



Request for Quote

Development of a new website for the Climate and Development Knowledge Network (CDKN)

To be undertaken for the clients: SouthSouthNorth (the contracting client) and Overseas Development Institute (ODI), who run the website in partnership

27 August 2020

Summary

The Climate and Development Knowledge Network (CDKN) seeks a website developer to rebuild its entire website from scratch, beginning with a detailed planning phase in early October 2020, development in October-November, internal testing in December-January and deployment to production by latest March 2021.

CDKN is an alliance of organisations. Two of the member organisations: SouthSouthNorth (SSN) and Overseas Development Institute (ODI) will be the leads in commissioning and overseeing the website development, with key approvers from both organisations. SSN and ODI seek proposals from qualified website developers by **Thursday 24 September 2020, 17:00 UTC (18:00 British Summer Time, 19:00 South African Standard Time)**. Proposals will not be accepted after this date and time.

To be considered, the proposal should contain: (a) a technical proposal narrative, guidance for which is provided in this document; (b) a fully costed budget, which adheres to the budgetary guidance provided below; (c) a statement of the applicant's qualification to fulfil the technical requirement described, including 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 and hyperlinks to at least two samples of relevant past work. Please read the minimum technical capabilities specified on page 13 before responding to this Request for Proposals. We particularly welcome proposals from companies with progressive hiring policies and a demonstrated commitment to the career progression of women, young people and historically disadvantaged groups, who meet our technical criteria.

Applications cannot be considered without components (a)-(d) above. Any clarification questions should be submitted to Mairi Dupar (m.dupar@odi.org.uk) and Emma Baker (emma@southsouthnorth.org) by **17:00 UTC on Monday 7 September**. CDKN will publish all answers to the anonymised clarification questions on its website following this date. All final applications should be submitted to Mairi Dupar and Emma Baker with copy to Lisa McNamara (lisa@southsouthnorth.org) by the **Thursday 24 September 2020** deadline given above.

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1. About CDKN

Our mission

The Climate and Development Knowledge Network works to enhance the quality of life for the poorest and most vulnerable to climate change. We support decision-makers in developing countries in designing and delivering climate compatible development. We do this by supporting locally-owned and managed policy processes. We work in partnership with decision-makers in the public, private and non-governmental sectors nationally, regionally and globally.

Who we are

Since 2018, CDKN has been led by South Africa-based organisation SouthSouthNorth (SSN), working closely with its partners Fundación Futuro Latinoamericano (FFLA) in Quito, Ecuador, ICLEI – Local Governments for Sustainability, South Asia in Delhi, India, as well as the Overseas Development Institute (ODI) in London, United Kingdom.

How we are funded

A range of donors supports CDKN. Since June 2018, our core funders have been Canada's International Development Research Centre (IDRC) and the Royal Netherlands Ministry of Foreign Affairs. The Climate and Development Knowledge Network was funded principally from March 2010 to March 2018 by the governments of the United Kingdom and the Netherlands.

How we work

Knowledge and learning

From 2018 to 2021, CDKN is developing its knowledge-sharing and learning work in a new phase of the programme. Now, CDKN's knowledge services focus on making information and learning on climate compatible development easier to access and use, in support of ambitious climate action. We work in three areas:

- **Knowledge:** We synthesise and tailor the wealth of evidence and learning on climate compatible development from CDKN and other international climate programmes to produce highly-targeted knowledge and tools to support policy design and implementation.
- **Engagement:** We engage in countries in Africa, Asia and Latin America to ensure this tailored knowledge is used and achieves impact. We share the latest climate information and learning to enhance global knowledge and inform key debates.
- **Peer learning:** We bring developing countries together to share their experiences and learning on delivering climate action on the ground. We help connect fellow professionals who face similar climate and development challenges, within and across borders.

2. About CDKN's technical website requirement

Since CDKN's founding in 2010, it has had a Wordpress-based website, www.cdkn.org

It is important that potential bidders for the work should not assume that we want exactly the same features and functionality on the new website as we have on the current website.

The CDKN programme has changed in its geographic focus and scope since the 2010-2017 period when the current website functionality was built. Please read carefully, in the following section(s),

how we would like our new website to differ from the existing website, and which key functions we would like to keep/replicate on the new website.

The CDKN team is commissioning a complete rebuild of the website now because the current codebase is not fit for purpose and the performance of the website is poor. See Section 5 below for our assessment of some of the elements of performance that we aim to address via this redevelopment.

We are also taking this opportunity to address and adjust aspects of the website which were developed for our 2010-2017 objectives, but no longer hold for our objectives to 2021 and beyond.

