



## **Request for Proposals (RFP)**

---

### ***Redesign, Maintenance and Support for GAIN's Corporate Website***

### **ISSUED BY THE GLOBAL ALLIANCE FOR IMPROVED NUTRITION (GAIN)**

---

#### **Contents:**

- I. Summary of Deadlines
  - II. Project Background and Scope of Work
  - III. Instructions for Responding
  - IV. Terms and Conditions of the Solicitation
  - V. Offer of Services
- 

#### **I. SUMMARY OF DEADLINES**

Proposal Deadline: 27 February 2009

Award of Contract: 6 March 2009

All deadlines are described in detail under Section II.

As part of the selection process, GAIN reserves the option to request clarifications regarding bids that substantially qualify. Questions in the technical review are at GAIN's discretion, and will only be directed to bidders who have submitted substantially responsive bids.

Final award is subject to other terms and conditions included in this solicitation, as well as successful final negotiation of all applicable terms and conditions related to the awarded contract.

## **II. PROJECT BACKGROUND AND SCOPE OF WORK**

### **A. Background**

The Global Alliance for Improved Nutrition (GAIN) is issuing this Request for Proposal (RFP) and will be the administrative lead organization for this RFP. The purpose of this initiative is to engage the services of a service provider, consultant/contractor to propose effective approaches for the maintenance, development and support of GAIN's corporate website.

The current website uses Drupal 5 Content Management System (CSM). The content of the website, as well as the site map, will be completely revised and restructured. The graphic design may also be modified. This will be the opportunity to upgrade to the latest version of Drupal or to develop another CMS. Since GAIN is considering an MS Sharepoint Server in the back-office (e.g. for finance and human resources processes), the possibility of using the same technology for the new website should be explored.

### **B. Scope of Work**

The awarded contract will be based on the Objective and Deliverables outlined in sections B.1 and B.2 or any agreed revision. Applicants are only invited to bid on all components of the scope of work as one assignment. Applicants may not bid on a subset of the scope of work.

#### **B.1 Objective**

GAIN will contract a service provider, consultant/contractor to find the best solution technically and in terms of costs, to support, maintain and develop GAIN's website. The proposal should respond to the following requirements:

- 1) Analyse and document current website structure and review structure proposed by GAIN to identify strengths and weaknesses of the website features detailed in Table 1 below. GAIN's ideas on a new structure are attached as Annex 1.
- 2) Based on this analysis, make recommendations for improvements in both structure and function of the GAIN website.
- 3) Review and agree on recommendations with GAIN.
- 4) Provide a clear implementation and/or migration plan from GAIN's current website to the new proposed website with associated timelines and milestones.
- 5) Deliver a clear CMS management user guide documentation and provide training for GAIN's Communications team.
- 6) Provide transparent costing for points 1 to 5 above.
- 7) Provide detailed costing information about any ongoing licensing and/or maintenance fees.
- 8) Define clearly what the applicant considers to be change management tasks.
- 9) Provide clear costing for fees associated with point 8 above.

#### **B.2 Structure, Outcomes and Deliverables**

The successful applicant will propose a solution that will fulfil the functionalities outlined in Table 1 below.

