

# Request for Offer

*Websites design, development, and maintenance services*

## Introduction

The Geneva International Centre for Humanitarian Demining (GICHD) is pleased to invite specialized companies/consultants to submit an offer for the provision of the description the services described below as per requirements set out in this request for offer.

**Reference number:** RFO/2021/IR/ (01)

**Posting date:** 11 March 2021

**Deadline for submission of the Request for offer form:** 08 April 2021, 18:00, GMT+1.

**Implementation:** As of 10<sup>th</sup> of May 2021

**Currency:** The proposal and quotation shall be presented in Swiss Francs (CHF).

**Language:** The proposal and quotation shall be submitted in English.

**Submit to:** [consultants@gichd.org](mailto:consultants@gichd.org) (CC: [i.rashad@gichd.org](mailto:i.rashad@gichd.org) & [v.ndibalema@gichd.org](mailto:v.ndibalema@gichd.org))

## The GICHD background

The GICHD works toward reducing risks to communities stemming from explosive ordnance, with focus on mines, cluster munitions, other explosive remnants of war and ammunition storages.

The Centre helps develop and professionalise the sector for the benefits of its partners: National and local authorities, donors, the United Nations, other international and regional organisations, non-governmental organisations, commercial companies and academia.

It does so by combining three distinct lines of service: field support and capacity development and advice, multilateral work focused on norms and standards, and research and development focused on cutting-edge solutions.

## Project Background

The GICHD has one main website and multiple sub-websites related to different projects, programmes, campaigns, and recently developed an online training portal. They are built with TYPO3 and some projects-related websites are built with WIX and WordPress.

The websites and the Online training portal main structure are explained in detail in the coming sections.

The GICHD is not considering rebuilding its current websites. Rather, it is seeking a provider to work on the following aspects:

1. Enhancement and ongoing support (Websites and Online training portal)
  - Support/ensure coherence, consistency, and unity of the GICHD different websites.
  - Enhance the GICHD current websites and the Online training Portal UI/UX for smoother navigation, a more dynamic and user-friendly experience.
  - Ensure that the GICHD websites are fully responsive and can be used by different web browsers and handhelds (Laptops, tablets and mobiles).
2. New requirements Development and consultation (Websites and Online training portal)
  - Plan, design and develop webpages when required for new projects and information dissemination.
  - Consult in finding out the best way to introduce various features and enhance the look and feel.
  - Integrate with the needed tools and work with the GICHD teams on developing new requests and day to day fixes.
  - Ensure that the GICHD websites are following the web accessibility best practices and gender and diversity inclusive.
3. Support and maintenance (Websites and Online training portal)
  - Ensure that security and maintenance for all GICHD websites are up to date.
  - Ensure that the websites and online training portal is using the latest version of TYPO3.
  - Maintain the websites and Online training portal regular backups.

The GICHD will work with the Agile methodology. Our team will prioritize each sprint requirements to ensure that each delivery is conforming to our business needs.

The main websites are:

1. GICHD website: <https://www.gichd.org/>
2. AMAT website: <https://amat.gichd.org/en/home/>
3. IMAS website: <https://www.mineactionstandards.org/>
4. GMAP website: <https://www.gmap.ch/>
5. Minebanconvention: <https://www.apminebanconvention.org/>
6. Online training portal: <https://training.gichd.org/en/>
7. Explosive weapons: <http://characterisationexplosiveweapons.org/>

The above websites are the GICHD's main communication tools for activities promotion, tenders' announcements, news, events, publications, and results of our work sharing. Also, we have an online training portal where our website visitors consult to apply for workshops and/or attend online

courses. The online courses are hosted on SAP Litmos Learning Management System and interfacing with our online training portal.

#### **Websites main objectives:**

1. To increase the visibility of mine action activities and raise awareness on the cause;
2. To serve as the main source of information for different target audiences (media, Mine action community, donors, etc;)
3. To present the activities and results of our projects in different countries;
4. To provide easy access to trainings and workshops;
5. To make the donation journey easily accessible and in a few short steps;
6. To ensure that our websites are conforming to the web accessibility guidelines.

#### **Websites key target audience:**

1. Expert public (Mine action, disarmament, ammunition management and SALW sectors; humanitarian, protection and development sectors; technology/innovation sector, etc.);
2. National and international organizations, states and private sector;
3. General public (influencers and politicians/decision markers);
4. Media and Donors;
5. Internal audience (GICHD staff, potential candidates, etc.).

## **Scope of work**

The selected provider will implement this project by analysing, designing, developing and supporting maintenance of the GICHD websites and Online training portal with the following scope:

#### **Main common functionalities of the websites**

##### **1. Multi-language support:**

The current websites are in English; however, we have long-term plans to support other languages. We can plan in-depth per each website with the appointed provider. We can include languages like French and Spanish at the beginning.