Although we are currently on Wordpress, we prefer to develop the new site on Drupal for added rigour and robustness in the future.

Overarching features

A high-level sketch of the user base for CDKN's website and their technical requirements is that they will include:

- users **who will have internet access at least some of the time (mobile, tablet or desktop)**, and therefore, it is assumed that the website must be fully mobile and tablet-responsive;
- users **who are literate in English or Spanish**, and therefore, the website should be created to provide a full user experience in both languages, as at present;
- users operating in **low bandwidth environments** – as all our countries of operation are in developing countries with highly variable connectivity;
- users facing **frequent power disruption and power cuts** – the assumption is that as much of the content should be available in downloadable form as possible, so that users can save it easily and work offline (however, in the case of videos, we do not think we will be able to store videos on the CDKN website server and make them downloadable, so we will continue to rely on embedding videos into CDKN posts, which are otherwise able to be streamed or downloaded from third party platforms such as youtube and vimeo);
- users facing in some cases **extremely high data costs** – and so the core structure of the website and the landing page should not rely on flash or other data-hungry functions;
- users **who are either direct users and/or 'knowledge intermediaries'** of CDKN content, meaning (a) direct users will apply the content directly in their work (example: read and apply the knowledge they gain from a blog) and (b) 'knowledge intermediaries' who may wish to pass on the content to people who are 'offline', speak different languages or are illiterate, and who will apply the knowledge.

Accessibility and inclusion

Furthermore, we want our website to be accessible to users with a range of physical abilities, and a strong dimension of our overall work is gender and social inclusion.

Developing for people with disabilities

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. In this regard, our principal concerns are:

- Text readability (in terms of fonts used: size, colours, background colours etc) must achieve high levels of accessibility for the visually impaired, and the CDKN brand guidelines should be interpreted and applied to the website's design with this in mind.
- All non-text content that is presented to the user should have a text alternative that serves the equivalent purpose.

We request that applicants refer to the [Web Content Accessibility Guidelines](#) (WCAG 2.1); whereby, we wish to attain at least level A of these guidelines 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).

CDKN's editorial and operational responsibility for gender inclusion

The weight of the requirement for CDKN's communications to be gender-responsive and socially inclusive will fall on SSN and ODI because we will be responsible for the editorial content and we will strive for it to be unbiased. Furthermore, websites and digital communications are inherently exclusive channels of communication because social and cultural norms in the countries where CDKN operates will exclude women and girls and certain groups from equitable access to digital technologies.

We are operating within a broader Knowledge Management, Communications and Engagement framework that aims to compensate for gender-unequal literacy rates and access to digital technologies by developing materials in multi-media formats (including infographics, animations, films etc) and for use in women-only and equally weighted male/female meeting and training groups in the field.

Our commitment to best practice guidelines for digital communications

CDKN tries, where possible, to follow good digital design principles, for example:¹

- [1. Start with user needs](#)
- [2. Do less](#)
- [3. Design with data](#)
- [4. Do the hard work to make it simple](#)
- [5. Iterate. Then iterate again](#)
- [6. This is for everyone](#)
- [7. Understand context](#)
- [8. Build digital services, not websites](#)
- [9. Be consistent, not uniform](#)
- [10. Make things open: it makes things better](#)

¹ The principles given here are from <https://www.gov.uk/guidance/government-design-principles>, which were developed with a broad range of non governmental organisations (NGOs) working digitally in developing countries.

The importance of environmental sustainability

The internet is responsible for around 830 million tons of carbon emissions - the same as the aviation industry. We also know that lower and middle income countries will face the biggest burdens of climate change. We need to be responsible when creating digital services and ensure our work is sustainable, cleaner and greener. To achieve this, we prefer to:

- host our digital services on clean energy wherever possible
- use and contribute to open source projects to reduce human effort, wherever possible
- make sure content is easy to find so users don't visit lots of pages
- optimise the efficiency of content and code.

