



WEBSITE REDESIGN

DIGITAL INNOVATION

REQUEST FOR PROPOSALS



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General Information

1. **Description of NGIF:** NGIF is a Canadian venture capital firm offering grant and equity financing for startups that deliver solutions to the environmental and other challenges facing the natural gas sector. We are unique in how we bring Canada's energy industry leadership to every investment, accelerating the validation, demonstration, and customer creation of our startup portfolio.
2. **Purpose:** This request for proposal (RFP) is to contract services to redesign NGIF's public facing website. The services are to be provided to NGIF Capital Corporation (hereinafter referred to as NGIF) for the term August 23, 2021 – March 31, 2022.
3. **Who May Respond:** Canadian website strategy and development professionals with experience in digital platform design, corporate branding, and technical expertise.
4. **Instructions on Proposal Submission:**
 - a. **Key Dates**
 - i. **Intent to Bid Notice:** Notice must be submitted no later than July 23, 2021 at 5:00 pm EST.
 - ii. **Closing Submission Date:** Proposals must be submitted no later than August 6, 2021 at 5:00 pm EST.
 - b. **Inquiries:** Inquiries concerning this RFP should be directed to Sarah Robinson, Manager, Communications at srobinson@cga.ca.
 - c. **Instructions to Prospective Vendors:**
 - i. Proposal should be addressed "Attention: Sarah Robinson, Manager, Communications" at srobinson@cga.ca
 - ii. Subject line: Proposal for NGIF Website
 - iii. It is the responsibility of the Vendor to ensure that the proposal is received by NGIF no later than the date and time specified above. Late proposals will not be considered.
 - d. **Conditions of Proposal.** Costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the vendor and will not be reimbursed by NGIF.
 - e. **Right to Reject.** NGIF reserves the right to reject any and all proposals received in response to this RFP.
 - f. **Notification of Award.** A decision selecting the successful vendor will be made within 10 business days of the closing date for the receipt of proposals. Once the contract is awarded, all vendors will be informed in writing of the decision. A contract for the accepted proposal will be drafted based upon the factors described in this RFP.
 - g. Please provide a cost proposal to accomplish the scope outlined below along with any supporting documentation as needed. The budget must encompass all design, development, acquisitions necessary for development, testing, and deployment. Please also include pricing in your proposal regarding technical support expenses for up to 36 months of support following the 'Go Live' date of March 31, 2022. This expense will be considered in addition to the budget for the design and development components above.

Scope of Service

1. The vendor needs to provide website redesign and development services in a suitable content management system that is compatible with browser, mobile devices, and social media. They must:
 - a. create the best possible site and understand that details may be subject to change upon vendor recommendations of more optimal solutions.
 - b. provide ideas and vision to be based on industry expertise, technical capability, and client relations, and will be forward-looking, guiding NGIF to incorporate our goals into that vision considering available resources.
2. Features of Interest
 - a. A flexible homepage that helps to send visitors to the right place and provides greater flexibility for modifications when needed
 - b. Allows seamless integration with mobile devices, apps, blogs, social media tools and video
 - c. Content strategy and migration
 - d. Version control system for development/staging and live sites
 - e. Utilises and aligns with web analytical tools
 - f. Site branding with themes aligned with NGIF's branding and divisions
 - g. A smart search engine that is user friendly, scalable, and functional
 - h. Simplification of presentation of site content
 - i. Testing before deployment of the new website
 - j. Ability to provide support for up to 36 months post-deployment may be desirable

**This scope is subject to change. NGIF acknowledges that this may impact the budget as submitted.

Selection Process

NGIF staff will review all responses received by the due date against the following:

ITEM	WEIGHT
1. Experience, skills, and qualifications	20
2. Merits of the proposal, including scope of work and approach to addressing tasks	35
3. Timeline, proposed schedule, and budget	25
4. Customer support, responsiveness, and timeliness	10
5. References and prior experience with similar work	10
TOTAL	100

NGIF staff may request interviews with and/or presentations by the respondents prior to making its decision.

Proposals

Proposals must be organised in the order shown below with explanations for each section given and submitted by email at srobinson@cga.ca by the due date.

1. Acknowledgement of RFP Terms and Conditions
2. Company Information/Experience
3. Project Management
4. Technical Proposal (Design, Development and Testing)
5. Website Maintenance
6. Proposed Pricing

Executive Summary

On March 31, the next step in clean technology support by Canada's natural gas sector was announced. NGIF Capital Corporation offers a hybrid investment model and a market-validation platform for start-ups, working with them from concept to commercialization, and offering ready access to markets.