##### **2. Corporate Identity:**

The websites should be consistent with the GICHD's and its sub websites corporate identity in terms of colours, fonts, logo placement, tone of voice, etc.

##### **3. Websites design maintenance:**

The selected provider will maintain our websites and training portal UI/UX problems and work on different amends to have a clear and easy user journey.

Key design aspects we want to convey are:

- Professional
- Serious and trend setting
- Clear and simple
- User Friendly

#### 4. Fully responsive websites

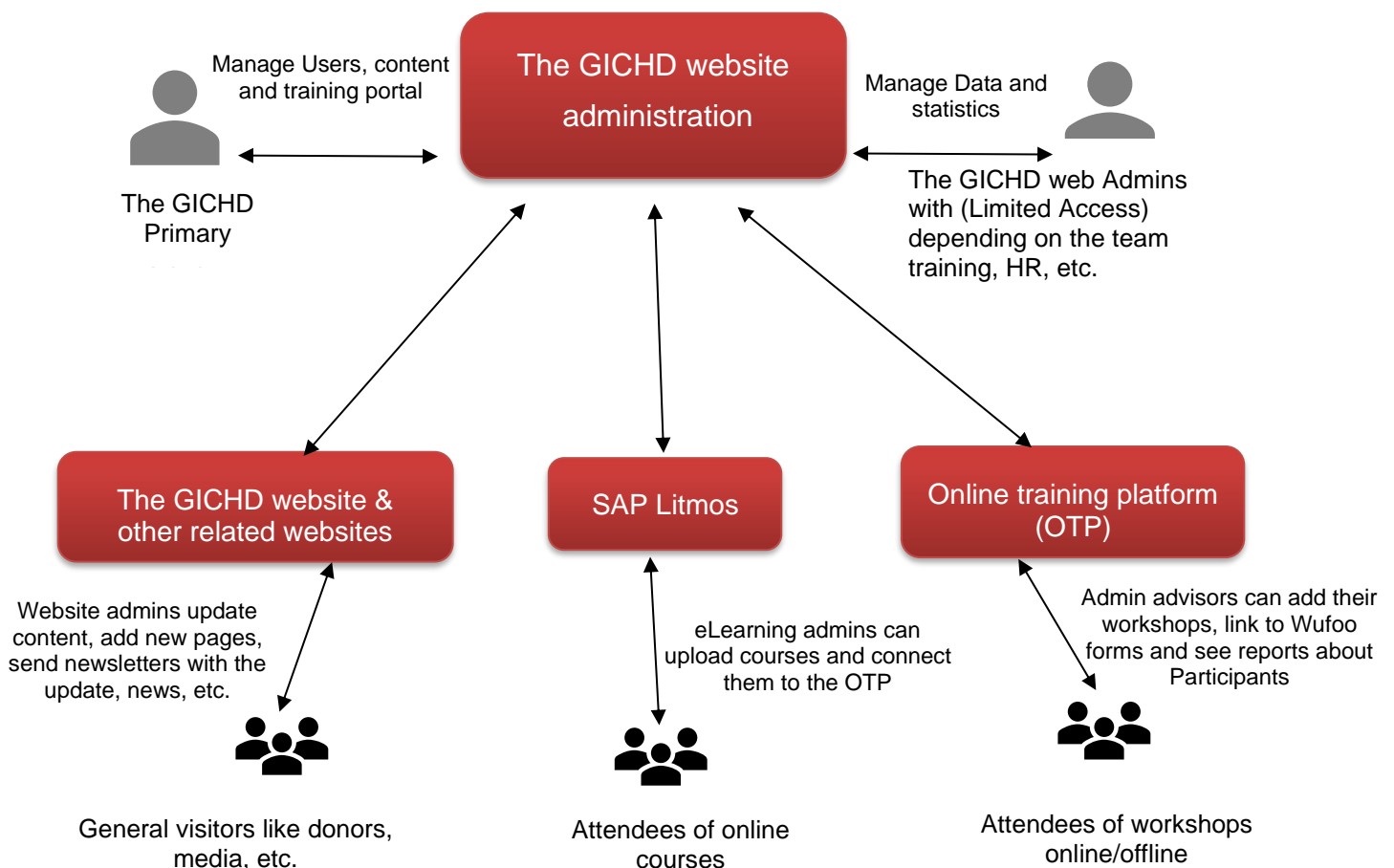
The appointed provider will maintain and ensure that our websites have responsive web design to work on mobiles, tablets, and different Computer sizes.