3. About CDKN'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 our development of the website, even while recognising the vast diversity of these stakeholder groups:

Audience	'Pull' : what does user want	'Push' : what does CDKN want
<p>Decision-makers influencing strategic investment, policy and programming, particularly but not exclusively in CDKN focal countries²</p> <p>Includes:</p> <ul style="list-style-type: none"> - National governments and subnational authorities (states/provincial governments, municipalities, district governments) - Multilateral and bilateral public and private agency donors (including major NGOs and agencies such as International Federation of Red Cross) 	<p>To access practical, actionable knowledge about policies, programme design and implementation features that promote wellbeing and climate resilience for the most climate-affected people</p> <p>This includes not only research and insights from development professionals working in the field, , but also information about how to join face-to-face meetings and virtual conversations where peers may exchange experience and learn from each other.</p> <p>To navigate to CDKN's social platforms (e.g. LinkedIn, Facebook, twitter etc) where they can connect and socially network with like-minded professionals and to sign up to CDKN newsletters to keep up to date with CDKN's latest products and information.</p>	<p>To provide access and signposting to high quality evidence that can inform climate and development policy and practice.</p> <p>We curate, synthesise, package this knowledge in the most appropriate formats to meet the audience's needs.</p> <p>To make it as easy as possible for these users to share content with colleagues and to sign up for our enewsletter bulletins.</p> <p>To make it straightforward and easy for website users to contact the CDKN enquiries email (enquiries@cdkn.org) regarding potential partnership.</p>

² CDKN focal countries at present: Ecuador, Peru, Colombia in Latin America; Ghana, Ethiopia, Kenya, Namibia in Africa; India, Bangladesh and Nepal in Asia.

<p>Project and programme managers implementing climate and development activities (not only professionals in CDKN focal countries but also those elsewhere, seeking comparative experience)</p> <p>Includes: for example, project managers, domestic NGOs who are implementing programmes at smaller community scale They could also be knowledge intermediaries/boundary agents who access material to present to/pass on to communities</p>	<p>Access practical, actionable knowledge of which policies, programme design and implementation features promote best outcomes for climate-affected people</p> <p>This includes not only research but syntheses of experiential learning from the field.</p> <p>This may include the vast array of partners, staff and contractors over the life of CDKN since 2010, who are searching for research and technical assistance outputs from previous CDKN projects to learn from and apply lessons in their current portfolios.</p> <p>This may also include people who have participated in CDKN webinars or in-person events and want to access recordings (embedded youtube videos), powerpoints or other materials shared during those events.</p> <p>To collaborate with CDKN (in-country activities or more general partnership).</p> <p>To navigate to CDKN’s social platforms (e.g. LinkedIn, Facebook, twitter etc) where they can connect and socially network with like-minded professionals and to sign up to CDKN newsletters to keep up to date with CDKN’s latest products and information.</p>	<p>To provide access and signposting to high quality evidence that can inform climate and development policy and practice.</p> <p>We curate, synthesise, package this knowledge in the most appropriate formats to meet the audience’s needs.</p> <p>We recognise the importance of this audience as ‘knowledge brokers’ – they are often journalists, educators/ teachers/trainers, communicators in their organisations. As such, we produce materials that they can use to engage with policy-makers, communities (example of how this works: downloadable posters, videos etc as in the CDKN ‘Raising Risk Awareness’ project: https://cdkn.org/climaterisk/resources).</p> <p>To make it as easy as possible for these users to share content with colleagues and to sign up for our enewsletter bulletins.</p> <p>To make it straightforward and easy for website users to contact the CDKN enquiries email (enquiries@cdkn.org) regarding potential partnership, although we would like to discreetly discourage job applicants, of whom we get so many and cannot help them. We may consider how to channel enquiries to more useful areas such as ‘blog for us’, ‘collaborate on activities in our focal countries’, etc.</p>
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Other significant audiences for us, who we know visit our site and use it often, but are not our highest priority in terms of designing features for them, are:

<p>Media in CDKN focal countries</p> <p>Especially in the context of COP26</p>	<p>Background briefing on effects of climate change on communities</p> <p>Find interviewees/experts</p> <p>Break news about new knowledge products</p>	<p>Make easy-access / easy-read versions of key evidence available (2 pages or less)</p> <p>Showcase broader expertise of our team</p> <p>Make it easy to contact us</p> <p>Push out media announcements</p>
<p>Dutch government ambassadors, politicians, civil servants, contractors more broadly</p> <p>Dutch taxpayers</p> <p>Includes Dutch audiences in the context of the events that will be sponsored/co-hosted by the Royal Netherlands Ministry of Foreign Affairs (our donor) in the run-up to and at the United Nations climate conference COP26 in 2021</p>	<p>Understand how Dutch government is investing in resilience in CDKN focal countries / basic transparency purposes.</p>	<p>Be transparent, open about our mission, aims, objectives, funding, activities, delivery partners.</p>
<p>Researchers and students</p>	<p>Research and educational purposes</p>	<p>Provide high quality, detailed evidence; highlight research gaps where new investigation is needed</p>

4. Materials that will be available before website development starts

It is assumed that the appointed supplier will be given admin log-ins to the current CDKN website as soon as they are selected and contracted. It will be essential for the technical web developers to do a thorough audit of the taxonomy (including all the relevant data fields) of all the existing page templates of the CDKN website, so as to understand how this could map across to a robust architecture on the new website, and to understand how the relevant data, which CDKN wishes to keep, can be imported into the data fields that will be created on the new site.