**Table 1**

| <b>Website Features</b>                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Access Control Lists (CMS and Website) | Possibility to assign varying degrees of user access rights ranging from administrator, contributor, to registered members to anonymous readers.                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Work Flow Management                   | Inbuilt clear and simple staging mechanism that will allow for the creation of new web pages, including the possibility to expire and archive content.                                                                                                                                                                                                                                                                                                                                                                                                               |
| Support for Multi-Lingual sites.       | Possibility to have Non-Latin sections of the website (e.g. Chinese).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Content Types                          | The website should have support for storing and displaying text and graphic content.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Searchability                          | Facility must exist for indexing, categorising and searching all content (text and graphic content).                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Shared Work Spaces                     | <p>These work spaces will allow for the creation of Extranet Users<sup>1</sup> who will be able to:</p> <ul style="list-style-type: none"> <li>• Access private workspaces for multiple work groups (up to 15 groups per workspace) with different levels of access rights depending on the nature of the group. Members should be able to share documents, e-mails and various types of content within and between groups. New content should automatically be notified to group members.</li> <li>• Participate in moderated private discussion forums.</li> </ul> |
| Newsletter                             | The possibility of generating customised newsletters to be distributed to registered users and mailing lists                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| FAQ                                    | Possibility of creating and managing an FAQ section.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Project World Map                      | The project world map should allow for easy updating and modification.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Online Forms and Templates             | The website should support the creation and modification of online forms and templates that can be used for a variety of purposes. This should be intuitive and require minimal training.                                                                                                                                                                                                                                                                                                                                                                            |
| Statistics                             | The website should have a built in tool for collecting statistics. These will be used for analytical purposes on the usage of the site with the objective of allowing for improvements to the site.                                                                                                                                                                                                                                                                                                                                                                  |
| Video Streaming                        | <ul style="list-style-type: none"> <li>• Possibility of posting and displaying streaming media (e.g. video, sound)</li> <li>• Possibility of integrating a video/teleconference link</li> </ul>                                                                                                                                                                                                                                                                                                                                                                      |
| News Section                           | CMS management of news articles.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Calendars                              | Possibility of having one or more calendars                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Photo Gallery                          | To search and display pictures from the various GAIN projects.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| HR platform                            | Password-restricted platform for managing the applications received online. Possibility of sorting the applications, sending automatic answers and tracking the status of the applications.                                                                                                                                                                                                                                                                                                                                                                          |

<sup>1</sup> Extranet Users are defined as both GAIN and non-GAIN staff.

### **C. Timetable**

The timetable for the project is anticipated as follows:

27 February 2009.....Deadline for receipt of proposals  
6 March 2009.....Award of contract  
13 March 2009.....Signing of contract  
16 March 2009.....Start date  
6 April 2009.....Progress report presented to GAIN  
8 May 2009.....Up and running web site

### **D. Management of Work**

The project responsible person at GAIN will be:

Kate Wild  
Senior Manager, Interim, Communications and Advocacy  
Global Alliance for Improved Nutrition  
37-39 Rue de Vermont  
PO Box 55  
CH-1211 Geneva 20  
Switzerland  
Telephone: +41 (0)22 749 1771  
Fax: +41 (0)22 749 1851  
Email: [kwild@gainhealth.org](mailto:kwild@gainhealth.org) (with a copy to [mmonzeglio@gainhealth.org](mailto:mmonzeglio@gainhealth.org))

## **III. INSTRUCTIONS FOR RESPONDING**

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this section prior to completing their responses.

### **A. Fact-finding and Inquiries**

Staff will be available via e-mail to respond to clarifications on this solicitation. Please direct all inquiries and other communications to the contact below. Responses will not be confidential except in cases where the applicant clearly indicates that proprietary information is involved.

Kate Wild  
Senior Manager, Interim, Communications and Advocacy  
Global Alliance for Improved Nutrition  
37-39 Rue de Vermont  
PO Box 55  
CH-1211 Geneva 20  
Switzerland  
Telephone: +41 (0)22 749 1771  
Fax: +41 (0)22 749 1851  
Email: [kwild@gainhealth.org](mailto:kwild@gainhealth.org) (with a copy to [mmonzeglio@gainhealth.org](mailto:mmonzeglio@gainhealth.org))

## **B. Proposals Due**

GAIN requests initial qualification statements as well as proposals from each applicant responding.

### ***Overall qualifications:***

- Profile of relevant corporate qualifications;
- Profile of relevant experience and examples of related work;
- Experience in setting up, designing, maintaining corporate websites;
- Qualifications of key members of the proposed project team (Please attach CVs and provide details of back up/standby teams);
- Years in business;
- If the applicant has more than one location, please distinguish these qualifications for the site that is responding.

### ***Technical response:***

Please refer to the Scope of Work.

