



## REQUEST FOR PROPOSAL (RFP)

	DATE: July 14, 2020
	REFERENCE: UNDP CYP RFP 157 2020

Dear Sir / Madam:

We kindly request you to submit your Proposal for *Website Design, Development, Hosting, Training and Maintenance for the Bi-Communal technical Committee on Education in Cyprus*.

Please be guided by the form attached hereto as Annex 2, in preparing your Proposal. Proposals may be submitted on or before Thursday, July 30, 2020 by 16:00 Cyprus local time via email.

**United Nations Development Programme**  
***UNDP Solicitations***  
solicitations.cy@undp.org

Your Proposal must be expressed in the English, and valid for a minimum period of 90 Days

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches the address above on or before the deadline. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your Proposal by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files.

Services proposed shall be reviewed and evaluated based on completeness and compliance of the Proposal and responsiveness with the requirements of the RFP and all other annexes providing details of UNDP requirements.

The Proposal that complies with all of the requirements, meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.

Any discrepancy between the unit price and the total price shall be re-computed by UNDP, and the unit price shall prevail, and the total price shall be corrected. If the Service Provider does not accept the final price based on UNDP's re-computation and correction of errors, its Proposal will be rejected.

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 3.

Please be advised that UNDP is not bound to accept any Proposal, nor award a contract or Purchase Order, nor be responsible for any costs associated with a Service Providers preparation and submission of a Proposal, regardless of the outcome or the manner of conducting the selection process.

UNDP's vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a Purchase Order or Contract in a competitive procurement process. In the event that you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link:

<http://www.undp.org/content/undp/en/home/operations/procurement/business/protest-and-sanctions.html>

UNDP encourages every prospective Service Provider to prevent and avoid conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, cost estimates, and other information used in this RFP.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its Service Providers to adhere to the UN Supplier Code of Conduct found in this link :

[https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unscc/conduct\\_english.pdf](https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unscc/conduct_english.pdf)

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

*UNDP Cyprus*  
7/14/2020

### Description of Requirements

Context of the Requirement	<i>Website Design, Development, Hosting, Training and Maintenance for the Bi-Communal technical Committee on Education</i>
Implementing Partner of UNDP	N/A
Brief Description of the Required Services <sup>1</sup>	Design and Development of Website for Bi-communal Technical Committee on Education
List and Description of Expected Outputs to be Delivered	Please refer to the ToR (Annex 1)
Person to Supervise the Work/Performance of the Service Provider	<i>UNDP Programme and Communications Analyst</i>
Frequency of Reporting	<i>As per the TOR</i>
Progress Reporting Requirements	<i>As per the TOR</i>
Location of work	<input checked="" type="checkbox"/> At Contractor's Location
Expected duration of work	<ul style="list-style-type: none"> <li>• 3 months for development, training and publishing</li> <li>• 3 months for hosting and maintenance</li> </ul>
Target start date	14 August 2020
Latest completion date	14 November 2020
Travels Expected	Not required
Special Security Requirements	<input checked="" type="checkbox"/> N/A
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<input checked="" type="checkbox"/> N/A
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required
Currency of Proposal	<input checked="" type="checkbox"/> Euro

<sup>1</sup> A detailed TOR may be attached if the information listed in this Annex is not sufficient to fully describe the nature of the work and other details of the requirements.

Value Added Tax on Price Proposal <sup>2</sup>	<input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes	
Other Required Documents to be submitted	<input checked="" type="checkbox"/> Sample of previous work/ Portfolio (e.g. online or printed portfolios) should be submitted (or links provided) to support the application, and the list of recent websites featuring the developer's work.  <input checked="" type="checkbox"/> Copy of Company registration document	
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input checked="" type="checkbox"/> 90 days In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.	
Partial Quotes	<input checked="" type="checkbox"/> Not permitted	
Payment Terms <sup>3</sup>	Outputs	
	Domain name registration	Condition for Payment Release  Within thirty (30) days from the date of meeting the following conditions: a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider.
	Website Design and Development	
	User Guide Documents for the Users	
	Training of Users	
	Website Maintenance	
	Website Hosting	
	Creation and hosting of e-mail accounts	
Search Engine Optimization(SEO)		
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	UNDP Programme and Communications Analyst	
Type of Contract to be Signed	<input checked="" type="checkbox"/> Face Sheet Contract  <a href="http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html">http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</a>	
Criteria for Contract Award		

<sup>2</sup> VAT exemption status varies from one country to another. Pls. check whatever is applicable to the UNDP CO/BU requiring the service.