#### 5. Gender equality and inclusion

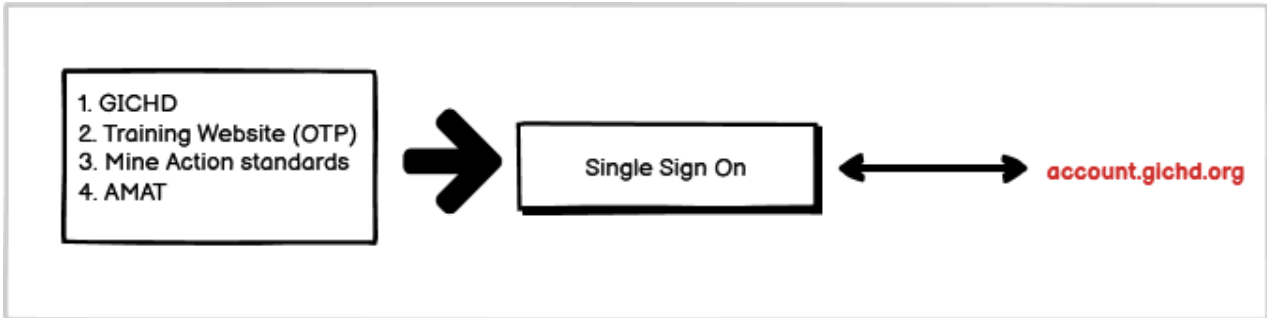
The GICHD is committed to creating an inclusive website and learning environment. The appointed provider is expected to demonstrate how they will:

- Enhance the websites / online training portal interface in a way that is accessible for learners with disabilities and different types of impairments.
- Adjust materials, methods and media to ensure they are gender and diversity inclusive.
- Ensure the collection of relevant demographic data, disaggregated at minimum by gender etc

#### 6. Main website users



## 7. Websites main technical structure



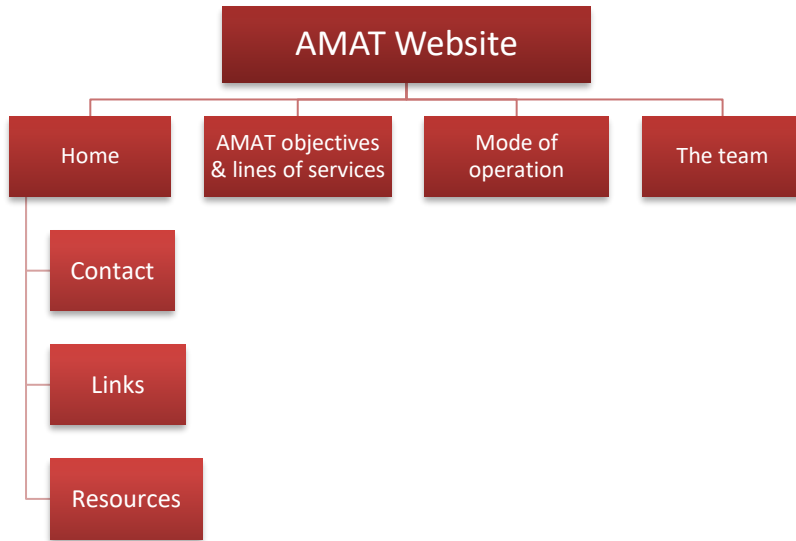
## 8. Navigation and structure of the main websites

The below diagram shows the GICHD current website's main webpages and structure. The provider is expected to develop the Best Practices, UI/UX maintenance, and consult in finding out the best way to introduce the various features on our websites.

### The GICHD Sitemap – gichd.org



### The AMAT Sitemap- amat.gichd.org



The appointed provider will work with the AMAT team in the following scope:

- Develop webpages for Ammunition Management Activity Platform (AMAP):
  - Research and development of webpages designed for facilitating the ammunition management community of practice including site content, structure technical and functional components.
  - Hosting and visualisation of AMAP database, including interactive features of data visualisation.
  - Review, consult and develop features to make the website more user friendly.
- Ongoing support for the AMAT team:
  - Enhance the website UI/UX
  - Work on the website interactivity to be more appealing to the target audience.
  - Integrate with the requested tools and webpages when needed.
  - Create new webpages when required for new projects, information, etc.
  - Ensure that security and maintenance for the current website are UpToDate.

### IMAS sitemap- mineactionstandards.org



IMAS website is one of the GICHD websites. The user account is (account.gichd.org), Single sign on (SSO) connection like GICHD, AMAT and OTP.

