



**EQUAL  
MEASURES  
2030**

**GENDER EQUALITY. DATA. GLOBAL GOALS.**



**REQUEST FOR PROPOSAL**

## Request for Proposal EM2030 Web Re-Design and Development

Main Facts Table	
RFP reference	FY21-139 EM2030 Web Re-Design and Development
RFP launch date	14 <sup>th</sup> December 2020
Contract Manager	Saran Koly
<b>Deadline for submission of offers</b>	<b>15<sup>th</sup> January 2020</b>

Submission of Proposals to  
[procurement@plan-international.org](mailto:procurement@plan-international.org)

*Please include the RFP reference number above in all correspondence.*

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## PART 1 – INSTRUCTIONS TO PROPOSERS AND PROPOSAL CONDITIONS

### 1.1 Definitions

For the purposes of this Request for Proposal (RFP) and any subsequent contract the following definitions, unless otherwise noted, apply.

<b>Company</b>	Means Plan Limited, hereafter know as Plan
<b>Contract</b>	Means any contract that results from this Request for Proposal
<b>Contractor</b>	Means the entity that forms a Contract with the Company for provision of the requirement.
<b>Proposal</b>	Means a written offer submitted in response to this Request for Proposal
<b>Proposer</b>	Means an entity that submits, or is invited to submit, a Proposal in response to this Request for Proposal
<b>Requirement</b>	Means the supply to be made by the Contractor to the Company in accordance with Part 2 of the RFP.

### 1.2 Summary of the Requirement

Plan Limited (as the institutional host of Equal Measures 2030) invites you to submit a Proposal for the provision of consultancy services to support Plan International to achieve our objectives through improved digital communications with partners, funders, policy makers, governments, multilateral institutions and gender advocates. The objective is to oversee and to deliver strategic digital communications which will support and enhance the corporate communications strategy. Further details of the requirement are described in Part 2 of this RFP.

### 1.3 Structure of this document

This RFP comprises four parts as described below:

Part	Title	Description
1	Instructions to Proposers and Proposal Conditions	Sets out rules and requirements for participation in the RFP.
2	The Requirement	Sets out details of the requirement, including scope of works.
3	Information to be provided by Proposers	Sets out the minimum RFP response requirements to allow due consideration by the Company.

#### 1.4 RFP key dates

The following key dates apply to this RFP:

<b>RFP Issue Date</b>	14th December 2020
<b>Clarification end date</b>	22nd December 2020
<b>RFP Closing Date and Time</b>	15th January 2020
<b>Estimated Contract Award Date</b>	15th February 2020

#### 1.5 Company contact

The following individual is the nominated Company contact for this RFP.

<b>Name</b>	Anna Tupling
<b>Title/Position</b>	Procurement Officer
<b>Email address</b>	procurement@plan-international.org
<b>Postal address</b>	Block A, Dukes Court, Duke Street, Woking, Surrey GU21 5BH

#### 1.6 Background Information on Plan International

Equal Measures 2030 is hosted by Plan International. Equal Measures 2030 (EM2030) is a joint effort of leading regional and global organizations from civil society and the development and private sectors who work together to connect data and evidence with advocacy and action on gender equality, in line with the Sustainable Development Goals (SDGs). We believe that data can expose inequality and injustice, motivate change, and drive accountability.

The partnership is a joint effort of organizations from civil society and the development and private sectors, including: Asia-Pacific Resource and Research Centre for Women (Arrow), Bill & Melinda Gates Foundation, CLADEM, Data 2X, African Women's Development and Communication Network (FEMNET), International Women's Health Coalition, KPMG International, ONE Campaign, Plan International and Women Deliver.

Learn more about Equal Measures 2030 on our [website](#) and [Data Hub](#).

Plan International is the institutional host of Equal Measures 2030. Plan International is an independent development and humanitarian organisation that advances children's rights and equality for girls.

We believe in the power and potential of every child. But this is often suppressed by poverty, violence, exclusion and discrimination. And it's girls who are most affected.

Working together with children, young people, our supporters and partners, we strive for a just world, tackling the root causes of the challenges facing girls and all vulnerable children.

We support children's rights from birth until they reach adulthood. And we enable children to prepare for – and respond to – crises and adversity. We drive changes in practice and policy at local, national and global levels using our reach, experience and knowledge.

We have been building powerful partnerships for children for over 80 years, and are now active in more than 70 countries.

## 1.7 Queries and questions during the RFP period

Proposers are to direct any queries and questions regarding the RFP content or process to the Plan contact by 22<sup>nd</sup> December 2020. No other Plan personnel are to be contacted in relation to this RFP unless directed to do so by the Plan contact. Plan reserves the right to disqualify and reject Proposals that do not comply with this requirement. All questions should be submitted in writing to the nominated email address.