User personas for the CDKN’s website priority audiences

- ODI undertook a three month scoping exercise for a similar climate resilience website project, which involved the development of user personas, which are composite ‘characters’ representing the online behavioural preferences of users, and which also map to CDKN’s priority audiences. The user personas will be shared with the appointed supplier before work starts and may be further discussed at the kick-off workshop.
- The personas shall be used for the discovery workshop with the technical website developers, in order to guide the detailed architecture and functionality of the website.

Google analytics

- The CDKN team has 10 years of Google analytics data from the website www.cdkn.org This includes data such as:
 - o The CDKN website's users are split roughly evenly, 50%-50%, between countries in the global North (defined as Europe, North America, Japan, Australasia) and the global South.
 - o The CDKN's website has approx. 8,000 users every month.
- Over the 10 years of operating the site, we have also gathered annual user feedback through a survey, which broadly tells us that:
 - o Users like the very bright and colourful look and feel of the CDKN website and they like to browse for materials that are succinctly summarised in html, and link to more detailed sources of content.
 - o Users particularly like looking for newly-published news articles and blogs (which we label as 'features', and 'opinions' on the site) and newly-published resources (which we provide as publications of various types, films/webinar recordings, infographics, etc).
 - o We also note, from both the user surveys and from the Google analytics, that we have certain flagship publications and/or 'toolkits' (comprising a cluster of resources which are related, such as guides with associated embedded animations, and downloadable infographics, images) which they revisit often as resources for teaching, communication, or project preparation purposes. Examples of these, which are advertised in various banners on the site, include www.cdkn.org/ndc-guide; www.cdkn.org/mainstreaming (both of which sit on separate instances of wordpress but are linked to show up under the CDKN domain) and www.cdkn.org/ar5-toolkit,m www.cdkn.org/climaterisk, www.cdkn.org/landreport, www.cdkn.org/oceanreport (all of which are constructed as microsites/embedded sections within the main instance of Wordpress that makes up www.cdkn.org).

5. Why we are redeveloping the CDKN website

- CDKN's website is built on Wordpress and does not use the Gutenberg editor as standard; it is using the previous default (Classic) editor, thanks to a plug-in which disables the Gutenberg editor and allows the Classic editor's continued use. This plug-in will cease to be officially supported at the end of 2021.
- The architecture of the content management system and the way that editors tag and manage content to 'behave' correctly in the front end is dependent on using the Classic Wordpress editor. We do not want to be stuck with an obsolete system in 2021. For a short period of time, the CDKN website was updated to the new Gutenberg editor but the Gutenberg editor's functionality was incompatible; we therefore had to install the plug-in that would enable us to revert to the Classic editor system for the time being.
- Furthermore, CDKN's Wordpress website has been developed incrementally over the years by successive developers to add increasing layers of complexity. This has led to very long-running scripts which are slowing down the operation of the editorial interface and making life very difficult both for the staff editors and also for any technical web development experts who wish to undertake further development of the site.