## **C. Submission**

Original proposals should be submitted as follows:

One hard signed copy of the proposal and an electronic copy containing the documents preferably in MS Word along with all the required information including the budget should reach GAIN at the address mentioned below on or before 27 February 2009:

Kate Wild  
Senior Manager, Interim, Communications and Advocacy  
Global Alliance for Improved Nutrition  
37-39 Rue de Vermont  
PO Box 55  
CH-1211 Geneva 20  
Switzerland  
Telephone: +41 (0)22 749 1771  
Fax: +41 (0)22 749 1851  
Email: [kwild@gainhealth.org](mailto:kwild@gainhealth.org) (with a copy to [mmonzeglio@gainhealth.org](mailto:mmonzeglio@gainhealth.org))

The envelope needs to be superscripted as:

“The Redesign, Maintenance and Support of GAIN Corporate Website”

## **D. Deadline**

Completed proposals should be submitted to GAIN using the contact details above before 5:00 p.m. Central European Time, at the latest, by 27 February 2009. Proposals may be postmarked on the due date, provided that an e-mail of the proposal is submitted by the deadline.

## **E. Unacceptable**

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP Deadline at the specified receiving office.
- Proposals received by fax.

- Incomplete proposals.
- Proposals that are not signed.

#### **F. Revisions**

Proposals may be revised by electronic mail confirmed by hard copy provided such revision(s) are received before the deadline.

#### **G. Acceptance**

GAIN will not necessarily accept the lowest cost or any of the Proposals submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern.

#### **H. Completion**

- Proposals must be submitted on official letterhead of the lead organization or firm and must be signed by a principal or authorizing signatory of the lead firm or organization.
- In case of errors in calculating overall costs, the unit costs will govern.
- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. In the event that clarification is necessary, applicants are advised to contact the responsible person at GAIN under Section III A above, prior to making their submission.
- While GAIN has used considerable efforts to ensure an accurate representation in this RFP, the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.
- By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

#### **I. Right of rejection**

GAIN reserves the right to reject any or all submissions or Proposal or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that GAIN will not indemnify the applicant for any costs, expenses, payments or damages directly or indirectly linked to the preparation of the submission or Proposal.

#### **L. References**

GAIN reserves the right, before awarding the Proposal, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical and other qualifications and abilities of the applicant.

#### **M. Release of Information**

After awarding the contract and upon written request to GAIN, only the following information will be released:

- Name of the successful applicant.
- Total value of the contract.
- The applicant's own individual ranking.

#### **IV. TERMS AND CONDITIONS OF THIS SOLICITATION**

#### **A. Notice of Non-binding Solicitation**

GAIN reserves the right to reject any and all bids received in response to this solicitation, and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicant's proposal, as well as the option of accepting partial components of a proposal if appropriate.

#### **B. Confidentiality**

All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

#### **C. Right to Final Negotiations on the Proposal**

GAIN reserves the right to negotiate on the final costs and the final scope of work of the proposal. GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

#### **D. Evaluation Criteria**

Proposals will be reviewed by a special review committee. The following indicate a list of the significant criteria against which proposals will be assessed. This list is not exhaustive or 100% inclusive, and is provided to enhance the applicants' ability to respond with substance.

- Understanding the of Scope of Work:
  - o Proposal demonstrates a clear understanding of project Objective and Deliverables as outlined in section B.
- Demonstrate a clear understanding of the technical requirements of this RFP:
  - o Providing detailed technical documentation of the proposed strategy;
  - o Evidence of experience delivering solutions using the proposed information technology platform.
- The creative and methodological approaches required to implement each of the parts in the scope of work.
- Comprehensiveness of work plan and reasonableness of proposed time frame:
  - o Proposal includes a feasible work plan to ensure successful completion of deliverables;
  - o The work plan details how activities will be coordinated and proposes an appropriate communications strategy for approaching key informants, within expected timelines.
- Detailed budget and cost-effectiveness of proposed approach:
  - o Evidence of cost-effective approaches to undertaking Scope of Work within proposed budget;
  - o Proposal includes creative approaches to addressing anticipated challenges associated with this Scope of Work.
- Management and personnel plan;
  - o Qualifications and overall experience of team members;
  - o Evidence of experience managing similar projects;
  - o Roles and responsibilities of team members clearly delineated.
- Possible challenges and opportunities envisaged in undertaking this work.
- A duly completed Offer of Services (Section V).

