

TO: Potential Website Developers

FROM: South Centre, 17-19 Chemin du Champ d'Anier,
CP 228, 1211 Genève 19

DATE of Launch of RFP: 02 July 2012

PURPOSE OF MEMO: Request for Proposals (RFP) for Website Redesign

SUBMISSION OF PROPOSAL: Proposals are to be sent by e-mail to *south@southcentre.org*

PROPOSAL DUE DATE: Proposals must be received by 18.00 hrs. (C.E.T) on **16 July 2012.**

1.0 GENERAL INFORMATION

- 1.1 The South Centre (SC) is an intergovernmental organization (IGO) of developing countries. Acting as a “think tank”, the SC undertakes policy oriented analytical work on issues of common interest to countries and peoples of the South.

1.2 TARGET AUDIENCE

The SC has identified its direct target audience which can be divided into three distinct groups:

- Government and/or official agencies of Member States of the SC, in particular, and of developing countries, more broadly.
- Academics such as scholars, researchers & universities.
- Specialized media agencies (Print/TV/Radio/Web etc.).

1.3 TARGET DELIVERABLES

The SC website serves as an important modality through which the SC is able to disseminate its research output and communicate to its key constituencies. In this context, the website must be capable of: (a) making SC research products easily available and accessible to its target audience; (b) providing for website traffic data collection and analysis in a user-friendly manner so as to allow the SC to continue improving its website presentation and accessibility. The current website (www.southcentre.org) is based on an open-source and freely available content management system (CMS) named Joomla 1.5 version.

2.0 CURRENT WEBSITE FRAMEWORK

2.1 CURRENT WEBSITE SETUP

The website is in three languages-English, French and Spanish.

Facing recurring critical security failures and in need to revamp the look and feel of its website to contemporary standards, the SC wants to establish an action plan and develop a new web infrastructure.

The website is currently hosted by a third party provider. All data content contained in the website is uploaded directly to the host servers and has no virtual or physical connection to the SC’s in-house LAN servers.

3.0 NEW WEBSITE DEVELOPMENT AND MANAGEMENT REQUIREMENTS

The following need to be included in the development of the new website:

- 3.1 Content Management: Design and development (including providing recommendations for a new user-friendly “look and feel” while keeping the institutional tone of the organization) of a new English language website for the SC through the use of a modern, simple and user-friendly CMS, preferably but not restricted to, Word Press;
- 3.2 Required Elements: The website should have a Core-Satellite approach wherein the main website shall be the core and website-based satellite functions or applications (such as audio-visual media tools, online payment functions, social media and networking applications) can be easily developed and linked to the main website either directly within the website or through other providers; Other functionalities including a shopping cart, YouTube channel, a blogging platform, expansion of Wikipedia entries, internal search engine, development of an intranet, development of a mobile-ready version of the website, Flickr, Facebook, etc. must be included in the website
- 3.3 Implementation of a distribution-friendly system, allowing to quickly and efficiently sending out a large volume of newsletters;
- 3.4 A high quality database and registration system merged in the website, which allows for fast expansion of our subscribers database;
- 3.5 Search Engine Optimization (SEO): Implementation of a long term SEO strategy, both internal and external and including user friendly URLs. The SEO strategy must aim to increase the SC’s current PageRank from 6 to at least 8;
- 3.6 Creation of subsidiary Spanish and French language versions of the English website based on the English language version’s overall “look, feel, and design”, but which allows for independent management so that the website contents may differ. Thus creation of a multilingual interactive system is essential and each language should be able to sustain a standalone website if need be;
- 3.7 Complete no-loss data migration and transfer of all content from the current website to the new website;
- 3.8 SC Logo: Proposals for creation of a new SC logo
- 3.9 Traffic reporting: Installation of Google Analytics traffic reporting software in the source code of the website.

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- 3.10 Hosting: Hosting must be with a third party provider, preferably but not restricted to, Infomaniak SA.
 - 3.11 Maintenance: After setup, SC will establish an annual maintenance contract with the vendor for yearly CMS updates, regular clean-up of databases, general maintenance and technical support for end users.
 - 3.12 Any other suggestion to modernize, update and keeping the website flexible for any further future changes and upgrades, including a built in system for website software upgrades that can be implemented by SC staff.
 - 3.13. Adequate training of designated SC staff to manage the website (in the English, French and Spanish versions), and continuing website management technical support (for up to one year after the full operationalization of the websites), should be provided for in the proposal.

4.0 SPECIFICS OF PROPOSAL

Interested Service Providers are hereby requested to submit their proposals including written responses to the following questions, as well as to submit their proposals duly signed by an authorized representative of the organization:

- 4.1 Name, address, telephone and fax numbers, and e-mail.
- 4.2 Background information of the Agency.
- 4.3 Cost of Complete web design and development process
- 4.4 Cost and timeframe of data migration.
- 4.5 Cost of website maintenance, when up and running
- 4.6 Cost of training of an in-house web manager and provide helpdesk assistance or services.
- 4.7 Provide additional incentives, advice and potential for cost saving.
- 4.8 Names, addresses, and telephone numbers of three (3) clients for whom the vendor provides similar IT services. The SC may check listed references.
- 4.9 Finally, give a summary of why the SC should contract the interested Service Provider.

5.0 RIGHTS

- 5.1 The SC reserves the right to reject any and all proposals, in whole or in part, as well as the right to issue similar RFPs in the future.
- 5.2 It is the SC's intention to award a single contract for all services anticipated in this RFP, however, it is at the SC's sole discretion, and reserves the right to award multiple contracts for these services if it is in its best interest to do so.
- 5.3 This RFP is in no way an agreement, obligation, or contract and in no way is the SC responsible for the cost of preparing the proposal.

6.0 ADDITIONAL REQUIREMENTS

- 6.1 After proposal submission, it may be necessary to interview prospective vendors to clarify aspects of their submittal. The SC will notify prospective IT vendors regarding the interview arrangements.
- 6.2 It is expected that there would be 3 phases of the website development from the SC point of view:

Phase 1: Analysis and development of a new website prototype

Phase 2: Running concurrently of the current website and the prototype

Phase 3: Launch of the new website after resolving all issues resulting from the prototype implementation

7.0 PROPOSED CONTRACT TERMS

- 7.1 A Special Services Agreement (SSA) to carry out the work outlined in this RFP will be entered into with the awarded organization to commence no later than **2 August 2012**. The prototype should be launched no later than 15 October 2012. The final website launch would occur no later than 31 January 2013.
- 7.2 All services prices quoted by the Vendor will remain fixed during the whole duration.