

Request for Proposals

Microsite development for DIAL country impact web-page

August 9th, 2021



About DIAL

The Digital Impact Alliance (DIAL) is a “think, do, replicate” tank housed at the United Nations Foundation. Our vision is of a world where services can safely reach everyone, everywhere using the power of digital technology and data. Our mission is to overcome the systemic barriers preventing digital solutions from going to scale. DIAL is funded through a collaboration among the Bill & Melinda Gates Foundation, the United Kingdom’s Foreign & Commonwealth Office (FCDO) and the Swedish International Development Cooperation Agency (SIDA), and hosted within the UN Foundation in Washington, D.C.

Project Description

Founded in 2015, the Digital Impact Alliance (DIAL) has spent the past six years compiling research, providing an evidence base, and solidifying best practices in the digital development ecosystem for achieving digital transformation and responsible data use. A key element of our work has been at country level, bringing together government ministries, technologists and mobile network operators to pioneer new ways of using private sector data to help solve problems and help communities.

As we wrap up our work in Malawi, Mozambique and Tanzania, and look forward to a new chapter with our partners in Sierra Leone, we want to share our findings and lessons learned in a compelling, engaging multimedia webpage. This would be part of the existing DIAL website and would maintain the same top navigation, look and feel as the DIAL site, but is expected to have different affordances and scrolling, and a dedicated sub-url, as further specified below.

Examples of microsities that caught our eye:

- <https://cleancooking.is/> - This website is simply designed, perhaps too simple for what DIAL is looking for but with easily digestible format and content display
- <https://cca10.cleancookingalliance.org/> - This website is very dynamic, similar to DIAL’s needs, but might perform less well on a low-bandwidth device or connection.
- [UNDP SDG Impact Report](#): dynamic infinite scrolling with clever bits.
- [Gates Goalkeepers Report](#): a more narrative-heavy approach.

We are looking for a vendor with the necessary experience and skills to successfully deliver:

- 1) A basic web site using a “microsite” approach or infinite scroll single-page design which should:
 - a. Effectively convey a compelling story to the reader, which
 - i. Makes the work easy to understand;
 - ii. Reflects DIAL’s mission and vision, and the role we play; and
 - iii. Conveys the impact of the work.
 - b. Be visually interesting (utilizing graphics, images, data visualization etc);
 - c. Include audio-visual media, such as short videos and audio clips; and
 - d. Allow for easy content maintenance and updates by non-developer members of the DIAL communications and project teams once this development contract has ended.
- 2) Detailed instructions for managing and editing said microsite; and
- 3) A maintenance and updates contract for the first six months post-delivery to make it easy to add new content as our programs wrap and evaluations are carried out; to ensure effective transition to our team and to allow for maintenance and bug fixes.

We are looking for a partner that will work with the DIAL communications and program teams to deliver a high-quality product, spending time understanding our needs and target audience, understanding our working model and the concepts we need to convey and delivering effectively on our requirements.

A successful partnership on this project may lead to a longer-term communications support relationship.

Scope of Work

The selected vendor (the 'Consultant') will execute a microsite hosted on the WordPress platform. They will work with the DIAL team to produce wireframes, content to fill the website ranging from simple text to more complex data visualization concepts, and a maintenance plan for after the microsite goes live. The scope of work for this microsite will include:

1. Discovery phase

- a. **Getting up to speed with the subject matter:** Through meetings/interviews with DIAL staff including a project kick-off meeting facilitated by the selected vendor; document review and review of existing audio-visual resources, get up to speed with the program and DIAL's existing digital assets.
- b. **Audience Mapping:** Lead a process with DIAL staff to identify and refine a list of target audience groups for whom the website will be a crucial resource, and define user personas and sample user journeys for those groups.
- c. **Ways of working:** DIAL and vendor will establish a set of practices and guidelines during kick-off to ensure a timely schedule for final project completion. Engagement and meetings between the vendor and the DIAL will be led by a vendor team leader and a project manager from DIAL.
- d. **Inception report:** The selected vendor will provide a short document which sets out their intended approach, timelines and methodologies, updating the thinking in their proposal and this RFP with learning and decisions made during the Discovery phase. This document helps keep DIAL and the selected partner aligned, and ensures a clear sign-off on intended approach from DIAL teams.

2. Website Design and Development

- a. In consultation with the DIAL team, determine the best technical approach and platform for the microsite.
- b. In consultation with DIAL staff, design the look, feel, usability, and content organization of the DIAL microsite. Please propose a cadence for wireframing, design, development sprints and approval that suits your approach. **In your response, please propose deliverables that make sense with this approach.** In DIAL contracting, deliverables typically trigger payments so they might be major milestones rather than sprint-end demos.