<sup>3</sup> UNDP preference is not to pay any amount in advance upon signing of contract. If the Service Provider strictly requires payment in advance, it will be limited only up to 20% of the total price quoted. For any higher percentage, or any amount advanced exceeding \$30,000, UNDP shall require the Service Provider to submit a bank guarantee or bank cheque payable to UNDP, in the same amount as the payment advanced by UNDP to the Service Provider.

	<input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.
Criteria for the Assessment of Proposal	<p><b>Technical Proposal (70%)</b></p> <input checked="" type="checkbox"/> Expertise of the Firm 20% <input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 35% <input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel 15% <p><b>Financial Proposal (30%)</b>  To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.</p>
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider
Contract General Terms and Conditions <sup>4</sup>	<input checked="" type="checkbox"/> General Terms and Conditions for de minimis contracts (services only, less than \$50,000)  Applicable Terms and Conditions are available at: <a href="http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html">http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</a>
Annexes to this RFP <sup>5</sup>	<input checked="" type="checkbox"/> Detailed Terms of Reference (Annex 1) <input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 3) <sup>6</sup>
Contact Person for Inquiries (Written inquiries only) <sup>7</sup>	<p><i>UNDP Solicitations</i>  <i>Solicitations.cy@undp.org</i></p> <p>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>

<sup>4</sup> Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.

<sup>5</sup> Where the information is available in the web, a URL for the information may simply be provided.

<sup>6</sup> Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.

<sup>7</sup> This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.

Other Information	<p data-bbox="576 199 1412 262">Please provide list of top five client indicating to be used for reference checking purposes.</p> <ol data-bbox="625 304 1039 388" style="list-style-type: none"><li data-bbox="625 304 836 336">1. Project name</li><li data-bbox="625 357 1039 388">2. Focal Point and contact details</li></ol>
-------------------	--

## TERMS OF REFERENCE

### **Website Design, Development, Hosting, Training and Maintenance for the Bi-Communal technical Committee on Education**

#### ***Background***

United Nations Development Programme (UNDP) works to support the ongoing peace and confidence building process by promoting initiatives that encourage dialogue and cooperation between the communities of Cyprus. The European Commission, as part of its support to confidence building measures, initiated a new “Support Facility to the Bi-communal Technical Committees”. This support facility will seek to enable cooperation and to build confidence with a view to contributing to a comprehensive settlement of the Cyprus issue. The Bicommunal Technical Committees were established by the leaders of the Greek Cypriot and Turkish Cypriot communities under the auspices of the United Nations, to address issues that affect the day-to-day life of people, through encouraging and facilitating greater interaction and understanding between the two communities.

Through the assistance provided by the “Support Facility to the Bi-communal Technical Committees”, the Bicommunal Technical Committee on Education (TC on Education) is now implementing an Action – “Pilot Production of Educational Materials”- which aims to create new educational materials and to encourage teachers to share high-quality lesson plans they have already created.

#### **Scope of work**

Under the Supervision of UNDP Communications and Programme Analyst, and in close collaboration with the Technical Committee on Education focal points, the contractor will be responsible for designing and developing a user-friendly website, which will act as an information sharing platform for teachers and other professionals in the education sector. Services required are website design, website development, and search engine optimization (SEO).

#### **Deliverables**

In consultation with the UNDP team, the contractor is expected to deliver within 90 calendar days from the start date:

##### 1. Domain Name Registration

- Registration of a domain name (to be agreed with the TC on Education) for 1 year.

