REQUEST FOR PROPOSALS

WEBSITE DESIGN ZERO HUNGER COALITION AND THE ZERO HUNGER PRIVATE SECTOR PLEDGE

Issued by
The Global Alliance for Improved Nutrition (GAIN)

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I. PROJECT BACKGROUND AND SCOPE OF WORK

1. ABOUT GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people.

At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches.

We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others.

Headquartered in Geneva, Switzerland, GAIN has representative offices in The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, and Tanzania. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

2. BACKGROUND

The Global Alliance for Improved Nutrition (GAIN) is issuing this Request for Proposal (RFP) and will be the administrative lead organisation for this RFP.

The purpose of this RFP is to engage services of a Service Provider to design a website for the Zero Hunger Coalition, that also includes information on the Zero Hunger Private Sector Pledge initiative. The service provider should be specialized in web development, be able to ensure web technical maintenance and upload/update content.

3. SCOPE OF WORK AND DELIVERABLES

The successful applicant shall present a proposal that aligns with the below described objectives, deliverables and functionalities

3.1. OBJECTIVES

The vision of the Zero Hunger Coalition is to reduce the number of people suffering from hunger and malnutrition to zero by 2030 in an environmentally sustainable way, by focusing on a concerted effort around science-based high impact actions. The Coalition emerged from the UN Food Systems Summit 2021, and now being further developed by a smaller group of partners, aiming to catalyse coordinated action. At the same time, the Zero Hunger Private Sector Pledge was also developed, and is an initiative closely linked to the Coalition to also ensure strong private sector participation.

The website of the Zero Hunger Coalition and the Zero Hunger Private Sector Pledge aims to communicate the value and importance of undertaking action to achieve Zero Hunger. The website will inspire stakeholders to engage in practical action through offering concrete ways to do so, as well as providing examples and tools/methods as inspiration.

The website will focus on the Zero Hunger Coalition as the main initiative it aims to cover. In this context, the Zero Hunger Private Sector Pledge can be seen as a related initiative – a ‘add-on/sub-initiative’ - to the
Coalition, to be included on a separate page on the website. On the website the Pledge should stand out as a distinct element, as the organisations behind it as well as its governance mechanism are different. Therefore the branding (already developed) is linked, but not the same. The adapted branding for the Pledge should be used on the page(s) that concern the Pledge.

3.2. FUNCTIONALITIES

The design of the website will be done in a two-phased approach.

Phase 1 includes:
- **Landing page:** The landing page will feature the Zero Hunger Coalition title and logo and a short introduction text – this section will link to the ‘About’ page. Include video for Zero Hunger Coalition with a short background text related to the video.
- **About the Zero Hunger Coalition:** This page will feature a more detailed description of the Zero Hunger Coalition, with links to additional relevant documents such as concept notes. It will provide an overview of actors supporting the coalition in text form.
- **The Zero Hunger Private Sector Pledge:** This page features the Zero Hunger Private Sector Pledge — see the description of its relation to the Zero Hunger Coalition above. The page will have adjusted branding compared to other parts of the website, which has already been developed. It will include the Zero Hunger Private Sector Pledge title and logo and a headline with no. of companies and $ amount pledges in no. of countries. The ‘pledge now’ button will link to a Jotform. It will include a list of pledges in table format.
- **Other features on the website:**
  - Contact us at the bottom of the page – linking to email addresses
  - Sentence on partners that currently convene the coalition at the bottom of the page

Phase 2 includes adding additional pages to the website:
- **News and resources:** this will include two sections where we can highlight news and resources
  - News can house blogs, statements, events etc.
  - Resources can include links to creative asset toolkits, relevant publications and reports etc
- **Frequently Asked Questions:** will list some of the most commonly asked questions and responses categorized according to different themes
- **Actions [working title]:** to include examples, tools, methods to inspire action for Zero Hunger and highlight success stories.

For the branding of the website a branding guideline which includes fonts, colour codes, examples for the look and feel and logos are all available by end of August 2022 and will not need to be designed anymore. A full brand story that further sets out the visions and modes of action for this Coalition will also be available as a reference in the process of designing the website.

