/reject any and/or all proposals, in whole or in part, received as a result of this RFP, or to negotiate separately with any other consultants in any manner necessary to serve the best interests of the organization. The bidder's proposal should state whether its costs would vary if ACT exercises this right. ACT is not obligated to accept the proposal having the lowest cost. Bidders not selected will not be entitled to a debriefing.

Bidders submitting proposals acknowledge that ACT may be considering, and may in the future consider, business ideas, concepts and plans similar to or the same as those contained in the proposals. Nothing in a bidder's proposal shall prevent ACT from pursuing any such ideas, concepts or plans, either internally or through third parties. Technical information submitted will not be treated as confidential, unless otherwise indicated in the proposal. Information related to pricing will not be disclosed to other firms bidding on this project, or any person or organization not affiliated with ACT.

ACT has the right to accept no proposal, or to accept any proposal, as submitted, with or without negotiations. Bidders may be asked to negotiate with ACT in developing a potential final contract. If ACT determines that further negotiation is in its best interest, ACT may advise one or more bidders how such negotiations shall be conducted and, upon completion of such negotiation, may ask one or more bidders to submit a best and final offer for consideration. ACT may then select a bidder based on this written proposal with or without further negotiation.

## SUBMISSION REQUIREMENTS

Proposals are due no later than **2:00 PM EST on January 3, 2018**, and should be sent electronically to Liliana Chacon-Menay, ACT Communications Coordinator at [Ichacon@amazonteam.org](mailto:Ichacon@amazonteam.org). A confirmation-of-receipt email will be sent within 24 hours of receipt. Bidders should note the following:

- All proposal pages are to be numbered sequentially.
- No paper bid submittals will be accepted.
- The e-mail should be titled **ACT WEB DEVELOPMENT PROPOSAL** to ensure that it won't be lost in an email stream.
- ACT's email server will allow receipt of documents of up to 10 megabytes in size.

ACT reserves the right not to consider proposals received after the submission deadline. ACT reserves the right to revise this RFP at any time prior to the deadline for receiving proposals, or to cancel this RFP, in whole or in part, at any time before signing a contract. Issuance of this RFP creates no obligation on the part of ACT to award a contract.

Bidders shall submit proposals with terms and prices that will remain set for a period of 120 days following the time and date designated for proposal receipt. If no contract is signed within 120 days of the proposal receipt deadline, firms may extend their proposals as they determine.

## QUESTIONS

For questions regarding this RFP, bidders may submit written inquiries to **Liliana Chacon-Menay** at [Ichacon@amazonteam.org](mailto:Ichacon@amazonteam.org) until the stated deadline; refer to *Timeline* section below. Failure to request clarification of any inadequacy, omission, or conflict will not relieve the bidder of responsibilities under any subsequent contract. While ACT will make every effort to respond to bidder inquiries, it is the responsibility of the interested bidder to assure they receive responses to questions if any are issued.

## TIMELINE

- RFP release date: **December 6, 2017**
- Proposal due date: **January 3 at 2:00 PM EST**
- Questions for clarification: on or before **2:00 PM EST, December 22, 2017**
- Selection of finalists: **January 5, 2018**
- Finalist notification: **January 8, 2018**. All other candidates will be notified once the successful proponent is selected.
- Presentations (in-person or videoconference): Between **January 15, 2018 and January 19, 2018**
- Awarding of contract: **January 24, 2018**
- Phase I of the project must be completed and delivered within 2-4 weeks of the parties signing a contract for the work.
- Target completion of the project: optimally no later than **April 1, 2018**
- ACT reserves the right to revise these deadlines.

## CONTRACT TERMS

The consultant shall not commence any billable work or provide any goods or services until both the consultant and ACT have signed a contract. Payment terms are negotiable and will be effective upon the signing of a contract by both parties. However, contract shall state that ACT will make final payment for services after COMPLETE delivery to the satisfaction of the organization. In addition, the final contract shall specifically outline the obligations of both parties, scope, timeline, budget, including a finalized list of goods and services to be provided by the consultant, and other necessary items.

## DISCLAIMERS

- **Bidder Responsibility to Provide Full Response:** It is the bidder's responsibility to respond in a manner that does not require interpretation or clarification by ACT. The bidder is to provide all requested materials, forms and information. The bidder is to ensure the materials submitted properly and accurately reflects the bidder's offering. During the evaluation process, ACT will rely upon the submitted materials and shall not accept materials from the bidder after the RFP deadline; this does not limit ACT's right to consider additional information, such as references that are not provided by the bidder, but are known to ACT, or past ACT experience with the bidder, or to seek clarifications as needed.
- **Conflict of Interest:** A bidder filing a proposal thereby certifies that the proposal is made in good faith, without fraud, collusion or connection of any kind with any other bidder, and that the bidder is competing solely on its own behalf without connection with or obligation to any undisclosed person or firm.
- **Changes or Corrections to Proposals Submitted:** Prior to the submittal due date, a bidder may change its proposal. No changes are allowed after the closing date and time. ACT may waive immaterial defects and minor irregularities in any submitted proposal.
- **Errors in Proposal:** Bidders are responsible for errors and omissions in their proposals. No error or omission shall diminish the bidder's obligations to ACT.
- **Cost of Preparing Proposals:** All costs directly or indirectly related to the preparation of a response to this RFP, any oral presentations required supplementing and/or clarifying a proposal, and/or reasonable demonstrations that may be required by ACT shall be the sole responsibility of each bidder.
- **Rejection of Proposals:** ACT reserves the right to reject any and all proposals with no penalty.

## GENERAL CONDITIONS AND NOTICE TO BIDDERS

- This is an open and competitive process.
- ACT is a tax-exempt organization; prices quoted shall not include taxes.
- No financial claim for any payment whatsoever shall be brought against ACT for any contract delays.