##### 2. Website Design and Development

- Platform of the website should be based on open-source content management system (CMS).
- Develop a user friendly three-language (Greek, Turkish and English) informative platform which is easy to navigate
- Provide at least 3 creative suggestions on how to design and develop an interactive and innovative platform that can be manipulated to present results based on a number of pre-defined

user options; Creation of a simple CMS backend system that can be easily navigated by non-technical staff. The Contractor is responsible to conduct desktop research to identify best practices in website template design for the education sector.

- Design front end of the website to be user friendly and responsive for multiple platforms including desktop, tablet and mobile devices and SEO friendly while maintaining project branding and colors in agreement with the TC on Education. The website should support Browser compatibility with commonly used browsing tools on all platforms (IE, Firefox, Chrome, Safari – Windows PC and Mac)
- Upload the Greek, Turkish and English versions of the publication and any supporting documentation/infographics;
- Functional Requirements:
  - Content Management System (CMS): The CMS must enable the web administrator to easily update the content of the website without the need of programming. It should allow updating content, adding pages, updating navigation menus, managing users, uploading content (files and media) and any other operations needed to control and update the website without the need to contact the solution provider. Uploading files and media content to the website through CMS must be unlimited, must be stored in the database and searchable. Creating new pages in the website must enable the website administrator to design the content in that page (paragraphs and images used in the web page) with the minimum knowledge in HTML & JavaScript only. The solution should include an option to determine the access level or permissions (view, delete, create, update, publish content, etc.) of a person authorized
  - Multi-language: the website interface and content will be in 3 languages (Greek, Turkish and English) therefore the website CMS must enable the website administrator to upload all kind of data and content in all three languages. English will be the main interface and landing page.
  - Media gallery: gallery to support all forms of media: images, videos, and pdf documents. The website should support for the video and video 360C player, stream player and audio player
  - Downloadable printable documents: the website will include documents (lesson plans, educational materials, etc.) for the users to download (in pdf format) and print. UNDP would like to keep track of the number of downloads.
  - Questionnaire: The website will include a questionnaire in order to solicit input and feedback from the target audience.
  - Innovative and interactive economic modelling platform: using flexible JavaScript charting to transform a variety of static graphs'/statistics into interactive animations that are easy to edit by non-technical TC on Education representatives.
  - Site Statistics/Management Reports: The solution should provide authorized users with a number of relevant reports, for example user registration, site usage, key interests/topics being viewed and other relevant statistical data
  - Search: The solution should provide visitors with the ability to search for and locate content based on keywords and key phrases (e.g. theme, age group, school subject relevance, etc).



- Interaction with social media: Web site will have easy export of information to social media sites.
- Newsletter: The website will have an option for users to subscribe to periodical newsletter, which will be sent out automatically to the subscribed users
- Notification option: The website will have an option for users to subscribe to in order to be notified when new modules are uploaded on the website
- Reporting option: There should be a reporting option for any abusive, threatening, pornographic, offensive, misleading or libelous language, as well as for racist, sexist, homophobic and otherwise discriminatory and offensive comments.
- Contact form: The website will have a contact form visitors can use to give feedback, suggest resources and request information.

### 3. User Guide Document for the Users of the CMS

- Provide a user guide (in English) for the users of the CMS.

### 4. Training for Users of the CMS

- Provide onsite support and training (in English) of appointed TC on Education focal points (up to 5 persons) in both the administrator interface and basic maintenance of the site architecture and design;

### 5. Website Maintenance

- Maintain a full back-up of the website through the duration of the contract. The back-up, code and source files will be delivered in full to the client at the end of the contract;
- Support for the duration of contract against bugs and problems, including warranty and maintenance.

### 6. Website Hosting

- Contractor will provide 3-month website hosting service with the possibility of extension.

### 7. Creation and Hosting of Email Accounts

- The contractor will be responsible for creating 7 email accounts and provide hosting for a period of 3 months, with the possibility of extension

### 8. Search Engine Optimization (SEO)

- The contractor will work to guarantee SEO through the following: keyword research and analysis, site analysis, competitive analysis, site content optimization, HTML code optimization, submission to free search engines, link exchange, and web ranking report.
- Search engine: all content of the website must be searchable on all search engines.

