

# Request for Proposal

## Preferential Provider for New Website Design

TERMS OF REFERENCE FOR PROVIDER

FEBRUARY 2021

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## **1. PURPOSE**

The Global Crop Diversity Trust (Crop Trust) is seeking to contract a suitably qualified and experienced web design firm to create a new website that unifies Crop Trust affiliate websites and knowledge products under a single umbrella site to help unify our visual identity, better communicate our mission and bolster engagement with our global audiences, enabling the Crop Trust to swiftly respond to global events and developments in the international development sector. The purpose of this request for proposal (RfP) is to solicit competitive proposals for the consultancy advertised.

## **2. INTRODUCTION**

The Crop Trust's website and media platforms should serve as the preeminent global hub for public-facing information on the importance of crop diversity and its conservation such as news, best practice recommendations and thought leadership. As such, the Crop Trust's digital assets must all be responsive, easy to navigate, engaging, comprehensive and optimized for modern user devices and habits. The Crop Trust's current digital presence is scattered across numerous, separate project sites and platforms. This approach precludes a unified experience for visitors and dilutes our digital presence and following.

Therefore, we plan to build a new Crop Trust website as both an institutional site and an umbrella site that will unify ongoing, separate project sites and databases (as well as provide an archive for retired project sites) to hold all Crop Trust digital assets under a new, single site. Having a single website should keep users within the Crop Trust ecosystem, present a unified Crop Trust message and brand, reduce future IT/development needs as well as internal content uploading time, facilitate accurate reporting of site usage statistics, enable better search engine optimization and, finally, provide a single, robust, long-term repository of curated and up-to-date Crop Trust and partner news, resources and data.

This institutional site will take over the current main site URL ([www.croptrust.org](http://www.croptrust.org)) and will provide a platform and dedicated home for a range of institutional content. A new subsite, The Crop Report, will also be created as the Crop Trust's dedicated news and multimedia hub. The Crop Report will host the new Crop Trust blog, podcasts and campaigns, among other content. Existing individual project sites' content will be curated and migrated to the new institutional site; existing sites will be retired and users redirected to the new umbrella site.

Finally, the new Crop Trust website must be designed for a diverse range of visitors in different countries with varying levels of digital infrastructure development, internet connectivity/bandwidth limitations, restrictions (e.g., countrywide firewalls) and browsing habits (including device and browser preferences). The new site design and development should consider privacy concerns (including GDPR compliance) and accessibility needs throughout the process, as presented in greater detail in Section 4 below.

## **3. SCOPE OF WORK**

The scope of this agreement will include and not be limited to the following elements.

### **3.1. Site design and development**

Website design and development will include but not be limited to the following elements: project discovery, scoping, strategic advice and documentation thereof, site mapping, wireframing, UX and UI design and subsequent revisions thereof, prototyping and development (including that of specific, agreed-upon functionalities) and project management.

### **3.2. Quality assurance and internal testing**

The provider will be responsible for carrying out quality assurance and internal testing at all stages of the project. This will not replace or preclude user acceptance testing or related feedback and update requests.

### **3.3. Branding refresh**

The Crop Trust will debut a refresh of its existing branding in conjunction with the new website launch. The refresh will offer an updated visual identity color palette for the organization and sub-palettes for specific projects and campaigns, new fonts, original designs, graphics, and templates and associated branding guidelines.

The Crop Trust will provide a solid foundation for the refresh with ideas, designs, mockups and requests but may call upon the provider to create or obtain finalized products (such as designs, fonts, templates) for use as a part of this contract.

### **3.4. Backups**

The Crop Trust will own and maintain the back-up repository but the provider will be expected to perform regular back-ups and report accordingly.

### **3.5. CMS training**

If needed, the provider will ensure that all internal parties involved in content entry, updates and support are given sufficient training during the appropriate stages of the project.

### **3.6. Initial web maintenance and handover**

The provider will be expected to set up any tools or resources required for handover of regular web maintenance to an internal third party, including but not limited to: Google Analytics or other web reporting tools, CMS updates, documentation, training resources and more.

The exact scope, deliverables and technical specifications for this project are to be agreed upon in writing and signed by both parties after a contract is signed and by an agreed-upon deadline.

## **4. PROVIDER REQUIREMENTS**

### **4.1. Required experience**

Must have and demonstrate within the proposal:

- Willingness to use Gitlab as a DevOps lifecycle tool, for git repository and issue tracking
- Experience with DevOps lifecycle and git
- Willingness to use and experience with Linux operating systems
- Willingness to use and experience with Docker technology
- Willingness to use and experience with WordPress CMS
- GDPR-compliance design and auditing experience

#### **4.2. Preferred experience**

Preferred and should demonstrate within the proposal if possible:

- Amazon Web Services (AWS) experience
- Accessibility-compliance auditing (willingness to learn, experience a plus)

#### **4.3. User and client functionality needs**

Exact functionality requirements will be confirmed during the project discovery phase. However, the Crop Trust anticipates requiring many functionalities not included in its existing website. Therefore, providers should detail their level of experience implementing the following functionalities within their proposal on a scale from 0 (no prior experience) to 5 (expert).