The website includes the following main features:

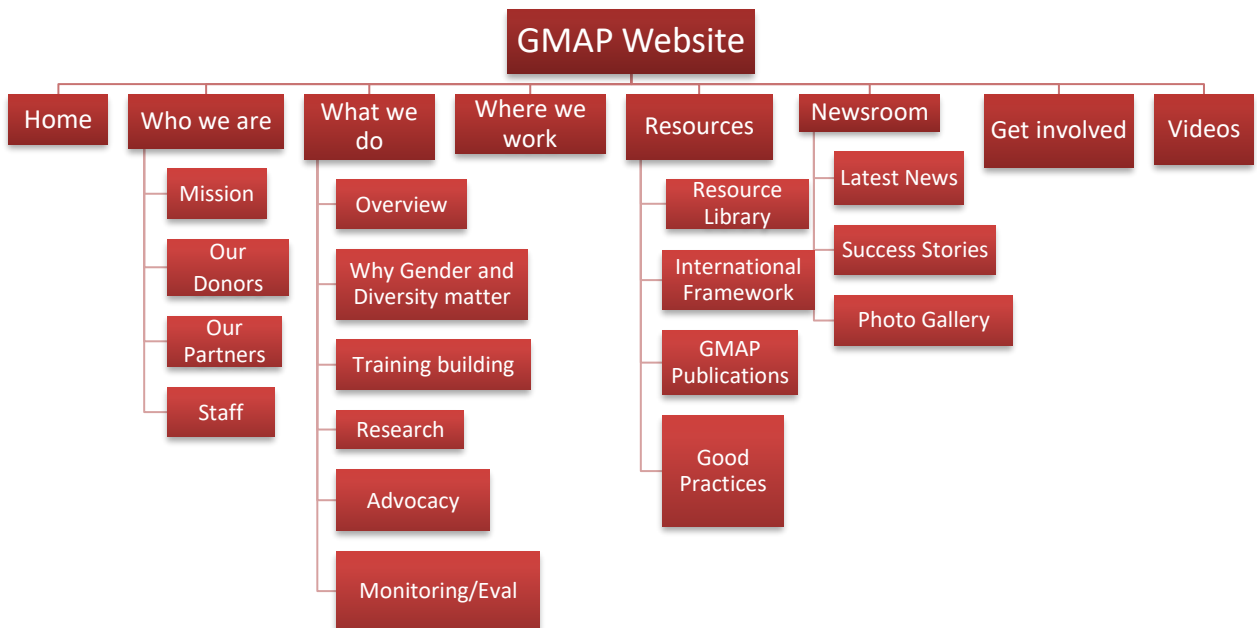
1. Proposal submission form & process:  
Users can submit their proposal via a custom form. After it has been properly completed and submitted, the proposal will be reviewed by the Chair and the Secretary of the IMAS Review Board who will then include their comments.
2. Document submission form & process:  
Users can submit their document via a form and the submitted documents will be reviewed by the Chair and the Secretary before being published.
3. Faceted Search and Filtering with Solr platform for browsing standards, archives, and reference documents webpages.
4. Different levels of user access/permissions (e.g. Chair, Secretary, Member, Observer, standard user).
5. Google Docs integration for proposals and documents review, feedback, voting and approval.
6. Custom forms for submitting proposals and documents
7. News section, it includes the latest news, standards, reports, etc.
8. News Alerts, where users can Sign up to stay informed about the IMAS news and other review board decisions.

Scope of work:

- Ongoing support for the IMAS team
- Integrate with the needed tools and create webpages when required
- Ensure that security and maintenance for the current website are UpToDate.

**9. GMAP Website Sitemap - gmap.ch**

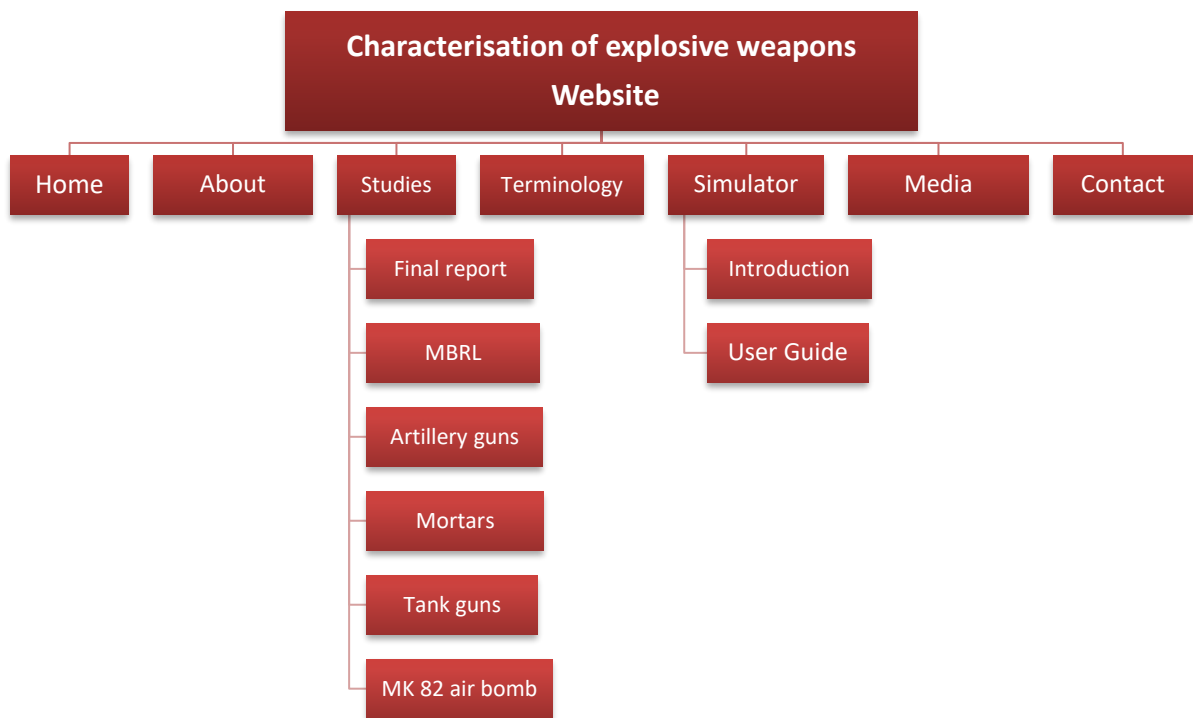
GMAP website is built with WordPress CMS and has its own backend portal. The website main webpages are as follows:



The provider will work with GMAP and the GICHD team as follows:

1. Plan, design and develop smooth integration between GMAP website content and GICHD. A new section under the GICHD website can be dedicated for GMAP to include the old website content. We are open for suggestions and discussions to reach the optimum results.
2. Plan, design and develop the GMAP Resources section in the GICHD website where the end user can reach and filter easily the published resources, publications, etc...

## 10. Explosive Weapons website – [characterisationexplosiveweapons.org](http://characterisationexplosiveweapons.org)



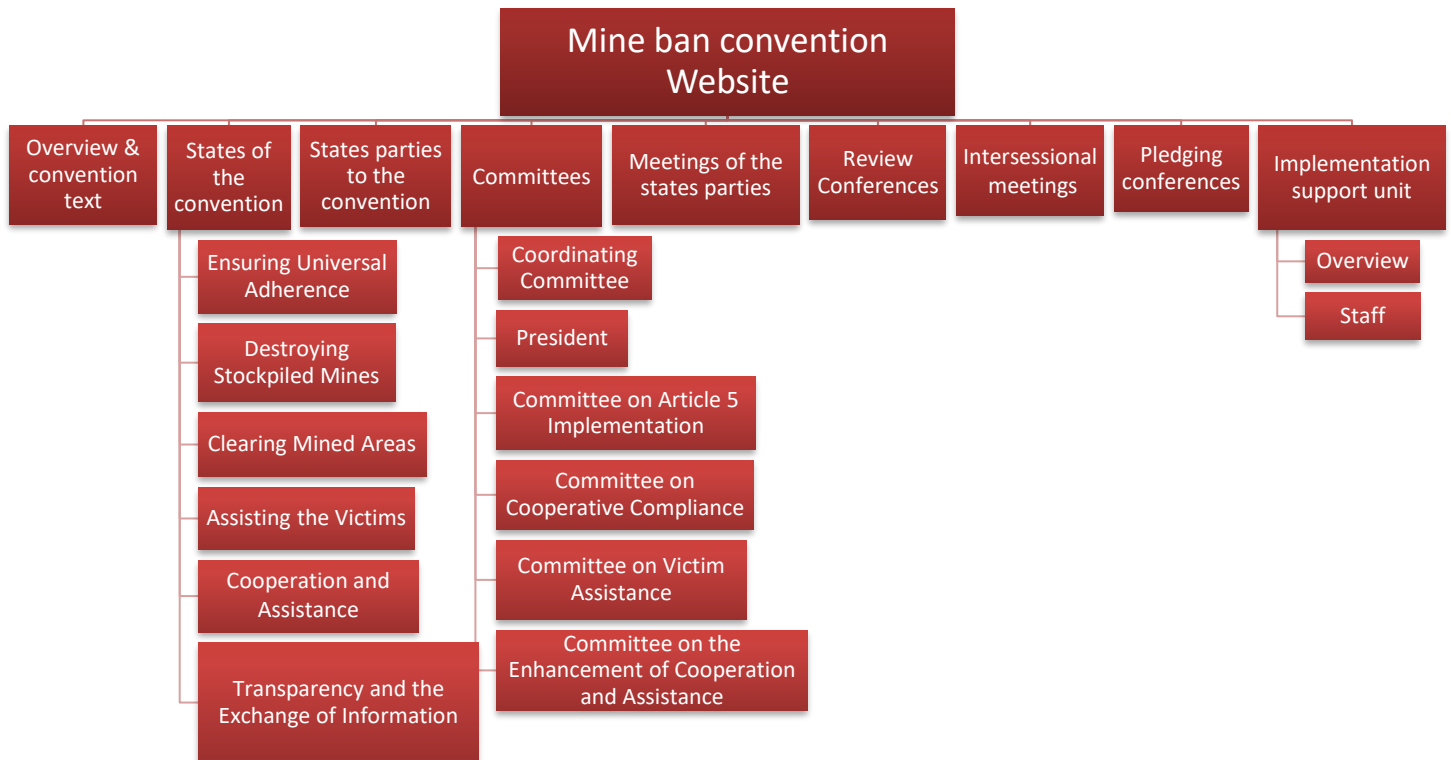
The characterisation of explosive weapons website is built with WordPress CMS and has its own backend portal. The website is integrated with Fraunhofer EMI tool to visualise and simulate the effect of explosive weapons in populated areas.