- Even in very high bandwidth environments, the content management system (CMS) operates very slowly due to long-running scripts.
- Significant elements of the CMS rely on rewriting of html code snippets by the editors (eg to populate the Page banners), and these are vulnerable to accidental deletion or misuse. We require a far faster-operating, more robust, logically organised and 'accident proof' CMS for our dispersed editorial team.
- Despite efforts to optimise for low-bandwidth environments, the load time for some of the pages is still unacceptably long for the front end user – particularly where there are large images in sliders (homepage and regional landing pages). We would like to explore creative approaches that keep the site looking fresh and appealing but without this memory requirement.
- What is more, some of the complex layouts and features on the current CDKN website were introduced in 2016-17 at the end of the first programmatic phase of CDKN and have since become obsolete from a user perspective. Until 2017, CDKN was funded by the UK Department for International Development (DFID) and had a wider scope: spanning 60 countries, of which, 13 had dedicated in-country teams; and involving multiple strands of technical assistance, commissioned research and external competitive procurement mechanisms for this technical and research work. In other words, we built country profiles on the CDKN website with maps, etc. that reflected CDKN's varying degree of engagement in different countries, and one of our key 'user journeys' for the website was for users looking to find job and procurement opportunities. Since 2018, CDKN has refined its focus toward knowledge synthesis, knowledge sharing/engagement and peer-to-peer learning among developing country professionals. This programmatic shift means that we need a far simpler way to present country- and region-specific content on the website. It is no longer essential to use maps and sliders for country- and region-specific content. Furthermore, we seldom run competitive tenders on the website (the current tender is an exception, not the rule), so the emphasis on procurement in the current architecture is no longer relevant.
- We find that features of the website's design, namely, the 'boxiness' of the homepage and secondary and tertiary landing pages, has become an outdated look; and the overall feel is very 'busy'. We think we can work with a designer to streamline the look and feel across the entire site and give it a more modern and appealing look.
- We have a desire to continue showcasing 'partner resources' on the CDKN website: these are CDKN-curated pointers (text excerpts plus urls, which link to off-site content) to useful evidence from partner knowledge programmes. These are well received by our readers. However, the whole design and appearance of 'partner resources' needs to be rethought and redeveloped, because:
 - o While this feature has created a rich vein of 'partner resource' content in the English site, it is not matched by equivalent content on the Spanish site – leading to some embarrassing gaps and holes on the Spanish site.
 - o While some 'partner resource' content can be tagged to countries, most of it is more global in character or cross-regional, and is not tagged to nor showing up on the regional and country landing pages; this is creating big gaps and holes that we need to hide (e.g. <https://cdkn.org/regions/cambodia/> <https://cdkn.org/regions/asia/>) By contrast, 'partner resource' content works well to be tagged by the editors and hence filtered by the users on a thematic basis.

We provide considerable further detail in the annex about the features that we want to keep or discard on the basis of years of CDKN staff experience in editing and using the site, and an equally long period of gathering user feedback on the site.

6. Roles and responsibilities for website development

We envisage the division of roles and responsibilities between the CDKN team and the appointed web developer as follows. Please note that we have not assigned fixed timings to these tasks yet, as some of them are ongoing and other elements of the project plan will require negotiation before work commences.

Task	Party responsible
Functional requirements of website: review of priority audiences and information about their bandwidth, language requirements, and at least 6 user personas and related user journeys to inform the web discovery process	CDKN
Arrangement of a web discovery meeting/workshop to unpack the technical / user requirements and kick off the agile development process	Web developer
Participation in web discovery workshop (likely just 3-4 CDKN colleagues but based on wider pre-workshop consultations)	Web developer/CDKN
Generation of detailed, stepwise list of development tasks in a project management system that is accessible to all relevant personnel on web development and CDKN side – and reporting to CDKN 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 ODI and SSN will each assign a dedicated project manager as the web developer’s point people 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, web developer
Provision of editorial content: text, pictures	CDKN
Provision of design guidance but not design detail: this will include all logos, colour palette and overall brand guidelines but <i>not</i> detailed designs of each page template for the website	CDKN
Creation of all page template designs for website	Web developer
Migration plan for all relevant content fields from current website to new website	Web developer, based on intensive consultation with CDKN
Provision of translations to Spanish for all static elements of the website and hands-on assistance to developer in appropriate placement of the texts (if required)	CDKN – although this will largely copy over from existing cdkn.org
Delivery of architecture and technical functionality of website as agreed with CDKN	Web developer
Migration of content of existing site (fields agreed with CDKN)	Web developer
Provision of fully built website, to agreed specification, on a staging server	Web developer

Set-up of bug-reporting process and commitment to fixing bugs within a certain time period	Web developer
Coordination of testing and review process, among the wider team of CDKN staff and partners based in India, South Africa and Ecuador and amalgamation of feedback to share with web developer	CDKN
Revisions to functionality/design of website in response to testing and feedback	Web developer
Sign off of website and its readiness for deployment to production	CDKN
Deploy to production and initiation of hosting and maintenance agreement	Web developer
Content updates during initial phase of go live and reporting of any initial bugs	CDKN
Small additional modest development changes agreed and implemented	CDKN and web developer
Immediate resolution of any bugs involved in the deployment, otherwise	Web developer
Continuation for period of one year with agreed hosting and maintenance arrangements thereafter	Web developer
Hosting and maintenance to be reviewed with a view to possible renewal after 9 months	CDKN and web developer