DIGITAL 2021

4.66 BILLION PEOPLE AROUND THE WORLD USE THE INTERNET, UP BY 316 MILLION (7.3 PERCENT) SINCE THIS TIME LAST YEAR. GLOBAL INTERNET PENETRATION NOW STANDS AT 59.5 PERCENT. 1.3 BILLION YEARS SPENT USING THE INTERNET.

GOOGLE
Google processes over 3.5 billion searches per day. That translates to over 40,000 search queries every second on average, or 2 trillion worldwide per year.

LINKEDIN
Globally, LinkedIn has more than 722 million users in more than 200 countries and territories. Four out of five LinkedIn members drive business decisions.

TWITTER
There are 330 million monthly active users and 145 million daily users. There are 500 million tweets sent each day; that's 6,000 tweets every second.

YOUTUBE
YouTube is the world's second-most visited website; right after its parent company, Google. YouTube has more than 2 billion logged-in monthly users.

STATISTICS
There are 4.2 billion active social media users worldwide, an increase of 490 million over the past 12 months. An average of two hours and 25 minutes are spent per day per person on social media.

COMPILED WITH DATA FROM DATA REPORTAL AND HOOTSUITE

The energy sector is transforming at an unprecedented rate, along with the increasing demand for environmental performance and strengthened resiliency, requiring rapid innovation.

With the evolution of NGIF from a not-for-profit to a corporate entity, its brand assets need to evolve. To compete in today's uber competitive market, NGIF needs to evolve its digital marketing strategies.

Consumers expect businesses to have an online presence. But not just any online presence. In fact, nearly 9 out of 10 consumers are less likely to return to a site after a bad experience.

As of January 2021, there were 4.66 billion internet users across the world, representing a penetration rate of 59.5% of the globe population. 93% of online experiences start with a search engine. There are 3.5 billion Google searches made every day; 35% of product searches start on Google.

The NGIF website is outdated in look and lacks cohesiveness. Data shows that the current NGIF website is performing poorly. The average time spent on our website is only 1 minute, 22 seconds. It lacks intuitiveness, creating a poor user experience.

To be a competitive global leader in cleantech innovation across the natural gas value chain, a positive user experience is vital to brand credibility. NGIF must digitally innovate, starting with a redesigned website. The site will solidify NGIF's brand authority while featuring a consistent design and uniform appearance.

Backgrounder

Communications primary function is to raise NGIF's visibility by focusing its efforts on branding the Capital Corporation as the authoritative voice of cleantech in Canada. It helps position natural gas as a national asset and fundamental building block of Canada's economy and way of life.

The work of the function combines strategic communications, brand management and information dissemination. It also provides NGIF's divisions and committees with expertise and support in branding, outreach, content development, and traditional and digital media strategies.

NGIF relies on effective communication to position our Corporation in the external marketplace. The three main priorities are to:

- promote and position natural gas as a clean, energy pathway with key stakeholders, including investors' customers.
- promote the natural gas industry and all those involved in it, across the value chain, as the enablers of emissions reduction for Canada.
- promote and position NGIF as the voice of cleantech in Canada and facilitator of environmental and economic performance for Canada.

Communications, perhaps more than any other business function, is being challenged by massive disruption. Technology has sparked a tsunami of data from social and other digital channels and the analysis of such has become imperative in strategy design.

Customer-focused marketing (personalized, impactful storytelling) is taking over from traditional product-based marketing models, enabled by digital channels, and rapidly developing marketing techniques. The pace of change is incalculable, with the 'Internet of Things' era of connected devices upon us.

The overall mission guiding this body of work is to ensure digital assets reflect NGIF's corporate position in the marketplace and to showcase its diversified portfolio of investments, strategic partnerships, and a trusted investment model.

The current website was developed in 2018 when NGIF was an initiative of the Canadian Gas Association, prior to the Corporation becoming a for-profit entity. It is hard to navigate and lacks content and a cohesive look.

A redesigned website will show the world who we are and what we offer, improve the organization (architecture) and usability (functions) for key audiences, communicate the NGIF brand more effectively, and influence behaviour.

Principles

Reputation and trust are at the heart of NGIF. The Corporation recognizes the vital role that clear and effective communication plays in sustaining internal and external relationships.

The following principles will be crucial in advancing NGIF's digital innovation, including the website:

Communications & Marketing is a change agent.

- The purpose of communication is not just to convey information, but to influence behavior and build trust. It influences behavior by persuading people to act.

Communications & Marketing must be grounded in the interests and language of the receiver.