### Scope of work:

1. Ongoing support for the GICHD team when required.
2. Ensure that security and maintenance for the current website are UpToDate.
3. Maintain Google Analytics.



## 11. Mine ban convention Website Sitemap - [apminebanconvention.org](http://apminebanconvention.org)



The convention website is built with TYPO3 CMS and has its own backend portal.  
The website includes the following main features:

1. Multilingual website  
 The convention website is multilingual, the supported languages are (English, French, and Spanish).
2. The Resources section includes the following:
  - Publications,
  - Resources for states parties
  - Platform for partnerships
  - EU council decision
  - Newsroom,
  - Calendar.
3. Bulletin Board
4. The website is integrated with the convention official Twitter account
5. RSS feeds
6. Share content tool “Add this” widget, where website visitors can share content on Facebook, Twitter, send email, print, etc...

Scope of work:

- Ongoing support for the convention team.
- Integrate with the needed tools and create webpages when required
- Ensure that security and maintenance for the current website are UpToDate.

## 12. Websites main functions and modules that should be maintained:

	Module (feature)	Function	Brief description
1	Home	Main page content & internal structure	<ol style="list-style-type: none"> <li>1. Animated banner</li> <li>2. Navigation</li> <li>3. Footer: contact us, important fast links, sharing on social media</li> </ol>
2	CMS Module	Main Site Tabs. Content Management System (CMS)	Our main websites and online training platform are built with TYPO3
3	GICHD online training platform	TYPO3 interfacing with SAP Litmos learning management system	<p>This section includes the following:</p> <ol style="list-style-type: none"> <li>1. Main available online courses that are uploaded on SAP Litmos.</li> <li>2. Trainings announcements and online registrations</li> <li>3. Trainings Reporting, where the advisors can see the following statistics: <ul style="list-style-type: none"> <li>o Participants and the number of people who participated in the workshops, their demographics, etc.</li> <li>o All registrations for each workshop</li> <li>o Post-workshop survey</li> </ul> </li> </ol>
4	Wufoo and Survey Monkey integrations	The workshops registration is integrated with Wufoo forms and SurveyMonkey before and after the workshops.	
5	NameScan	This tool is used for our online training portal (OTP), where we can scan the list of our workshops` attendees names.	
6	Email alerts	We might need to use a new email alerts portal	An automatic email should be sent to our subscribed users with the website's updates (new job announcement, tenders, publications, etc.)
7	Donate "Call for action"	Paypal for online donation	There are different payment methods for donors to donate online and offline. The process can be discussed in-depth with GICHD Grants team
8	Postmark	"SMTP Email"	Automatic email sending
9	Social media linking "Social Wall"	The current integration is with our official Twitter account for recent tweets and news.	<p>The recent tweets appear on the website homepage.</p> <p>We need to integrate our official YouTube channel too with the GICHD website.</p>

10	Job opportunities	Currently, we are using NeoSpheres job portal	<ol style="list-style-type: none"> <li>1. Job listing</li> <li>2. Job applying portal where the applicants can apply online, share, and save the job post.</li> </ol>
11	Tenders	Listing our announced tenders. This section is under job opportunities	We want to create 2 separate webpages for tenders and job opportunities
12	Recourses library	Listing our publications in different formats like PDFs, videos, audio, etc. The users can filter our resources by country, language, topic, organisation, etc.	
13	Full responsive website	A full responsive accessing website can be used by different web browsers and handhelds like laptops, tablets and mobiles.	
14	Search engine optimization (SEO)	To ensure high organic search engine rankings on different search engines like Google and Bing.	<ol style="list-style-type: none"> <li>1. Keyword research and planning.</li> <li>2. Peer analysis.</li> <li>3. Create and ensure high quality backlinks.</li> </ol>
15	Google Analytics	To follow our websites traffic, number of visits, countries, etc...	
16	Global search "Solr site searching tool"	Similar to any global search in any website but it should be with words and phrases. It supports documents search too.	
17	GDPR compliance	The website should respect GDPR regulations in terms of data privacy, cookies notification, etc.	
18	Testing phase	The provider will dedicate time for the GICHD team to test the website before publishing the amends. To ensure that everything is consistent with the objectives and our Corporate Identity.	
19	Deployment/ Publishing	Publishing the websites from staging to live servers in case adding new feature, publishing new website release, maintenance, etc.	
20	Daily Automatic backup	Maintaining our backup tool.	In case of data loss or failure, the backup data should be used to recover the system and the content.
21	Website hosting	The websites are hosted on Infomaniak.	