## ***Required Skills and Experience***

### **Professional Experience of Key Staff (at least 1 person):**

- At least 3 years of experience in website development
- Previous experience in development of educational website (at least 2 similar projects)
- A record of a minimum 3 web sites of similar complexity and nature to show the capabilities of the contractor.
- Hands-on experience with modern front-end frameworks - Foundation, Bootstrap or equivalent
- Familiarity with JavaScript web frameworks - react, angular.js, backbone
- Familiarity with modern web user interface design patterns
- Experience with creating layout packages for CMS implementation
- Hands-on experience with responsive design pattern implementation
- Knowledge of web accessibility standards
- Knowledge of SEO systems and strategies
- Fluency in English (verbal and written).

### **Documents to be included when submitting the proposals.**

Interested companies must submit the following documents/information to demonstrate their qualifications. Companies that fail to submit the required information will not be considered.

1. **Sample of previous work/ Portfolio** (e.g. online or printed portfolios) should be submitted (or links provided) to support the application, and a list of recent websites featuring the developer's work, including previous work completed for the Education sector;
2. **Financial Proposal** that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per the table given in section D. template provided.

### ***Submission of data, reports and other material produced***

All primary data, reports, and other documentation produced during this assignment shall be made available to UNDP in electronic format. All data acquired, and products developed during the assignment will be in the ownership of UNDP and cannot be used by the Contractor and its team without prior written permission.

The contractor takes full responsibility for the technical part of the implementation of the web sites, including design, UI/UX, testing and publishing.

### ***Payment schedule***

The payment will be processed in 3 instalments, as follows:

- 1<sup>st</sup> installment upon domain registration and e-mail accounts (creation & hosting)
- 2<sup>nd</sup> instalment upon approval of the website design
- 3<sup>rd</sup> instalment upon completion of website, and delivery of user manual and training.

## **DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.**

Interested companies must submit the following documents/information to demonstrate their qualifications. Candidates that fail to submit the required information will not be considered.

- **Technical proposal including platform/technology, SEO methodology, key personnel, etc.**
- **Sample of previous work/ Portfolio** (e.g. online or printed portfolios) should be submitted (or links provided) to support the application, and a list of recent websites featuring the developer's work;
- **Financial Proposal** that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per the table given in section D. template provided.

**Contract Duration:** 6 months (3 months for development, training and publishing + 3 months for hosting and maintenance)

## FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL<sup>8</sup>

*(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>9</sup>)*

[insert: Location].

[insert: Date]

To: [insert: Name and Address of UNDP focal point]

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP dated [specify date], and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions:

### A. Qualifications of the Service Provider

*The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following :*

- a) *Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;*
- b) *Business Licenses – Registration Papers, Tax Payment Certification, etc.*
- c) *Latest Audited Financial Statement – income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation, etc. ;*
- d) *Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contract references;*
- e) *Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.*
- f) *Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.*

### B. Proposed Methodology for the Completion of Services

*The Service Provider must describe how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work.*

### C. Qualifications of Key Personnel

<sup>8</sup> This serves as a guide to the Service Provider in preparing the Proposal.

<sup>9</sup> Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

If required by the RFP, the Service Provider must provide :

- a) Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;
- b) CVs demonstrating qualifications must be submitted if required by the RFP; and
- c) Written confirmation from each personnel that they are available for the entire duration of the contract.

**D. Cost Breakdown per Deliverable\***

	<b>Deliverables</b>	<b>Percentage of Total Price</b>	<b>Price</b>
1	Domain Name Registration		
2	Website Design and Development		
3	User Guide Document for the Users of the CMS		
4	Training for Users of the CMS		
5	Website Maintenance		
6	Website Hosting		
7	Creation and Hosting of Email Accounts		
8	Search Engine Optimization(SEO)		
	Total	100%	

*\*This shall be the basis of the payment tranches*

*[Name and Signature of the Service Provider's  
Authorized Person]*

*[Designation]*

*[Date]*