## **E. Mandatory Requirements**

In addition to the Evaluation Criteria outlined in section D above, the applicant's proposal should also respond to the following mandatory requirements:

- **Fees:** The fees shall be quoted as a fixed sum inclusive of all applicable taxes and/or institutional overhead.
- **Experience:**
  - o A letter outlining relevant work experience of key team members;
  - o Current curriculum vitae/resumés for key team members.
- **Capacity of the team to provide the required services.** Team members with relevant experience must be available for each of the identified positions. The proposal should map function(s) to team member(s).
- **Insurance:** All applicants must have professional liability insurance and general liability insurance. The applicant(s) must be prepared, if awarded the contract, to furnish to GAIN proof of extent of insurance coverage.
- **References:** A list of references that can be contacted to discuss the team members' relevant design and development-related experience.

**GAIN reserves the right to contact the individuals and contractor(s) in order to verify the information provided as part of the Proposal.**

## **F. Expectations of Applicants**

The successful team of applicants will:

- Work closely with representatives from GAIN and its partners: A lead contact will be designated for the purposes of regular communication and monitoring of deliverables;
- Meet with representatives from GAIN shortly after the contract is awarded, following which a work plan will be developed detailing the objectives, deliverables, timelines and budget for each of the parts outlined in the Scope of Work (see Section II);
- Be prepared to meet with GAIN at least two times during the course of the project as well as at the further request of GAIN;
- Submit deliverables and reports according to the agreed upon schedule in the revised work plan.

## **G. Review Process**

The review process will involve a review panel with participants selected by GAIN.

## **H. Limitations with regard to third parties**

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorize any third party to bind or commit GAIN in any way without GAIN's express written consent.

## **I. Communication**

All communication regarding this solicitation shall be directed to the appropriate parties at GAIN. Contacting third parties involved in the project, the review panel, or any other party may be considered a conflict of interest, and could result in disqualification of the proposal.

**L. Final Acceptance**

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the final terms and conditions, including the costs and the scope of work, when negotiating the final contract.

**M. Validity Period**

The Offer of Services will remain valid for a period of 28 days after the Proposal Deadline. In the event of award, the successful applicant will be expected to enter into a services contract, subject to GAIN terms and conditions.

**N. Intellectual Property**

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, and specifications developed by the applicant in relation to the GAIN website shall vest exclusively and entirely with GAIN.

**O. Scope of Change**

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documentation will be authorized or paid to the applicant, unless such change, modification or interpretation has received the express prior written approval of GAIN.

**V. OFFER OF SERVICES**

1. Offer submitted by:

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
(Print or Type Business, Corporate Name and Address)

2. I (We) the undersigned hereby offer to GAIN, to furnish all necessary expertise, services, supervision, materials, or other things necessary to complete to the entire satisfaction of the Executive Director or authorized representative, the work as described in the Request for Proposal according to the terms and conditions of GAIN for the following prices:

2.1 TOTAL PRICE FOR THE SERVICES

\_\_\_\_\_  
US\$

2.2 TOTAL SERVICE TAX AMOUNT

\_\_\_\_\_  
US\$

2.3 TOTAL CONTRACT PRICE (2.1 plus 2.2)

\_\_\_\_\_  
US\$

3. I (We) agree that the Offer of Services will remain valid for a period of twenty-eight (28) calendar days after the date of its receipt by GAIN.

4. I (We) herewith submit the following:

(a) A Proposal to undertake the work, in accordance with GAIN requirements specified;

(b) A duly completed Offer of Services, subject to the terms herein.

**OFFERS WHICH DO NOT CONTAIN THE ABOVE MENTIONED DOCUMENTATION OR DEVIATE FROM, THE PRESCRIBED COSTING FORMAT MAY BE CONSIDERED INCOMPLETE AND NON-RESPONSIVE.**

**Dated this day of**

**2009 at**

\_\_\_\_\_

\_\_\_\_\_  
Name and Title  
(Applicant)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name and Title  
(Applicant)