### 13. Some main points of enhancement in our main GICHD website

#### 1. YouTube Channel integration with our website:

- Create a web page on the GICHD website for listing all the uploaded videos to the official YouTube channel.
- We are using the “Social wall” tool for instant feeds from different social media channels.

#### 2. Highlight our main mobile/web Applications:

- A brief listing of the GICHD 's most-notable mobile and web projects.
- The listing should include screenshots of the delivered applications, logos, descriptions of each application, and partners.

#### Examples of the GICHD applications:

- CORD
- Equipment Catalogue
- Ammunition Safety Management (ASM) e-book and App
- Explosive weapon effects simulator

#### The Equipment Catalogue (e-Catalogue) :

The Equipment Catalogue (e-Catalogue) section of the GICHD website serves to provide information about available equipment and technologies for demining operations to mine action community, especially the operators. Manufacturers use the e-Catalogue to reach operators, and operators use it to compare available equipment and ensure selection based on international standards. The e-Catalogue works in conjunction with an App (available on the Apple Store and Google Play as ‘Demining Equipment Catalogue’) to be readily available to all Mine Action Implementing Partners.

#### Scope of work :

- Ongoing technical support as required by the GICHD team to ensure e-Catalogue section and the App remain relevant to users.

#### 3. New webpages creation when required:

- Design and develop new webpages that include visual elements such as infographics, interactive maps, mini-interviews, podcasts, etc...

#### 4. Events webpage:

Currently, our main events are integrated with the Online training portal (OTP) for announcing the upcoming workshops and trainings.

- We need to create a separate web page for Information dissemination about the new general events.
- This webpage will list the event, place, date, image and/or video, and brief about the event.

#### 5. HR and hiring section:

The main objectives of this section are to:

- List the open vacancies where candidates can filter with the place, title, function, etc.
- Online applying via the GICHD website
- Reflect our internal environment and relevant policies by creating a web page for sharing HR news, employees' testimonials, and internal activities.

#### 6. Disability friendly websites (WCAG) 2.1

The provider will ensure that the GICHD websites and the Online training portal interface are following the Web Content Accessibility Guidelines (WCAG) 2.1 to suit different kinds of disabilities, for example:

- Use alt tags
- Review the colours and contrasts on our websites to conform with the accessibility guidelines
- Use labels for different forms and placeholders on our websites.
- Refine and work on the clickable areas and call for actions on our websites, so that people with motor impairment would feel comfortable when navigating our websites.
- Etc...

### **14. Online training portal – training.gichd.org**

The GICHD online training portal has 2 types of users:

#### 1) Administration user :

The online training portal (OTP) has different users' types with different access roles. The training portal administration team can manage the following:

- Trainings
- Subscriptions
- Surveys creation
- Automatic emails sending
- Online courses add/remove, edit, etc.
- Reports creation about the training's participants and registrations
- Certificates generation

#### 2) Portal end-users

The portal end-users are:

- Workshops attendees
- Online course attendees

The above-mentioned users can access the following:

- Access the announced trainings and/or workshops
- Subscribe for those trainings and/or workshops
- Attend Online courses and receive a certificate after passing the online courses

The online training portal is available in 4 languages (English, Arabic, Spanish, and Russian).

The appointed provider is expected to help in enhancing the OTP current features and add new features as follow:

- Help the Training unit at the GICHD in evaluating the current OTP, suggest new features, and revamp the current user experience of the portal.
- Add New languages to the current OTP
- Integrate with the needed LMS, tools, etc. when required.
- Adjust the single sign-on option to work as intended with the new LMS. We currently have many problems with the single sign-on. It does not work systematically, so it's often the case that the same user has different passwords (to access the Training Platform and the LMS).
- Find an alternative way to create forms. Currently, we are using Wufoo forms. The provider will consult and develop an easier way to add additional questions without going through the hassle of creating and attaching Wufoo forms.
- Showcase GICHD's training catalogue in an interactive way. This would help our learners to identify our trainings and workshops without going through the PDF version. It would also be easier to update the catalogue if we could add new entries when new courses become available or when new sessions take place.
- Improve the reporting tab feature:
  - Integrate the reporting tab with results from SurveyMonkey. With the current SurveyMonkey subscription it is possible to integrate the results in other interfaces (for example, with Tableau, etc.)
  - Easy analysis of data disaggregated by gender (currently only man/woman which is very binary and not inclusive) for trainings and e-Learnings
  - Add more analysis parameters to our current reporting tool according to whether from EO-affected or non EO-affected country and track sponsorship allocation by gender.