- We cannot speak or write in the same way about the same thing to different audiences.

Communications & Marketing must be compelling, creative, and continuous.

- All communications compete for attention, so it must be fresh and different to attract interest and be remembered. Just because we may have seen or heard a message a hundred times does not mean that it is not fresh and new to investors, innovators, trusted partners, or stakeholders.

Communications & Marketing must be credible.

- Without credibility, there is no believability and without believability, there is no influence.

Website

As NGIF sets to be a competitive global leader in cleantech innovation across the natural gas value chain, we must be perceived as the best. As the first of its kind cleantech venture capital fund in Canada, a positive user experience is vital to brand credibility. The new website must be robust, intelligent, engaging, user-friendly, and accessible.

The website is many stakeholders' first impression of NGIF. The website is a tool to help build trust with stakeholders. A major feature of the new site will be a portal to manage funding opportunities and promote its current portfolio of innovations. This will not only help people discover NGIF, but also deepen their understanding of natural gas and the value it holds for Canadians.

Website Objectives and Goals

The primary objectives and goals of the website redesign are as follows:

1. **Design an interactive and engaging website.** Redesign the NGIF website to include an intuitive, easy-to-use interface that allows visitors to access the website quickly and easily regardless of the device they are using.
2. **Embrace a visitor-centric approach.** The website is NGIF's digital front door and will focus on the needs of our stakeholders, including potential investors and startups, and on improving our interactions and engagement with visitors.

The new website must:

- convey the action NGIF is taking to advance environmental and economic performance of the natural gas industry.

- be modern and simple while having clear navigation.
- provide the best experience to all users by letting them easily find what they are seeking.
- represent the value of NGIF, attract potential investors and startups, and showcase the natural gas sector in a way that highlights the benefits of partnering our organization.
- be strategic and nimble while focusing on making our content useful, interactive, and engaging. As NGIF, the natural gas sector, and marketing will continue to transform, the website will need to adapt and remain relevant.
- be responsive and automatically detect the screen resolution of any device and respond with a view of the site that is optimized specifically for that screen.
- be accessible, meeting AODA standards.
- build upon proven and accepted website development standards while maintaining flexibility to easily grow and add new functionality over time and with minimal cost.
- incorporate a fully functional grants management platform that captures data points including name and email.
- simplify website administration, allowing users of all skill levels to update assigned sections of the website.
- streamline business operations and reduce the amount of time that the external vendor spends on enhancing and maintaining the site.
- be ready to integrate with potential future NGIF apps.

Design

Look

To be a competitive global leader in cleantech innovation across the natural gas value chain, a positive user experience is vital to brand credibility. NGIF must digitally innovate, starting with a redesigned website. The site will solidify NGIF's brand authority while featuring a consistent design and uniform appearance. Sites to draw inspiration from:

- [Home page](#)
- [Home page](#)
- [About](#)
- [About/Philosophy](#)
- [Funding/Innovation Challenges](#)
- [Portfolio](#)
- [Portfolio](#)
- [Portfolio](#)
- [Portfolio](#)
- [Portfolio](#)
- [Capital](#)
- [News & Insights](#)
- [Team](#)

Content

To ensure the new website targets our audiences, content must be optimized.

The tone and style of the content will be crafted in a way that speaks to NGIF's audiences, keeps them interested, and builds trust in our Corporation. Search trends will drive the addition of information. NGIF needs to listen to stakeholders visiting the website by analyzing search queries and traffic.

Visuals

Content will be accompanied by visuals to appeal to different senses. Photographs and vector images will be from the same family to bring consistency to the user experience.

Overall, NGIF's website must be maintained. It is a living document, meaning it needs to be actively managed and updated to best serve our stakeholders. Not only is it a tool for stakeholders who are seeking information, it is a product that should be referred to frequently in marketing content.

Desired Outcomes

Overall, the mission of Communications & Marketing is to raise NGIF's visibility by focusing its efforts on branding the Corporation as a competitive global leader in cleantech innovation across the natural gas value chain. The work of the function combines strategic communications, brand management and information dissemination.

Communications & Marketing provides NGIF's three divisions and governance committees with expertise and support in branding, outreach, content development, and traditional and digital media strategies. As such, the function has a role to play with all stakeholders. The audience that Communications & Marketing designs targeted strategies for are NGIF investors, innovators, and trusted partners.

By redesigning the website, the following outcomes will be generated:

- better informed stakeholders on the value natural gas clean technologies.
- reduce bounce rates on existing website.
- improve usability and time spent on NGIF digital assets.