3.3. TARGET AUDIENCES

The primary audience for this website can be described as follows:
- Stakeholders in countries (low and middle-income countries) engaged in work that is related to Zero Hunger and food systems
- Funders that are looking at opportunities to support work around Zero Hunger and food systems
- Professionals in agencies (civil society, UN, research agencies) that work on Zero Hunger and food systems.
- For the Private Sector Pledge: Private sector companies that are looking for opportunities to support work on Zero Hunger and food systems and want to learn more about how they can do this through the Zero Hunger Private Sector Pledge.

The primary audience should be inspired by and interested in the work of the Zero Hunger Coalition and the Private Sector Pledge through visiting the website, so that they will get actively involved in the Coalition and Pledge. They are thus looking for information to inform themselves for next steps or to explore the possibility to undertake further action.
The secondary audience for this website is the general public interested in development issues.

3.4. REQUIREMENTS AND TECHNICAL MAINTENANCE

Requirements for the design and development:

**Content Management System (CMS):** The website will be built with Drupal as its content management system. We expect the web agency to provide the structure, including different templates and lay outs for specific parts of the website.

**User experience (UX):** The user experience is very important, with simple and effective navigation on the website. Web pages should load fast, and content should be easy to find.

**Approach:** We expect the website to be developed to be accessible on different types of devices, including mobile, tablets and desktops.

**Content:** The proposal will include options (including specified budget) with regards to the service provider continuing to support this website with uploading/updating content after the launch of phase 1. GAIN will also have the option to upload and update content itself.

**Metrics:** Data collection on traffic for the website should be done using Google Analytics.

**Policies and security:** The web developer will provide the cookie message. The delivered site is expected to be compliant to the General Data Protection Regulation (GDPR) framework.

**Translation:** The website needs a build-in option so that it can be translated into different languages in the feature, but this option does not yet have to be activated.

**Hosting:** Will be provided by a Cloud Service provider to be agreed by both parties. GAIN will maintain ownership and management of the hosting.

**Maintenance:** In addition to building the website, we expect the selected agency to provide technical support and maintenance on a long-term basis, at least until the end of March 2023. A monthly fee for technical and security maintenance should therefore be specified and a 24/7 helpdesk for emergencies is required.

**Training:** An introductory training session on uploading/updating content on the website for users with no previous experience working with Drupal.

3.5. CHARACTERISTICS OF SERVICE PROVIDER

We are looking to contract a web development agency specialized in Drupal. There is no requirements to the location of the web development agency, as long as it has several working hours overlap with the Central European Time zone.

As a minimum, we expect to work with a UX Designer, with a service provider with both front and backend experience. Along with this, a project lead to communicate through will be anticipated.

Previous work developing websites for non-profit organizations, or on the topics of food systems and nutrition are considered an advantage.

3.6. TIMELINE AND DELIVERABLES

<table>
<thead>
<tr>
<th>Action</th>
<th>Date due</th>
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</thead>
<tbody>
<tr>
<td>Request for Proposals Published</td>
<td>23 August 2022</td>
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</tbody>
</table>
Submission proposals | 13 September 2022
--- | ---
Agency selected and notified | 23 September 2022
Draft landing page (part of phase 1) | 5 October 2022
Launch landing page | 10 October 2022
Full phase 1 | End of October
Phase 2 published | End of 2022 (exact date to be determined)
Technical maintenance provided | Until at least March 2023

II. INSTRUCTIONS FOR RESPONDING

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

1. CONTACT

Please direct all inquiries and other communications to the contact below. Responses will not be confidential except in cases where proprietary information is involved.

- Anouk de Vries, Associate Policy and Advocacy, GAIN, The Netherlands
  E-mail: adevries@gainhealth.org

2. BUDGET

Applicants are required to provide GAIN with a detailed fee percentage proposal. The final budget amount will have to be approved by the organisation prior to starting the project.