\_\_\_\_\_  
Signature

## ANNEX 1

### DRAFT GAIN SITE MAP

| Main Menu (homepage)    | Submenu (e.g : roll-down)        | Second submenu             | Example content of        |
|-------------------------|----------------------------------|----------------------------|---------------------------|
| Malnutrition            | Global                           |                            |                           |
|                         | Child malnutrition               |                            |                           |
|                         | Economic cost                    |                            |                           |
|                         | Vitamin and mineral deficiencies |                            |                           |
| Who we are (About GAIN) | Mission                          |                            | Mission statement         |
|                         | Organization                     |                            | Presentation              |
|                         | Budget, Financial Statement      |                            |                           |
|                         | Secretariat                      |                            | Address, staff            |
|                         | Regional offices                 |                            | Address staff             |
|                         | Board                            |                            | Members bio               |
|                         | Employment                       |                            |                           |
|                         | Legal                            |                            |                           |
|                         | Donors                           |                            | List and logos            |
|                         | Our strategy                     | 10year                     |                           |
| What we do (Our work)   | FFP                              | Presentation               |                           |
|                         |                                  | Q&A's on FFP               |                           |
|                         |                                  | Map                        |                           |
|                         |                                  | Programs                   |                           |
|                         |                                  | Food fortification         |                           |
|                         |                                  | Datas                      | Global and on programs    |
|                         |                                  | Products                   | Photos                    |
|                         |                                  | Social marketing Campaigns | Music, videos             |
|                         | Premix Fund                      | Presentation               |                           |
|                         |                                  | Donors                     |                           |
|                         |                                  | Buy your premix            | Link to procurement agent |
|                         | Salt Iodization                  | Presentation               |                           |
|                         |                                  | Universal access           |                           |
|                         |                                  | Process                    |                           |
|                         |                                  | Consumption                |                           |
|                         |                                  | Benefits                   |                           |
|                         |                                  | Q&A's                      |                           |
|                         | IYCN                             | Presentation               |                           |
|                         |                                  | Map                        |                           |
|                         |                                  | Programs                   |                           |
|                         |                                  | Products                   |                           |
|                         |                                  | Code                       |                           |

|                    |                                  |                                |      |
|--------------------|----------------------------------|--------------------------------|------|
|                    |                                  | Datas                          |      |
|                    |                                  | Forum                          |      |
|                    |                                  | Infant and young child feeding |      |
|                    | IPP                              | Presentation                   |      |
| Our Alliances      | NGO Alliance                     | Presentation                   |      |
|                    |                                  | Members                        |      |
|                    | Business Alliance                | Presentation                   |      |
|                    |                                  | Members                        |      |
|                    |                                  | Partnerships                   |      |
|                    |                                  | Case studies                   |      |
|                    |                                  | Models                         |      |
|                    |                                  |                                |      |
| Our Achievements   | PMR                              | Presentation                   |      |
| (Our results)      |                                  | Datas                          |      |
| How we can support | Grants                           | presentation                   |      |
| (Our commitments)  | Maps of countries with grants    |                                |      |
| Press              | Press releases                   |                                |      |
|                    | Factsheets                       |                                |      |
|                    | Annual report                    |                                |      |
|                    | Stories from the field           |                                |      |
|                    | Photos                           |                                |      |
|                    | Videos                           |                                |      |
|                    | Opinion papers                   |                                |      |
|                    | Newsletter                       |                                |      |
| Donate             |                                  |                                |      |
| Library            | Malnutrition                     |                                |      |
|                    | Infant and young child feeding   | 0-6                            |      |
|                    |                                  | 6-3y                           |      |
|                    |                                  | breastfeeding                  |      |
|                    | Food Fortification               |                                |      |
|                    | Vitamin and mineral deficiencies |                                |      |
|                    | GAIN publications                | Annual Report                  |      |
|                    |                                  | Case studies                   |      |
|                    |                                  | Newsletter                     |      |
|                    | PMR datas                        |                                |      |
|                    | Maps                             |                                |      |
|                    | Corporate social responsibility  |                                |      |
|                    | Partnerships                     |                                |      |
|                    |                                  |                                |      |
| Links              | Partners & Friends               |                                |      |
|                    |                                  |                                |      |
| Events             | List                             |                                | List |

|                                               |              |  |  |
|-----------------------------------------------|--------------|--|--|
|                                               | Global Forum |  |  |
|                                               | GAIN Award   |  |  |
| RSS Feed                                      |              |  |  |
| Sitemap                                       |              |  |  |
| Search                                        |              |  |  |
| Contact                                       |              |  |  |
| News                                          |              |  |  |
| Map global on all programs with link to pages |              |  |  |
| Success Stories                               |              |  |  |
| Program highlights                            |              |  |  |