

Request for Proposal

Development of a website for the Gender Equality in a Low Carbon World programme

To be undertaken for the Climate and Development Knowledge Network (CDKN), with financial support from the International Development Research Centre (IDRC) of Canada, reporting directly to and subcontracted by CDKN alliance partner SouthSouthNorth, South Africa

Release date: Tuesday 21 December 2021

Deadline for RFQ submission: Friday 28 January 2022, 10:00 SAST

Summary of Request for Proposals

The programme Gender Equality in a Low Carbon World (GLOW) supports action research to address the gender barriers that hinder women's access to economic opportunities, and to support sustainable climate-resilient recovery from the Covid-19 pandemic. Read about the programme and the 12 research projects it supports [on this webpage](#).

The Climate and Development Knowledge Network (CDKN) has been appointed as the knowledge manager for the GLOW programme. To this end, CDKN seeks to commission a simple website for the GLOW programme, beginning with a detailed planning phase in January-February 2022, development and internal testing in March-April and deployment to production as quickly as possible thereafter. Subsequent hosting and maintenance of the website is not included in this tender process. CDKN seeks proposals for the website design and build, from qualified firms, by **Friday 28 January 2022, 10:00 SAST**.

In order to be considered as part of this tendering round, the proposal should contain: (a) a technical proposal narrative, guidance for which is provided in this document (Section 8); (b) a fully costed budget, which adheres to the budgetary guidance provided in this document (Section 9); (c) a statement of the applicant's qualification to fulfil the technical requirement described including a curriculum vitae of all personnel who are proposed to work on this project; and (d) a statement of the named personnel's track record(s) in delivering work of similar specifications.

Applications cannot be considered without these four separate components. Any clarification questions should be submitted to Emma Baker (emma@southsouthnorth.org) and Lisa McNamara (lisa@southsouthnorth.org) by Monday 17 January, 17:00 SAST. Completed proposals should also be submitted to emma@southsouthnorth.org and lisa@southsouthnorth.org by the stated deadline.

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1. The context for GLOW

Women are disproportionately affected by the impacts of the COVID-19 pandemic and climate change. As low- and middle-income countries respond to the needs of their populations and plan for recovery, they have made a commitment to invest in building low-carbon economies. GLOW is new research funded by Canada's International Development Research Centre (IDRC), which aims to help ensure these responses and recovery efforts are more inclusive and sustainable.

2. GLOW organisations and roles in website development

The GLOW programme, for whom this website is commissioned, involves the following key funding and delivery organisations:

Role in the GLOW programme		Sign-off of website design and function?	Ongoing editorial role on website	Hosting and technical security/maintenance of website	Frequent user of website
Funding and quality assurance	IDRC, Canada	Yes	No	No	Yes
Content development and editorial	CDKN, South Africa, UK, Ecuador and India	Yes	Yes	No	Yes
Research	12 research projects of the GLOW programme, spread over low and middle income countries of South and Southeast Asia, Middle East, Africa, Central and South America	No	Contributors of content but no direct editorial role	No	Yes
Technical hosting and maintenance	Rohallion, UK	NA	NA	Yes	NA

3. GLOW’s audiences and our goals for engaging with them

Primary/priority audiences are as follows and we will prioritise the technical and content needs of these groups in the development of the website.

Audience/user group	What they are seeking from the GLOW website 'I am looking for....'	Audience objective: 'After engaging with the GLOW website, this group of users will....'	Website components that will fulfil these requirements
<p>Researchers working across the GLOW programme (in the component GLOW projects) and other researchers/academics</p>	<p>Information about which organisations are in the GLOW programme</p> <p>How to get in touch with principal actors in the GLOW projects – who’s who?</p> <p>Information about the activities that the different projects of the GLOW programme are undertaking</p> <p>Information about results/findings of the GLOW projects</p> <p>Information about methodological learning of the GLOW projects – what has contributed to their success? What challenges and shortcomings have they faced?</p> <p>Information about events taking place internationally related to the women’s economic</p>	<p>Know which projects are in GLOW (about the programme overall, its make-up, and about the individual projects)</p> <p>Know how to get in touch with key project focal people</p> <p>Have accessed news, events and opinions pieces that describe: objectives and activities of GLOW projects, emergent (interim and eventually final findings), upcoming events (how to participate) or report backs from recent events (stories about what happened)</p> <p>Have accessed key points of learning from GLOW projects about what’s working/hindering research processes</p> <p>Have accessed opinion pieces from GLOW project and programme authors and guest bloggers on key topics related to the programme</p>	<p>Top menu item and static page: About us</p> <p>Top menu item and landing page: Projects</p> <p>Project page template with more detail on each project (includes fields: organisations (permit multiple selections), activities (free text), start and end date fields, contact person/people and details (free text), teaser (free text)</p> <p>Each project page will have a ‘related items’ dynamic content area pulling in content related to that project, whether it’s a news, event, blog or a resource</p> <p>Top menu item and landing page: ‘News, events and blogs’, displaying key info about news, events and blogs items. See next line, below, for filters required for ‘News, events and blogs’ landing page</p> <p>News, blogs and events page template, includes fields: author (permit multiple selections), project, organisations (permit multiple selections), editorial text (free text), teaser (free text)</p> <p>Top menu item and landing page: ‘Resources’ displaying key info about resources like publications. See next line, below, for filters required for ‘Resources’ landing page.</p>