7. Timeline

Thursday 27 August	Date of open, public release of this Request for Quote (RFQ)
Monday 7 September 2020, 17:00 UTC (12:00 Ecuador, 18:00 UK, 19:00 South Africa, 22.30 India)	Deadline for submission of clarification questions to CDKN: please see contact details page 1 or page 16
By Wednesday 9 September 2020	Answers to questions issued by CDKN and thereafter available transparently to all applicants in this tendering round; all clarification questions will be anonymised when the 'Question and Answer' document is published. Please see CDKN homepage: www.cdkn.org for publication of the answers, and/or specify that you want CDKN to mail you the answers directly.
Thursday 24 September 2020, 17:00 UTC (12:00 Ecuador, 18:00 UK, 19:00 South Africa, 22.30 India)	RFQ submission deadline
Weeks of Mon 28 September and 5 October	Review and shortlisting process by CDKN

	CDKN will contact shortlisted applicants in the first instance with written clarification questions, where required; responses are requested from the applicants within a 3-day turnaround time. CDKN will follow this with invitations to zoom interview for the final shortlisted candidates.
Week of 12 October	Decisions communicated to all applicants; contracting initiated with successful supplier
October	Kick-off meeting and work commences
October-November	Development sprints underway with iterative user testing and CDKN approval stages
December-January	Completion of development sprints; content migration by developer and editing by CDKN editorial team
January-February	Full product available for testing internally by CDKN team (staff members across South Asia, Sub-Saharan Africa, South America, Europe). Adjustments to functionality by developer and to editorial content by CDKN editors
March 2021	New website deployed to production on url www.cdkn.org

8. Proposal - technical narrative component (70% of evaluation score)

(i) Track record (35% of total evaluation score)

In response to this Request for Quote, applicants will only be considered who meet the ‘essential’ technical requirements listed here under ‘Track record’. These are minimum requirements, which applicants must meet in order to be shortlisted for the final selection round. Please take care to demonstrate (linking to relevant work) each of these points in your proposal.

Essential experience:

- Proven experience of developing a multi-lingual site with at least two languages, with mirror architecture (like the current CDKN website or like www.braced.org) - please provide url and state clearly the role of the named personnel in your bid in developing the aforementioned multilingual website. Tell us how you optimised for both/all languages.
- Proven experience of optimising a website’s user experience for users in low-bandwidth international contexts including developing country contexts.
- Proven experience with content migration from one website to another and developing content-rich websites, with multiple types of resources hosted on it.

- Proven experience with developing complex search functionality on websites enabling users to search by theme and resource type.
- Provide curriculum vitae (c.v.) for each person named to work on the website development, providing hyperlinks to at least two examples of relevant work for the leading designer and the leading technical developer with contactable references (please provide name, job title, email address and phone number for at least two referees); and also providing a c.v. for the named individual proposed to be responsible for ongoing maintenance.

(ii) Proposed approach to CDKN website development (35% of total evaluation score)

The other part of the technical narrative to be evaluated concerns the applicant's proposed approach to CDKN website development. For this portion of the proposal, applicants must respond systematically to all the points described as 'essential' below, in order to be considered for the final shortlist before selection.

Essential narrative:

- Please comment on the overall project plan and assignment of roles and responsibilities described in this document, adding to it or suggesting amendments per CDKN's requirements.
- Propose which project management methodology/process you would use for this project;
- Assign your own proposed and more detailed timelines (i.e. dates) against the milestones in the project plan described in this document, based on your team's availability.
- Describe how you would develop, using Drupal 8, the multilingual functionality for CDKN's website.
- Describe some of the considerations you would take into account in order to best serve CDKN's user base, which is at least 50% based in developing countries (and CDKN aspires to expand the user base in developing countries even further). This includes stating how you will make the website accessible to people in environments with low bandwidth, high data costs and unstable / intermittent electricity.
- State how you will make the website accessible for people with disabilities, primarily as relates to visual impairment.

Desirable narrative elements:

- Whether and how you are able to take environmental sustainability concerns into account in working for CDKN.

9. Proposal - budgetary guidance (20% of evaluation score)

The budget to accompany the proposal narrative, in responding to this RFQ, should include two distinct, clearly shown components: A. The website for the website build. B. The annual hosting and maintenance charge. There is a cap on the overall contract value, including development plus one year's hosting and maintenance of 500,000 South African Rand. Proposals may be submitted in your national currency. CDKN requires for the budget to include:

- Named personnel with each person's day rate in your national currency and number of days required to meet the requirement laid out in this document.

- 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 value added tax and all other sales taxes charged should be clearly shown on the budget.
- Hosting and maintenance costs should be calculated on the basis of one year, to be charged and paid from the time that the website is deployed to production (assumed to be March 2021) and assuming that they cover a 'perfectly functioning' website once all bugs associated with production have been resolved.

