
WEB AGENCY

Issued by

The Global Alliance for Improved Nutrition (GAIN)

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REQUEST FOR PROPOSALS

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I. SUMMARY OF DEADLINES

Proposal Submission Deadline: 20th November 2024

The proposal submissions must be received via email by GAIN on or before 11:59 pm on Friday, 22nd November 2024

II. PROJECT BACKGROUND AND SCOPE OF WORK

1. ABOUT GAIN

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 Denmark, The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, Benin, Uganda, Rwanda, 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 the services of a global, experienced, and talented Digital Agency (Service Provider) to provide ongoing support and development for the GAIN website www.gainhealth.org , specifically:

- **To curate our website, ensuring it remains upgraded up-to-date and fully functional.**
- **To create new widgets and template blocks, enhancing user experience, and driving traffic.**
- **To track and analyse website data, using analytics tools to identify areas for improvement and optimise performance.**
- **To ensure our website is responsive, easy to navigate, user and mobile-friendly, and provides an excellent user experience.**
- **To provide ongoing support and troubleshooting as required.**
- **To maintain website security and protection against cyber threats.**
- **To optimise the website for search engines (SEO) to drive traffic and generate leads.**
- **To support/advise/ and standardize all GAIN created/partnered/funded websites and possibility of incorporating them onto the main website/server.**

3. SCOPE OF WORK AND DELIVERABLES

The scope of work for this project includes:

- 1. Website technical curation and maintenance**
- 2. Full stack development, backend coders, page creation, and optimisation**
- 3. Website research analytics, monitoring, user behavior monitoring, and data tracking**
- 4. UX design and optimisation**
- 5. Front-end and back-end development**
- 6. Advise/ consult on content creation and be ahead of the game regarding AI driven solutions**

- 7. Website hosting and deployment (in accordance with the Head of IT and the Communications Team)**
- 8. Website testing and quality assurance**
- 9. Website maintenance and support**
- 10. Search Engine Optimisation (SEO) and Analytics integration**
- 11. Integration of social media channels**
- 12. Cybersecurity measures and protection against cyber threats.**

CMS Requirements

Content Management System (CMS)

Our website is built on Drupal; therefore, we expect the agency to be proficient with it. Our current structure supports multi-language pages, and different user rights for specific sections (contributor, editor, publisher).

Global Presence and 24-Hour Service Desk

The agency must have a strong global presence to cater to our international audience. Additionally, a 24-hour service desk or emergency number should be provided to address any urgent technical issues that may arise.

The agency must assign a named contact person who will be directly in charge of the GAIN website and will liaise with the digital team on a weekly basis.

Projects timeline

As GAIN is a very dynamic organisation, the agency is expected to be flexible and to work on oftentimes tight deadlines to complete projects.

User Research and Digital Sphere Analysis

It is expected at the start of the engagement to conduct a comprehensive website audit and user research to understand our target audience, their preferences, and behaviours.

Perform a thorough digital sphere analysis to identify trends, competitors, and opportunities within our industry.

Team Requirements:

The agency skills should include the following:

- 1. Front-end developers**
- 2. Back-end developers**
- 3. SEO specialists (best practices, content writers)**
- 4. Analytics experts**
- 5. Cybersecurity professionals**

Agency Qualifications:

The agency should demonstrate relevant qualifications, such as certifications at an organizational level for quality management i.e. ISO certifications.

The agency should provide at least three examples of websites of similar size, audience, reach, and complexity to GAIN's, which they have developed and/or supported.

Custom Modules:

The agency should have proven expertise in creating and updating custom modules. This is crucial to ensure that our existing modules are compatible with future Drupal versions and that any new modules meet our specific needs.

Innovation and AI Capability:

GAIN is seeking an innovative agency that will proactively leverage emerging technological advancements, including AI-driven solutions, to enhance the website's performance, user experience, and operational efficiency. Agencies should demonstrate their understanding of how Automation/ AI can be used for content optimization, SEO, improved user journeys, content delivery, and overall site intelligence among many others.

Language Requirements:

The team **must be proficient** in English, as all communications will be conducted in English. French and other languages are a bonus.

Timeline:

We require ongoing support and development for our website. Please provide us with your estimated timeline for regular updates, support, and maintenance, including milestones and any dependencies.

Budget:

Please provide us with a breakdown of hours and fares that includes all the costs associated with ongoing website management and analytics services, including all the above-mentioned services.

III. 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.

Gloria Ireri, Webmaster Specialist– GAIN

E-mail: gireri@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

The proposal needs to be formatted as follows:

Number and function of staff dedicated to the project.

Time dedicated to the project.

Approach and methodology for user research and digital sphere analysis.

Cost breakdowns for the above-mentioned projects, please include a breakdown of costs for different services (e.g. fee per hour, fee per package)

Fees for maintenance work (technical updates and enhancements)

Examples of previous work developing websites for similar organizations or businesses in the food system.

4. SUBMISSION

Originals should be submitted as follows:

Completed proposals should be submitted in electronic format to gireri@gainhealth.org by email **on** with subject line **“Web Agency – Proposal”**.

5. 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.

6. REVISIONS

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

7. 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.

8. 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.

9. 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.

10. 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.

11. 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.

IV. TERMS AND CONDITIONS OF THIS SOLICITATION

1. 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.

2. 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.

3. 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.

4. 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:
 - o 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:
 - 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 of the scope of work.
- Comprehensiveness of work plan and reasonableness of proposed time frame:
 - o Proposal shall include a feasible work plan to ensure successful completion of deliverables.
 - o The work plan details how activities will be coordinated.
- Detailed budget and cost-effectiveness of proposed approach:
 - o Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
 - o Proposal shall identify possible challenges and include creative approaches to addressing them.
- Management and personnel plan:
 - o The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
 - o 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.

5. REVIEW PROCESS

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

6. 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.

7. 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.

8. 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.

9. 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.

10. 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, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.

11. 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.

V. OFFER OF SERVICES

Offer submitted by:

(Print or type business, corporate name and address)