3. Content Development

- a. DIAL expects to lead on the substance of the written content, but the selected partner will support on crafting this into an engaging and compelling narrative that is easy to understand for non-technical people.

- b. DIAL expects to lead on the identification of key voices and partners to include, but the selected partner will lead on the production of any additional audio-visual components of the website required by the project, to include:
 - i. 2-3 audio clips of partner testimonies and stories
 - ii. Interactive graphics including maps, visual aids and diagrams to illustrate the story.
4. **QA and user testing:**
- a. DIAL expects to support the identification of key users, but the selected vendor will lead on carrying out light touch, remote/virtual, beta testing of the website to ensure that the microsite is ready for launch.
 - b. We expect the selected vendor to ensure that the site is load tested and performs well.
5. **Strategic Digital Consulting**
- a. Support the DIAL team to develop a digital launch strategy for launching and promoting the microsite, focused on engaging visitors, both new and existing, and increasing site visits.
 - b. Recommend and create opportunities for audience engagement and awareness.
6. **Post-launch support and updates**
- a. During 2022, we anticipate that new information and assets will come to light as we continue to wrap our country programs outside Sierra Leone, conduct an impact evaluation and produce policy papers reflecting on the work. For this reason, we're asking for a **6-month** window for continued partnership, both to log and address issues not uncovered in the usability and accessibility testing, and to support additional design work and content creation around these new assets, along the lines of the activities listed at 2-4 above. We anticipate around an 80/20 split with the bulk of the work being carried out prior to launch and the balance in the ensuing six months. We expect to identify 1-2 milestone deliverables during those 6 months and final handover of ongoing development and maintenance, to include written guidance and training for the DIAL Comms team.

Website requirements

Current state of the main website: The main website for DIAL is built in WordPress version 5.7.2 and uses custom-developed templates/themes. It is not necessary to use the same WordPress themes or components as the organization's primary site, but there should be sufficient links back to the main site provided as part of the design deliverables in this project.

Adhere to DIAL Brand: DIAL's brand is adjustable, but this microsite should align with the overall look and feel of DIAL's primary assets. DIAL's brand guidelines and assets will be shared with the chosen vendor.

Clear and simple navigation: The website should be easy to navigate by scrolling or through using clickable short-cuts to jump down the page. Because it is not predicted that this site will host a large amount of content, a complex navigation system is neither required nor desired.

Dynamic and mobile-friendly, and usable in low-bandwidth settings: DIAL's audience is located all over the world, and the countries that are the subject of this microsite have many areas where mobile

data coverage is low or non-existent. The site will need to be mobile friendly, responsively adjust to different screen resolutions, and make data-hungry elements optional for low-bandwidth users. The site should work on as many older browsers as is reasonable, while still supporting current web development standards.

Easy to update and maintain: This microsite will need to be easy to update and manage for the DIAL team or another design provider. DIAL maintains several sites, including the core DIAL site, Digital Principles site, Digital Solutions Catalog, and community fora. We are intending a full website redesign in 2022, to create new front pages, and unified back-end CMS, blogging and web page management for all our web sites. It is likely that this solution will be built around WordPress. When we undertake this web refresh, we expect also to refresh DIAL brand assets, and it is possible this microsite's design and/or content would be merged into the primary DIAL website. For this reason, this microsite should follow existing DIAL brand guidelines and mirror the existing site navigation but be flexible and easy to maintain and update as look and feel of the site around it changes.

Back-end management should be simple and user-friendly: While it is likely to be more efficient to build the site using WordPress, regardless of the CMS we need ease-of-use for editing and updates.

We expect the selected vendor to work with DIAL to agree the best web solution, but we are open to:

- Integrating this microsite into the existing DIAL website theme and installation;
- Using a separate instance of WordPress with a separate theme; or
- Using a separate instance of a different platform hosted on DIAL's servers.

Accessibility requirements: DIAL's website has not been vetted against accessibility requirements, but we plan to change this in the coming year. This site should meet [Web Content Accessibility Guidelines \(WCAG\) 2.2.](#)

Search engine optimization: The microsite should be instrumented in such a way that it can be indexed well in search engine results, and content should be search-friendly.

Open licenses on content and code: In alignment with DIAL's mission and upstream funding requirements, any software code, including themes, templates, and scripts developed under this agreement (or any software required for independent deployment of the microsite) must be provided under a license approved by the Open Source Initiative (OSI), or the copyright of such software must be assigned to DIAL for subsequent similar licensing. Further, any copyright of new third-party content integrated into the deliverables, but not created for-hire to be owned by DIAL, must be licensed to the general public under a Creative Commons license. For more information, see "Intellectual Property (IP) Considerations" below.