	empowerment issues the projects are addressing		<p>Resource page template includes fields: author (permit multiple selections), project, organisations (permit multiple selections), editorial text (free text), teaser (free text), download (permit multiple downloads in a single resource item, to include pdf, ppt, jpg, Word docs).</p> <p>Top menu item and landing page: 'Themes' displaying a list of themes (similar to the theme landing pages on www.cdkn.org, www.resilience.mw and www.espa.ac.uk)</p> <p>Thematic filter results page showing all projects, resources, and news, events and blogs for selected theme</p> <p>Author results page template: shows all projects, resources, news, blogs and events attributable to a specific author</p> <p>Organisation results page template: shows all projects, resources, news, blogs and events attributable to a specific organisation</p>
Decision-makers in low- and middle-income countries, including national governments, NGOs, resource user groups (e.g. forest users groups) and private sector firms and networks, international and donor agencies who are crafting policies and deploying funds in support of Covid-19 economic recovery and interested to access insights from the GLOW programme	Analysis and recommendations about how to make Covid-19 economic recovery more socially inclusive, including empowering women	<p>Read opinion, news and feature articles from GLOW researchers about women's economic empowerment and socially-inclusive Covid-19 recovery</p> <p>Read GLOW evidence by region/country, by key themes such as: agriculture, water management, forest conservation, tourism, rural markets, and to find succinct synopses</p>	<p>In addition to the above requirements, decision-makers will especially want to filter for resources by the 'type' of resource: they will not (on the whole) be interested in reading long academic papers, but – being time sensitive – will more likely want to filter rapidly and display resources by BOTH type (e.g. policy brief) and also theme and geography.</p> <p>The 'news, events and blogs' landing page should have filters for region/country and for 'theme'</p>
All audiences	Briefing documents on key issues in their primary working language (e.g. French, Spanish)	Downloaded resources in their language of choice (at this stage, probably limited to French, Spanish, but potential to expand to others in future)	CDKN only has enough budget for the overall architecture of the site to be in English at present but wishes for the site to be built in a way that the whole website can be easily expanded to full bilingual functionality in the future. Eg. Drupal platform, which

			has this functionality as core. In the current commission, the 'Resources' (the downloadable component: pdf, ppt, Word doc, jpg etc) should be permissible in a second or third language and the user should be able to search for resource items that are available in other languages.
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Further audiences are as follows

Audience/user group	What they are seeking from the GLOW website 'I am looking for...'	GLOW audience objective: 'After engaging with the GLOW website, this group of users will...'
Canadian government ambassadors, politicians, civil servants, contractors more broadly, and Canadian taxpayers	Understand how the Canadian govt is investing in research on women's economic empowerment and Covid-19 recovery: for accountability and transparency purposes.	Know about GLOW's mission, aims, objectives, funding, activities, delivery partners.
Media in GLOW countries (low- and middle-income countries)	Background briefing on why the form of Covid-19 recovery can empower or undermine women: potential for Covid-19 recovery efforts to marginalise women if poorly designed, and to benefit women and society if well designed and implemented. Find interviewees/experts for media pieces. Break news about new research findings (probably after 2022).	Know how to contact key team members for interview or background briefing. Have accessed easy-read versions of key evidence available (2 pages or less).

4. About GLOW's technical website requirement

Overarching features

The following provides a sketch of the website access profile of the target audiences for the website.