##### **4.3.1. Likely functionality needs**

The new Crop Trust website is likely to require the following functionalities (as well as many not listed):

- Integration of existing databases
- Integration with Salesforce for the Crop Trust Projects database and contact forms
- Strategic design for SEO optimization
- Optimization for user tracking with website analytics (e.g., Google Analytics)
- Responsive to a wide range of devices
- Compatible with a wide range of browsers
- Multilingual support (Crop Trust will handle content translation)
- Stock imagery license purchase and transfer
- Plugin license purchase and transfer
- Events calendars and event registration
- Social media feeds

##### **4.3.2. Possible functionality needs**

The new Crop Trust website may require the following functionalities (as well as many not listed):

- Browser and device detection (client and server-side)
- SSO user authentication
- GDPR-compliant data capture and forms
- Third-party service integration

- eCommerce, including shopping cart

## **5. GENERAL TERMS OF WORKING RELATIONSHIP**

### **5.1. Working style**

The provision of web design services will be according to a pre-decided timeline and workplan, though there may be a need for updates on an “on call” basis during the duration of the project. The provider will be required to meet and communicate regularly with relevant Crop Trust staff and close collaborators to collect additional information for the development of the comprehensive strategy, as well as communications materials.

### **5.2. Location and time zone**

All service providers will be required to carry out the work in their own office location. The scope of work can be conducted remotely with contact taking place via electronic communication. Frequent, virtual meetings are anticipated and will need to be conducted during Crop Trust working hours unless prior arrangements are made. If travel is necessary, the costs must be pre-approved in advance.

### **5.3. Communications and sign-off**

The provider will need to be available for biweekly meetings with an internal working group for the duration of the contract as well as ad hoc meetings with the Crop Trust Project Manager and key stakeholders as needed. All major stages and documents, including a Service-level Agreement (SLA) will require written sign-off by both parties to proceed to the next stage.

### **5.4. Contract duration**

The total duration of the contract is scheduled to last twelve (12) months but all work should be completed according to the pre-agreed timeline, with both the website launch and Crop Report expected in Q3 or at latest, at the start of Q4. An extension for further work or website maintenance is likely but outside the scope of the current RfP; if there is an extension, once agreed on by both parties, it will be added during the duration of this contract.

### **5.5. Website content and materials**

Logos and branding materials will generally be supplied by the Crop Trust, but it is likely there will be some additional design work to be carried out by the contractor to support the branding refresh, please see above 3.3. All written content will be provided by the Crop Trust. The Crop Trust may ask the vendor to provide images, font, software, tools or other materials with appropriate permissions/copyright for sharing, distribution and commercial purposes. No equipment or physical materials will be purchased or provided by the Crop Trust to conduct the Scope of Work unless previously agreed upon in writing.

## **5.6. Use of third-party providers**

Some areas of work may be outsourced by the provider, but must be agreed upon with the Crop Trust beforehand.

## **5.7. Software and tools**

All web design work must use recognized and agreed-upon software, tools and programming languages and maximize ease and cost-effectiveness of future updates, redesign and expansion of site functionality by a third-party web maintenance provider.

# **6. MEASURING PROVIDER PERFORMANCE**

## **6.1. Qualitative indicators**

- Site functionality meets or exceeds expectations according to internal and external user feedback/survey
- Site design is inline and meets or exceeds expectations according to internal and external user feedback/survey
- Created site is easy to use and maintain for internal staff and third-parties according to internal feedback/survey
- Created site facilitates use of Google Analytics and other web analytics tools to easily monitor user journeys and site metrics
- Site UI and UX are improved vs. existing site according to external feedback/survey

## **6.2. Quantitative indicators\***

- Visitor time spent on site and means of interacting with site increase vs. existing site
- Overall visitor number and frequency of repeat visits increases vs. existing site
- Overall users in Crop Trust ecosystem (newsletter subscribers, social media followers, and event participants) increase as a direct result of new site launch

\*Qualitative indicators are to be measured during the 3-month period after new site launch against data from the same period for existing sites and channels, to the extent possible.

## **6.3. General indicators**

- Product meets or exceed all specifications and briefs, including meeting all budgeted costs and deadlines
- Consultant demonstrates responsiveness to requested updates as well as a proactive approach to suggested improvements throughout the web design process

For the above-mentioned items a series of quantifiers may be tracked to better measure the progress and impact of the provider's work.

## 7. WORK PLAN & TIMELINE

### 7.1. Costs

We ask for an offer for a retainer contract based on the listed Scope of Work, including all project management costs. Please also include any hourly or per-piece rates for all relevant activities as well as non-working hour costs (for emergencies). If costs of >USD 1,000 are anticipated for third-party work and/or materials to be purchased, please include these costs with as much detail as possible.