3. FORMAT FOR PROPOSAL

All proposals will need to include the following information:

- Number and function of staff dedicated to the project
- Time dedicated to the project
- Total cost for the project (see above, under 2. Budget); this will include the website development and outlining options for the maintenance and the updating/uploading of content until 31 March 2023.
- Estimated schedule for development and testing of the website
- Description of how maintenance and content uploading/uploading will be handled
- Examples of previous work developing websites for similar organizations or on similar topics as for this project.

4. SUBMISSION

The proposal will need to be submitted as follows:

An electronic copy containing the documents along with all the required information including the fee proposal should reach GAIN via email by sending the proposal to:
5. DEADLINE

Completed proposals should be submitted to GAIN before 10:00 pm Central European Summer Time on 13 September 2022 following instructions under ‘4. Submission’.

6. 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 or post.
- Incomplete proposals.
- Proposals that are not signed.

7. REVISIONS

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

8. 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.

9. COMPLETION

- Proposals must be submitted on official letterhead of the lead organisation or firm and must be signed by a principal or authorising signatory of the lead firm or organisation.
- 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 II. point 1., prior to making their submission.
- While GAIN has used considerable efforts to ensure an accurate representation in this Request for Proposal (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.

10. RIGHTS OF REJECTION

GAIN reserves the right to reject any or all submissions 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.
11. 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.

12. RELEASE OF INFORMATION

After awarding the Proposal and upon written request to GAIN, only the following information will be released:
  - Name of the successful applicant.
  - The applicant's own individual ranking.

III. TERMS AND CONDITIONS OF THIS SOLICITATION

13. 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 applicants’ proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.

14. 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.

15. 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.

16. EVALUATION CRITERIA

Proposals will be reviewed by the Selection Team. 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.

Applicants are required to submit the following information, conforming to the guidelines given in this section:
  - Understanding of the scope of work:
    - Proposal shall demonstrate a clear understanding of the project objective and deliverables as outlined in Section I.
  - Demonstrate a clear understanding of the technical requirements of this RFP:
    - Providing detailed technical documentation of the proposed strategy.
    - Evidence of experience delivering solutions using the proposed information technology platform.
  - The creative and methodological approaches required to implement each of the parts of the scope of work.
  - Comprehensiveness of work plan and reasonableness of proposed time frame:
- Proposal shall include a feasible work plan to ensure successful completion of deliverables.
  - The work plan details how activities will be coordinated.
- Detailed budget and cost-effectiveness of proposed approach:
  - Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
  - Proposal shall identify possible challenges and include creative approaches to addressing them.
- Management and personnel plan:
  - The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
  - Roles and responsibilities of each team member shall be clearly defined. GAIN shall have one main contact person clearly identified in the proposal.
- A duly completed offer of services.

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

17. REVIEW PROCESS

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

18. 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 authorise any third party to bind or commit GAIN in any way without GAIN's express written consent.

19. COMMUNICATION

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

20. 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 to be agreed between GAIN and the applicant.

21. VALIDITY PERIOD

The offer of services will remain valid for a period of 60 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter into a contract subject to GAIN's terms and conditions.

22. 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, design, coding and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.
23. 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 documents will be authorised or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.

IV. 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, supervision, materials, and other things necessary to complete to the entire satisfaction of the Executive Director or authorised representative, the work as described in the Request for Proposal according to the terms and conditions of GAIN for the following prices:

   a. Click or tap here to enter text.
   b. Click or tap here to enter text.
   c. Click or tap here to enter text.
   d. Click or tap here to enter text.

3. I (We) agree that the Offer of Services will remain valid for a period of sixty days (60) 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’s requirements specified.
   (b) A duly completed offer of services, subject to the terms herein.

OFFERS WHICH DO NOT CONTAIN THE ABOVE-MENTIONED DOCUMENTATION MAY BE CONSIDERED INCOMPLETE AND NON-RESPONSIVE.

Date this day of Click or tap here to enter text. in Click or tap here to enter text.

_______________________ Click or tap here to enter text.

Signature (applicant)

_______________________ Click or tap here to enter text.

Signature (applicant)