- Users will have internet access at least some of the time, naturally, and will use a **range of mobile, tablet and desktop devices**.
- Users operate across a wide diversity of internet accessibility, ranging from very **low bandwidth environments and interrupted internet access** (due to power cuts, etc; for example, Nicaragua, Nepal, Horn of Africa) to **very high-speed connections and sustained power** (e.g. Canada, capital cities in middle income countries, such as Nairobi). Those users facing **frequent power disruption and power cuts** we would expect to download content (e.g. pdfs) for offline use.
- Users **are either direct users and/or 'knowledge intermediaries'** of GLOW content, meaning (a) they might be direct users will apply the content directly in their work (example: read and apply the knowledge they gain from a blog) and/or (b) they might be 'knowledge intermediaries' like journalists who may wish to pass on the content to people who are the ultimate users and who will apply the knowledge, including those who are 'offline', speak different languages or are illiterate etc.
- Users **have a sufficient working knowledge of English** that they can navigate an English-only website but they may wish to access and use more technical and complex content, e.g. research results, in their primary working language of French or Spanish, so would appreciate the ability to search/filter rapidly for this.
- Editors of the website for the duration of the project will be split among South Africa, UK and Ecuador. Editors will face some of the same infrastructural constraints as users: variable bandwidth and occasional power outages. It will be a small group of editors, all of whom will need to be trained remotely in English.

The implications of the above user characteristics for the technical build of the website are:

- The website should be desktop, **mobile and tablet responsive**.
- The commissioning team has a strong preference for a Drupal platform due to the multilingual functionality being core to Drupal and due to Drupal's robust security record. It is essential that the platform should be efficiently expandable to other languages in the future (e.g. full bilingual or trilingual functionality), should it be required and we believe Drupal is well suited to this requirement. We are not accepting proposals for Wordpress sites, so please do not submit a Wordpress proposal. Developers wishing to propose another platform should contact the CDKN team via the queries process (deadline 17 January) with their specific platform proposal before submitting an application.

- The site should be developed with a view to being aesthetically pleasing: bright, welcoming and people-centred, and with scope for use of relevant photographs to illustrate content; however, the **memory requirement and hence page loading time for each page should be kept relatively small**, for low bandwidth users. There is always a balance to be struck: the commissioning team wants something more colourful and more picture-heavy than (for example) the very low-bandwidth-orientated www.resilience.mw, and less picture-heavy than (for example) www.cdkn.org
- The site should make the ‘download’ facilities for downloadable resources (e.g. pdfs, ppts, jpgs, etc) as easy to find as possible, just one or two clicks from the homepage, because **many users will be seeking to quickly download content and then go offline** – due to slow speeds and power outages described. We may guess that users may not have the luxury of browsing on the site for a long time.
- The editorial interface should be extremely user friendly. As much care should be taken with a good user experience for the editors, as with the end users. (This is expected to be configured for CDKN as part of Drupal core.)
- It should not be assumed that all the editors have knowledge of html. **Both a text (html) and visual editor should be available for populating all the main forms of content** (all pages including all features on the homepage, all news items, resources items, etc). (This is expected to be configured for CDKN as part of Drupal core.)
- All editorial changes to the website should be viewable through a ‘preview’ function before the editor presses a ‘publish’ button to send the changes live to the website. Under no circumstances should editors be able to ‘mistakenly’ edit changes to the production site without intentional checking and publication of their work. (This is expected to be configured for CDKN as part of Drupal core.)

Accessibility and inclusion

The front end of the website will need to be as accessible and welcoming as possible to people with a range of abilities and identities.

Summary of website page templates needed:

- Homepage template
- Static page template (e.g. About us and other static pages)
- News, event and blog landing page > showcases news, event and blog content and one can search by themes, geographies and projects using prepopulated tag cloud
- Project landing page > showcases projects, relatively static (these will not change much) and click onto each for more detail
- Resources landing page > showcases titles and excerpts for latest resources added and one can search by themes, geographies and projects using prepopulated tag cloud
- Thematic landing page > showcases titles and excerpts of resources and also the excerpts of news, event and blog items, and projects with the same theme tags

- Project page template
- News, event and blog page template
- Resource page template
- Themes search result
- Author search result
- Organisation search result
- Resources search result including language of resource
- News, event and blog search result

Disabled people's issues

One billion people in the world experience some form of disability (15% of the world's population). Often, international development websites don't meet basic accessibility standards. We need to ensure people with disabilities can access our digital tools so they can participate in our work.

To achieve this, we are looking for web developers who have proven experience of building accessible websites, and we want a website that meets at least level A of the [Web Content Accessibility Guidelines](#) (WCAG 2.1) with elements of levels AA-AAA where reasonable for our use case (and which can be discussed on a case by case basis during the agile development process).

6. Other technical notes to read before completing your proposal

We are currently preparing GLOW brand and visual guidance. This is led by the responsible officers at IDRC, the funding agency. The branding and visual guidance documents will be completed and available for the use of the web developers by early 2022.