Deliverables Timetable

The following table reflects the anticipated deliverables and schedule required for producing the microsite. While each deadline will be subject to discussion between DIAL and the Consultant, the Consultant must work with and ensure the DIAL team that the project is on budget, on scope, an on time. These deliverables will be adjusted as the scope of work is agreed with the selected vendor.

#	Deliverable/Outputs	Estimated Completion date
1	Kick-off meeting	October 12, 2021
2	Inception Report	October 26, 2021
3	Final Wireframe delivered	November 30, 2021
4	Content development complete	January 3, 2022
5	Beta testing of website complete	January 3 – Feb 10, 2022
6	Website launch complete	February 10, 2022
7	Handover and support contract complete	September 30, 2022

Period of Performance

Consultant contract will begin on or around October 12, 2021. During this time, we anticipate a close working relationship with the chosen vendor.

Proposal Submission Requirements

Proposal submissions, which may be created in Word, PowerPoint, or a combination of the two, must include the following components. Respondents may include additional elements as needed.

- **Proposed approach:** Describe how you would approach the deliverables and related activities in the previous section. Please also provide:
 - Demonstrate an understanding of the type of page DIAL is seeking to create and the types of content we're anticipating.
 - Plan for collaboration with DIAL. What support do you anticipate needing from us?
 - How would your team go about tackling challenges that might arise?
 - Cutting room floor (optional): Inevitably there will be efforts you would have liked to have included in this proposal but did not think were feasible given time and budget constraints. We would like to know what some of those were. This section is optional.
- **Staff and team structure:** Provide some background on your firm, identify the team structure, including roles, responsibilities, and key staff. Please disclose any plans to use 3rd party vendors.
- **Relevant experience:** Evidence of similar engagements: demonstrate firm and key participants' experience relative to the scope of work, providing at least 3 examples of similar work. What was successful about these projects? Please include examples of audio-visual work and interactive graphics.
- **Budget:** Provide us with an expected timeline, project hours, and cost for your team to substantially complete each phase, deliverable, and sub-deliverable.
 - Provide daily/hourly rates for all key staff.
 - Detail any additional costs or fees.

References: Provide names and email addresses of at least two prior clients willing to discuss their experiences working with you.

Submission Format and Timeline

- All submissions are due on **September 1, 2021 by 11:59pm EDT**. It is preferred that submissions should not exceed **12 pages** in length, but DIAL will not penalize submissions that are above or below this range.
- Questions and clarifications will be communicated to Respondents between **September 2, 2021** and **September 7, 2021** with a kind request for prompt turnaround on part of the Respondents.
- The selected Respondent will be notified on or around **September 8, 2021**
- Please send all submissions to info@digitalimpactalliance.org
- In case Respondents encounter a problem submitting, please contact Trish Dorsey at tdorsey@digitalimpactalliance.org.

Questions and Answers

Please forward any questions to RFP@digitalimpactalliance.org by **August 26, 2021**. DIAL will make every effort to respond to questions within 24 hours and may choose to share the questions and answers from these bilateral discussions with other Respondents.

Evaluation Process

DIAL will review all written proposals and may request a phone or in-person interview and/or updated submission to address questions or provide clarification. The evaluation committee will use the following criteria to evaluate candidates' response.

The selection decision will be based on the following criteria:

Criteria	Score (1-5)
1. Approach	
The proposal clearly outlines the way in which the vendor or consultant intends on building a microsite and building a relationship with DIAL.	
2. Subject Matter Expertise	
The selected vendor has experience working with diverse and ideally international audiences, as well as with driving engagement and awareness around global issues and/or organizations	
Appropriate level of understanding of the key stakeholders of the microsite viewership and dynamics within the ecosystem	
Experience building website and microsities for small nonprofit organizations that are managed by non-technical experts	
3. Project Management	
Demonstrated understanding of their proposed scope of work, including overall project structure and how their scope of work relates to other consultants	
Achievable action plan that will deliver the project on time and on budget	
Effective staffing and/or team structure	
Thoughtful risk identification and mitigation strategies	
4. Capabilities and Experience	
Demonstrated selected vendor experience with similar projects	
Team members with demonstrated skills and experience with similar projects and activities	

Criteria	Score (1-5)
High-quality sub-contractors and external advisors, if relevant	
Appropriate access to resources and knowledge centers	
5. Value	
The proposed pricing is within budget	
The proposed pricing demonstrates a competitive price and good value for the money	
Development and Emerging Market Experience	
6. Mission	
Preference for selected vendors or organizations based in LCDs	
Preference for selected vendors founded or lead by women	
Preference for selected vendors with staff based in target countries where work will be done	

Intent and Disclaimer

This RFP is made with the intent to identify a consultant to deliver results as described in this RFP. Issuance of this RFP does not obligate DIAL to award a resulting contract and any costs incurred in preparation of a proposal is the sole responsibility of the respondent.