### **15. Upgrading the current version of TYPO3**

The appointed provider will upgrade our websites from TYPO3 version 8 to the latest version.

### **16. WIX websites managed by GICHD**

The GICHD has some separate project and campaign websites built with WIX.com. We need to maintain, update, and add new features to those websites as follows:

1. Add them to the main GICHD website. It can be on the footer of the website via logo link or a whole separate webpage.
2. Improve their SEO, make sure their designs and functions are working to their fullest potential.
3. Maintain their Google Analytics and make sure to add any missing elements so all our sites are being tracked via Google Analytics.
4. Provide a template/guideline for basics on setting up analytics for any future WIX websites.

List of our Wix websites:

1. <https://www.lastingfootprints.net/>
2. <https://www.lifeofmine.org/>

3. <https://www.togetheragainstmunes.org/>
4. <https://www.gdhub.ch/>
5. <https://www.homeafterwar.net/>

## Deliverables

The provider will be measured and remunerated according to delivery of the following:

#	Deliverables and Milestones	Duration
1	Provider to submit a proposal with websites main amends and suggestions in terms of fixes and UI/UX improvement	4 weeks
2	GICHD team submit their amends as per the different divisions' needs	4 weeks
3	Implementation of the amends and fixes	This will be arranged by priorities. We will work agile by arranging sprints deliveries to have ongoing website amends.
4	Ongoing maintenance of the websites	Ongoing as per a yearly contract
5	Quick response and support for the new and maintenance requests	Ongoing as per a yearly contract
6	Train the GICHD admin staff on the backend portal of the websites when creating new features or webpages.	Ongoing as per a yearly contract
7	Deliver manuals for all the websites (How to use in terms of editing, deleting, adding, etc.).	Ongoing as per a yearly contract

The provider will present the cost as follows:

1. The fixed price of the new tasks listed in the RFO.
2. The price per hour for the ongoing support / Service level Agreement for new requests, consultation, and maintenance.

## Expertise, legal requirement and locations of the services

### Required expertise

The prospective provider will be required to have the following qualifications and skills:

- Experience in website development with different technologies, especially TYPO3 and WordPress.
- Strong support for the GICHD team on potential requests and requirements.
- Strong experience in UI and UX concepts.
- A proven track record of implementing similar projects to those outlined in the scope of work, reflected in the company profile.
- Familiarity with disability friendly websites to ensure that the content and designs are gender and diversity inclusive.

In addition, the following qualifications and skills are desirable:

- Experience in or working with the non-profit, humanitarian or development sectors;
- Familiarity with integration of online training portals;

### Legal requirement

Interested candidates/entities must provide a guarantee that they are registered as an independent legal entity.

By applying to the tender, the applicant authorizes the GICHD to use their personal information to administer the tender and for internal purpose only. The detailed information will not be passed onto other parties without obtaining the applicant's explicit written consent first.

### Location

The task is expected to be conducted remotely, but occasional meetings in person are expected.



**The consultant shall provide a coherent, organised and clear proposal in response to the request.**

## Project resources

**Name of the company:**

**Name of individual(s) and their function:**

**Address:**

## Proposals

Consultant: ADD QUALITATIVE NARRATIVE ON HOW TO UNDERTAKE THE WORK OR DELIVER THE SPECIFIED GOODS OR SERVICES.

## Availability

Consultant: ADD TEXT TO SHOW THE CAPACITY TO DELIVER THE SPECIFIC GOODS AND SERVICES WITHIN THE REQUIRED TIMELINE BOTH FOR DEVELOPMENT AND MAINTENANCE OF THE WEBISTES.

## Pricing

Equipment such as laptops with word processing software are not covered by the GICHD and should be included in the consultant services at no extra cost.

Services	Days of fixed tasks	Rate in CHF	Total
<b>Fixed Fees</b>			
The fixed price of the new tasks listed in the RFO.			
<b>Costs (estimates)</b>			
The price per hour for the ongoing support / Service level Agreement for new requests, consultation, and maintenance.			
<b>Other costs (estimates)</b>			
Purchase of licenses, VAT, etc.			
<b>Total</b>			

## Application

Each applicant must submit the following as a minimum:

1. A **technical offer** specifying the methodology used to complete the requested services, including a proposed timeline to complete each task and its associated deliverables.
2. A **financial offer** specifying the number of days needed to accomplish the mandate, the daily fee, as well as any other estimated professional costs, if relevant.
3. At least 3 Samples of previous websites developed with different technologies (TYPO3 and WordPress mainly).
4. CV of project team members(s).
5. Two reference contact details.
6. Bidders are requested to provide their policy on gender equality and inclusion as part of their submission.'

All applicants will be contacted and informed of the status of their applications.