We expect to spend between USD 45,000 and USD 60,000 implementing activities through this 1-year contract (including all third-party licenses, purchases, and taxes). Each major stage or task (to be defined and agreed-upon during project discovery and documentation) within the will require cost and time estimate for approval by the Crop Trust and communicated via the Project Management prior to beginning the work.

The Crop Trust has tax exempt status in Germany and is eligible to claim back VAT directly from the Government. Please indicate clearly in your proposal if you will accept our tax exempt status by not charging VAT, and please budget accordingly. If you are not able to accept our tax exemption, the assessment of your offer will be based on gross amounts. Assessments of quotes from German companies are generally based on offers excluding VAT.

### 7.2. Key dates

Date	Event
April 2021	Initial documentation complete
July 2021	User acceptance testing begins
Early September 2021	All major components ready for launch to enable internal marketing campaign to begin
1 October, 2021	Website launch*
December 2021	Maintenance handover

\*Above dates other than the website launch date are negotiable. However, we expect all bidders to be sufficiently available for the duration of the contract to meet all agreed-upon deadlines with no unexpected delays or extensions (contingent upon the Crop Trust's

prompt provision of needed materials, review and sign-off throughout the duration of the contract).

## **8. PROPOSAL SUBMISSION, REQUIREMENTS AND EVALUATION**

### **8.1. Proposal Submission Overview**

Tender documentation should demonstrate that the interested supplier satisfies all of the requirements stated throughout and is capable of meeting the specifications and timeframes listed in this call for tender. Documentation must also include supporting examples to address the evaluation criteria listed below.

Interested applicants are requested to submit their proposals based on the requirements outlined above to the Crop Trust procurement office no later than 23:59 CET on **15 March 2021**.

Tender application forms must be **completed in full** – DO NOT refer us to your CV, Technical Proposal or website. Failure to complete the forms in full will mean your application will not be eligible.

### **8.2. Proposal Required Components**

Proposal submissions are to include the following:

- Proposal with the proposed approach and activities for implementing and managing the consultancy, including an operational work plan with detailed timelines
- General information and references
  - History and mission of the agency
  - Details of at least three referees (may include previous or current clients)
  - Past client testimonials, including any awards and achievements
- Details of procedures
  - An explanation of the normal procedure for retainer clients
  - How requests for work are carried out
  - How much notice is required for new tasks, is there a cost for emergency/urgent work, etc.
  - Project management and quality assurance methodologies, including how these would be carried out for the specific project
- Description of all of the services the provider provides in-house, including:
  - What types of services are typically contracted out if any
  - Typical scope and turnaround times
  - Types of software, tools and programming languages used for web design
- Breakdown of costs of activities on the basis provided
  - Prices must be quoted in USD
  - Prices may be fixed amounts or ranges; in the latter cases, the ranges should explicitly outline how the exact rates are determined.

- Prices must be quoted free of all duties, taxes and other charges, including VAT if applicable. The amount of VAT may be shown separately.
- Evidence demonstrating expertise in the fields covered by this call for tender
  - Portfolio with examples of the provider’s work pertinent to the requested services (preferably including examples of firm’s clients of a similar size and needs to those of the Crop Trust).
  - Specifically address the items listed in section 4.1 Provider Requirements
  - Specifically address the provider’s experience and expertise in implementing the functionality requirements listed in section 4.2 by rating each on a scale from 0 (no experience) to 5 (expert)
- Additional documentation
  - Your copyright policy
  - Signed Supplier Self-assessment and Declaration of Undertaking

### **8.3. Optional Proposal Components**

Proposals are not required but encouraged to include the following:

- A simple mock-up or single-page prototype of a suggested homepage for a new Crop Report news site (if the outcome of the bidding is unsuccessful, this material will **never** be distributed outside of the organization or repurposed for any public or commercial use)
- Curriculum Vitae or name and short biography of each member of the team who would be responsible for the Crop Trust’s project and account
- Any additional materials that would help us to evaluate your proposal.

### **8.4. Proposal Evaluation Criteria**

Proposals will be evaluated on the basis of:

- Cost effectiveness and price
- Experience and quality/success of previous work
- Technical capabilities & variety of services offered
- Creativity demonstrated in portfolio/previous work
- Implementation methodology
- Availability and time zone

For the above-mentioned items a series of quantifiers shall be used to objectively evaluate and compare bidder proposals.

### **8.5. Proposal Submission Instructions**

Please submit all documents via email to: [procurement@croptrust.org](mailto:procurement@croptrust.org) without CCing any other Crop Trust addresses or team members.

**Please note, any documents sent (even in copy) to individual members of the Crop Trust, will be automatically excluded from the tender process.**

Again, proposals must be received by the Crop Trust procurement office no later than 23:59 CET on **15 March 2021**.

## **9. CROP TRUST BACKGROUND INFORMATION**

See the following pages and resources for further information:

[Short Introductory Video](#)

[Crop Trust Timeline](#)

[Crop Trust Projects](#)

[2019 Crop Trust Magazine](#)

[Crop Trust 15-Year Short Report](#)