In submitting a proposal, the respondent certifies that information contained therein is truthful and accurate to the best of the respondent's ability. Should any information later be found to not be in-line with this certification, DIAL reserves the right to terminate any resulting contract(s) and/or select an alternative contractor. DIAL assumes it can be confident in the Consultant's ability to deliver the product(s) and/or service(s) proposed in response to this RFP.

If DIAL amends the RFP, copies of any such amendments will be sent to all respondents.

DIAL is partially funded by SIDA with a commitment to women and non-US owned organizations, DIAL will consider all proposals in consideration of the selection criteria but will give preference to women and non-US owned businesses.

Contract Terms

The UN Foundation/DIAL will negotiate contract terms upon selection. A copy of the contract terms and conditions will be provided upon pre-selection. All contracts are subject to review by UN Foundation's Business Services Budget Reporting (BSBR) team. Once a draft contract is reviewed by BSBR, DIAL's Program Manager will contact the Vendor. The project will start upon the execution of the contract. The contract will outline terms and conditions, scope, budget, and applicable flow-down terms proscribed by the funding partners and the UN Foundation.

Release

Consultant understands that DIAL has chosen to solicit an RFP for consulting services, and that consultant's response does not guarantee that DIAL will enter into a new contract with Consultant or continue any current contract(s) with Consultant.

Consultant agrees that DIAL may, in its sole discretion:

- Amend or cancel the RFP, in whole or in part, at any time
- Extend the deadline for submitting responses

- Determine whether a response does or does not substantially comply with the requirements of the RFP
- Waive any minor irregularity, informality or nonconformance with the provisions or procedures of the RFP
- Negotiate with all consultants UNF deems acceptable
- Issue multiple awards
- Copy the responses

This RFP is not an offer to contract. DIAL assumes no responsibility for Consultant's cost to respond to this RFP. All responses become the property of DIAL.

The Consultant, by submitting a response to this RFP, waives all right to protest or seek any legal remedies whatsoever regarding any aspect of this RFP.

Consultant represents that it has responded to the RFP with complete honesty and accuracy. If facts provided in Consultant's response change, Consultant agrees to supplement its response in writing with any deletions, additions, or changes within ten (10) days of the changes. Consultant will do this, as necessary, throughout the selection process. Consultant understands that any material misrepresentation, including omissions, may disqualify it from consideration for a contract award.

Consultant understands it may receive proprietary and confidential information from DIAL during the RFP process ("Confidential Information"). Consultant agrees to not use Confidential Information for any purpose other than its participation in the RFP process and to not reveal Confidential Information directly or indirectly to any other person, entity, or organization without the prior written consent of DIAL. Consultant further agrees to exercise all reasonable precautions to maintain the proprietary and confidential nature of Confidential Information where it can best demonstrate its value and capacity to delivery ecosystem-wide, meaningful value.

Intellectual Property (IP) Considerations

DIAL's mission is to create public goods that enable a more efficient digital economy for everyone's common benefit. To serve this goal in partnership with other organizations and individuals, DIAL funds the development of important hardware and software, databases, computer protocols, research and useful industry standards.

Intellectual property ("IP") is at the heart of all things creative and inventive. DIAL's IP policy is shaped by our key funders' (i.e., the Bill and Melinda Gates Foundation (BMGF), Foreign, Commonwealth and Development Office (FCDO) and the Swedish International Development Cooperation Agency (Sida) policies. DIAL's work products thus must comply with BMGF's "Open Access" policy. Further, any IP DIAL funds should be licensed for free use worldwide. This is accomplished through open source and Creative Commons licensing and by open standards, unencumbered by restrictive copyrights and patents.

The scope of work for these projects and deliverables will, as such, abide by DIAL's intellectual property (IP) policy and its donor' compliance requirements. If special considerations are required, DIAL will negotiate those on a case by case basis with selected vendors.

As required by its donors, DIAL is committed to "Global Access". As such, DIAL will ensure that knowledge and information gained from any project and any deliverable produced will be prompt and broadly disseminated under a creative commons license, and any funded developments will be made available at an affordable price to:

- People most in need within developing countries and /or
- In support of the U.S. educational system and public libraries, as applicable

DIAL will take into consideration consultants' intellectual property issues as part of the selection process.