N.b. SouthSouthNorth's proposed schedule for invoicing and payment is:

- 20% of development fees upon contract award (September-October 2020), which is anticipated to cover the initial briefing and discovery process with CDKN, drafting of website architecture and designs, and planning process for agile sprints, by the sub-contractor.
- 60% payment of development fees upon delivery of full technical development of website on staging server for testing by the CDKN team, based on agreed website architecture, designs and functionality (estimated to be December 2020).
- 20% payment of development fees upon completion of: amendment to website functionalities in response to internal CDKN review and testing on the staging server, after deployment to production and any remaining bug-fixing on live deployment (estimated to be February – March 2021).
- 100% up-front payment of a year's hosting and maintenance (timed as appropriate upon deployment to production, e.g. March 2021).

10. Social ethos (10% of evaluation score)

We particularly welcome proposals from companies with progressive hiring policies and a demonstrated commitment to the career progression of women, young people and historically disadvantaged groups, who meet our technical criteria. Please include a section in your proposal detailing relevant human resource policies and social commitments.

ANNEX 1: Functionality and features that CDKN wishes to keep or discard

This annex spells out some of the key functionality and features that we no longer find useful on the current website, www.cdkn.org, and do not want to replicate on the new website. It also describes the functionality and features that we like and want to retain on a new website, or even develop a bit further. This annex is followed by a further annex that describes the page templates that we foresee as essential to the new website build, and what content they would contain.

Features that we no longer want or need:

- We would like to retire the 'sliders' on the homepage and on regional landing pages.
- We prefer to have a simpler layout for the regional/country (and indeed the thematic) landing pages, which showcases different types of content tagged to those regions, countries and/or themes.
- On the site's top menu bar, we will want to rework the menu items. For example, we can conflate 'about us', 'work with us' and probably 'contact us' into a single item, we don't need all three (see note above about our doing fewer open procurement calls).
- We need to reduce the profile or hide altogether the appearance of the 'partner resources' section under regions, countries landing pages in English, and revisit their use in the Spanish part of the site, to avoid embarrassing gaps where we don't have content to show.
- It is no longer necessary to have dedicated 'event' templates/content types; these can instead be included on the site as 'news' items.
- It is no longer essential to have map-based navigation on the site (see further detail, below).

Features that we like and want to replicate on the new site or develop further, for the benefit of the CDKN editorial team and our users:

Editorial team requirements

- Migration of the content on CDKN's current website to the new website, which refers to the following content types:
 - o posts (news, opinions, features).
 - o resources (see different resource types listed on www.cdkn.org/resources) and the pdfs, jpegs associated with them in the website's Media library.
 - o events
 - o projects
 - o /ar5-toolkit 'microsite' content
 - o /landreport 'microsite' content
 - o /oceanreport 'microsite' content
 - o /climaterisk 'microsite' content
 - o linking with the separately hosted microsites (different instances of Wordpress) /ndc-guide and /mainstreaming, both hosted by Soapbox UK

- NB it is not necessary to integrate the /futureclimateafrica microsite, which has since become obsolete.
- Very user-friendly and robust editorial interface. As much care should be taken with a good user experience for the editors, as with the end users.
- Although the site's main editors have good html knowledge, 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).
- 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.
- A clear and easily reusable template should be made to host the existing microsite content that we want to keep live (ar5-toolkit, landreport, oceanreport, climaterisk) - ie, those need to continue to exist as miniature sites or toolkits/bundles of publications, infographics and presentations, animations and films on the new website and the structure and coding should be such that it would be straightforward, in the future, for a developer to create further microsites following the same template, for new toolkit topics.
- The tagging functionality for news and resources items and for language versions of content should be very clear and easy for editors to use.
- Ability to continue tagging by **theme** and **geography** (region, country, or 'global region') :
 - our 'posts' (see www.cdkn.org/stories - covers our news articles and blogs (features, opinions)
 - our 'resources' (see www.cdkn.org/resources - covers all the resource types given here which cover a range of publications, image/infographics and multimedia resource types)
- Ability to edit the themes and geographies if needed, although on a judicious basis, as we are currently able to do.
- Ability to keep distinguishing between types of resources in the content management system and so make these discoverable in the front end (policy briefs, videos etc).
- Ability to filter out junk comments (spam filter) and to moderate genuine comments (approve before publishing).
- Ability to create and edit user profiles and associate posts and resources with user profiles (note that at present only posts can be associated, not resources).
- Parallel architecture for both English and Spanish versions of the site - on the front end, and parallel content editing systems (parallel tags for themes, geographies etc) for both languages.