Via this commissioning process, we are requesting proposals for :

- **Website architecture (e.g. wireframes) and user interface**, which we expect the web developer to co-develop with the CDKN team, based on the guidance provided here and forthcoming brand and visual guidance from IDRC.
- **Development (coding) of the website, following an iterative process and with frequent milestones and touchpoints** at which the CDKN and IDRC colleagues will sign off on work before proceeding to the next stages. We expect the web developer to create and maintain a project management system (such as a Kanban system or similar project manager software) to which they will grant CDKN and IDRC access, to be able to manage the project spend, approve work and register the achievement of agreed milestones.

The roles and responsibilities of the web developer, vis a vis the other parties involved with the website, are as follows;

Task	Party responsible
Functional requirements of website: definition of priority audiences and information about their bandwidth, language requirements to inform the web discovery process (please note, CDKN has developed user personas/indicative user journeys for its recent core CDKN website development which pertain also to this commission, and these can be made available to the website developers on request)	CDKN
Arrangement of a web discovery meeting/workshop to unpack the technical / user requirements and kick off the agile development process	Web developer* (*here a generic term used to refer to the appointed supplier, and to include their design/art personnel as well as technical developers)
Participation in web discovery workshop (likely just 3-4 colleagues but based on wider pre-workshop consultations and user profiles)	Web developer, CDKN, IDRC
Generation of detailed, stepwise list of development tasks in a project management system that is accessible to all relevant personnel on web development and GLOW side – and reporting to GLOW on progress against milestones approx. 2- 3 times/week during the agile development phase	Web developer
Meet 2-3 times/week for check-ins and to assess progress during agile development phase, and test/appraise work and sign off milestones – note that CDKN will assign a dedicated project manager as the web developer’s point person for the check-ins during this phase, and they will bring in key members of the broader team for sign-off of major milestones as needed	CDKN
Provision of editorial content: text, pictures	CDKN
Provision of design guidance but not design detail: this will include all logos, colour palette and detailed designs of each page template for the website	IDRC, CDKN
Creation of all page template designs for website	Web developer
Delivery of architecture and technical functionality of website as agreed with CDKN, IDRC	Web developer
Provision of fully built website, to agreed specification, on a staging server Set-up of bug-reporting process and commitment to fixing bugs within a certain time period	Web developer
Coordination of testing and review process and amalgamation of feedback to share with web developer	CDKN
Small revisions to functionality/design of website in response to testing and feedback	Web developer
Sign off of staging server and readiness for deployment to production	CDKN, IDRC
Deploy to production and initiation of hosting and maintenance agreement, set up of Google Analytics	Web developer
Content updates during initial phase of go live and reporting of any initial bugs	CDKN
Immediate resolution of any bugs involved in the deployment, otherwise, fall back on agreed hosting and maintenance arrangements thereafter	Web developer

7. Timeline

Selection of the preferred supplier shall take place in early February 2022 and scoping and planning work shall commence as soon as possible upon sub-contracting with SouthSouthNorth on behalf of CDKN.

It is envisaged that development would take place by March 2022 and that the period of approx. April 2022 would involve content population by the CDKN editorial team, before go-live.

8. Proposal narrative requirements

As part of the technical proposal narrative, in response to this Request for Proposals, bidders are asked to:

- comment on the overall project plan and assignment of roles and responsibilities (Section 6 above), adding to it or suggesting amendments per their requirements;
- propose which project management methodology/process they would use for this project;
- assign their own proposed and more detailed timelines (i.e. dates) against the milestones in the project plan (Section 6, above), based on their team's availability;
- state how they will make the website accessible for people with disabilities and low bandwidth users;
- provide curriculum vitae for each person named to work on the website design and development. Each C.V. should demonstrate very clearly the named personnel's track record(s) in delivering work of similar specifications.

9. Proposal budgetary requirements

The budget to accompany the proposal narrative, in responding to this RFP, should include:

- Named personnel with each person's day rate (in one of the following currencies: ZAR, USD, CAD, GBP, EUR) and number of days required to meet the requirement laid out in this document. There is a budget cap of 105,000 South African Rand.
- Specific information on who would substitute to do the proposed work if the named lead personnel became unavailable during the delivery period.
- Any reimbursable expenses that would be charged to the project, on the understanding that receipts are a strict requirement for all expenses.
- The amount of all local / national taxes and bank transfer fees to be charged should be clearly shown on the budget. These CANNOT be accepted later if not shown transparently and in full on the submitted budget at this stage.