User needs

- Users would like to see at least as much prominence for 'resources', 'stories' (or, we may decide to relabel the heading as 'news and blogs') and 'projects' as we have at the moment in the site's navigation. They would probably like even more prominence/profile and ease of navigation for resources, partners' resources and stories than there is at the moment on the site.
- Social share buttons are more important than ever and should also include Whatsapp (which is not currently there).

- Users find it useful to search by theme and geography but with as few clicks as possible.
- Once they have searched by theme or geography, they would like to see all the content types (news articles, blogs, different types of resources: publications, multimedia, images, etc) categorised by those themes and/or geographies (we particularly like the functionality of the Danish Institute for International Studies, for instance, which enables the user to navigate very quickly to ‘themes’ or ‘regions/countries’ of interest and then have an easily-browsable results list, which can be further filtered by resource type, see <https://www.diiis.dk/en/taxonomy/term/57>).
- Some users like to comment on the content (comment function).
- Users would like to quickly navigate to all content associated with a given named author (we have named users with profiles in the current CDKN website) so, e.g., all blogs by a particular named author, or associated with a given organisation (we also have named organisations in the existing CDKN website taxonomy but note that our tagging efforts have become lax and would need to be reinvigorated).
- It’s not clear whether the map-based navigation which has historically been present on the regional landing pages is essential any more – it was expensive to develop and we have had little feedback about this and suspect it slows down users in low-bandwidth environments. We therefore now consider this ‘non-essential’.
- Drop down menus or text hyperlinks to narrow down the region/country search and the theme search are most appreciated by users and less liable to ‘breakage’ than the Google API that supports maps on www.cdkn.org
- Users like ‘banners’ on the homepage and throughout the site, which draw attention to and enable users to easily access our big flagship publications and microsites such as www.cdkn.org/oceanreport, www.cdkn.org/landreport www.cdkn.org/ndc-guide and www.cdkn.org/mainstreaming We may also add to this the following recent or imminent CDKN flagship publications : Wikipedia guide (publication forthcoming) and communications guide www.cdkn.org/communicating

ANNEX 2: Potential template requirements for the new CDKN website

The CDKN team suggests that the following templates *may* be required, based on how users navigate the current website. However, we are entirely open to rethinking this with the appointed web developers, in order to further reduce the number of clicks necessary to get users to the content they want. Therefore, this should be regarded as a starting point rather than firm template requirement:

- Homepage template (which we would like to be entirely redesigned from what we have at present) with integral keyword search function
- Search results template
- Static page template (e.g. About us and other static pages)
- News and blog landing page > showcases news and blog content (we refer to blogs as ‘features and opinion pieces’ on the CDKN website) and one can search them by themes and geographies using a prepopulated tag cloud or filters
- 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, projects and type (e.g. report, policy brief) using prepopulated tag cloud or filters

- 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
- Resource page template> includes fields: Title, Author (drop down menu in CMS, hyperlinked tag in front end), Publication date (year – drop down menu in CMS, hyperlinked tag in front end), Description (free text), project (drop down menu in CMS, hyperlinked tag in front end), organisation (drop down menu in CMS, hyperlinked tag in front end), type of resource (drop down – policy brief, research report, etc in CMS, hyperlinked tag in front end)
- Project page template > includes fields: Title, Organisations (drop down menu in the CMS), Contact (free text), Activities (free text), Start date (free) end date (free). Includes all news, event and blog items attributable to project. Includes all resources attributable to project.
- News and blog page template > includes fields: Author (drop down menu in the CMS), project (drop down menu in the CMS), organisations – multiple selections (drop down menu in the CMS), Text (free text box in the CMS for populating with news, event or blog content)
- Author (user) page template > shows all news, blogs and events attributable to a named author from the drop down menu in the CMS
- Organisation page template > shows all news, blogs and events attributable to a named organisation in the drop down menu in the CMS
- Microsite template> contains all the elements of a dedicated ‘toolkit’ as described above (ar5-toolkit, etc) such as : animations/films category, publications category, images/infographic category, presentations category, presented ‘by resource category’ or ‘by geography’ (e.g. the ar5-toolkit, oceanreport and landreport microsites all have regional components, the climaterisk microsite’s geography is categorised by four countries). However, we note that while we have special templates for these microsites at the moment, we may be able to do a significant amount of imaginative rationalisation with the developer to simplify this presentation of content, only bearing in mind that the short urls mentioned here are highly publicised in our online and offline promotions.