We may choose to convey responses to submitted questions and queries to all Proposers so that each is equally informed.

## 1.8 Amendments to RFP documents

We may amend the RFP documents by issuing notices to that effect to all Proposers and may extend the RFP closing date and time if deemed appropriate.

## 1.9 Proposal lodgement methods and requirements

Proposers must submit one copy of their Proposal to us in any of the following methods:

- a) By email to: [procurement@plan-international.org](mailto:procurement@plan-international.org). The subject heading of the email shall be **FY21-139 EM2030 Web Design and Development – [Proposer Name]**. Electronic copies are to be submitted by PDF and native (e.g. MS Word) format and proposers may submit multiple emails (suitably annotated – e.g. Email 1 of 3), or zipped, if attached files are deemed too large to suit a single email transmission.

Proposals must be prepared in English and in the format requested in Part 3 of this RFP.

## 1.10 Late Proposals

Proposers are responsible for submitting their Proposals prior to the RFP closing date and time in accordance with the acceptable lodgement requirements described in Clause **Error! Reference source not found.**. There will be no allowance made by us for any delays in transmission of the Proposal from Proposer to Plan. Any Proposal received by Plan later than the stipulated RFP closing date and time may be removed from further consideration by Plan.

## 1.11 Acceptance of Proposals

Proposal may be for all or part of the Requirement and may be accepted by us either wholly or in part. A Proposal will not be accepted by us unless and until Plan has signed a Contract or sent a 'Notice of Award' in writing to the successful Proposer.

Plan is under no obligation to accept the lowest priced Proposal or any Proposal and reserves the right to reject any Proposal which is incomplete, conditional or not complying with the RFP documents.

### 1. 12 Alternative Proposals

Proposers may submit alternative Proposals if they feel it may offer Plan additional benefits whilst still complying with the Requirement. We reserve the right to accept or reject any proposed alternative either wholly or in part.

### 1. 13 Validity of Proposals

Proposals submitted in response to this RFP are to remain valid for a period of 60 days from the RFP closing date.

### 1. 14 Evaluation of Proposals

The minimum selection criteria to be used in the evaluation of Proposals include, but are not limited to, the following:

	Criteria	Tenderers must demonstrate.....	Weight
<b>Compliance</b>	<b>Tender Compliance and Completion</b>	Completion of supplier questionnaire, financial accounts and viability, compliance with Modern Slavery Act and specified regulations.	<b>Pass/Fail</b>
<b>Technical Proposal (70%)</b>	<b>Web development, UX Design, and Data visualization</b>	<ul style="list-style-type: none"> <li>Strong experience in web development, UX Design (portfolio and examples provided)</li> <li>Strong experience in making data interactive, compelling, useful and accessible (experience with hosting/incorporating data visualisations built in Tableau will be an asset)</li> </ul>	<b>70%</b>
<b>Financial Proposal (30%)</b>	<b>Pricing Schedule</b>	<ul style="list-style-type: none"> <li>All-inclusive contract cost and cost breakdown provided.</li> </ul>	<b>30%</b>

These criteria are not in any particular order nor do they necessarily carry equal weight.

Plan may request additional information from Proposers to assist further evaluation of Proposals.

### 1. 15 Withdrawals

Proposals may be withdrawn at any time prior to the RFP closing date and time by written notice to Plan.

### 1. 16 Proposers to inform themselves

We have taken all reasonable care to ensure that the RFP is accurate, however, we give no representation or warranty as to the accuracy or sufficiency of the contained information and that all Proposers will receive the same information. Proposers are required to inform themselves fully of all conditions, risks and other circumstances relating to the proposed contract prior to submitting a



Proposal. Proposed prices shall be deemed to cover the cost of complying with all the conditions of the RFP and of all things necessary for the due and proper performance and completion of the Requirement.

### **1. 17 Costs of preparing Proposals**

All costs relating to the preparation and submission of a Proposal are the sole responsibility of the Proposer. Plan shall not pay any Proposer, wholly or in part, for its Proposal.

### **1. 18 Confidentiality**

Except as required for the preparation of a Proposal, Proposers must not, without Plan's prior written consent, disclose to any third party any of the contents of the RFP documents. Proposers must ensure that their employees, consultants and agents also are bound and comply with this condition of confidentiality.

### **1. 19 Inconsistencies and omissions**

Proposers must promptly advise Plan in writing of any inconsistencies and omissions they discover in the RFP.

### **1. 20 References**

As part of this RFP, Proposers will need to supply contact details of three References. Plan will contact the references in order to be assured on competency of Proposer. Please provide contact information to include; type of contract, period of performance, company name, contact name, telephone number and email.

### **1. 21 Proposal acknowledgement**

By participating in this RFP Proposers are indicating their acceptance to be bound by conditions set out in this Part. Proposers' are to acknowledge this acceptance, and furnish details of their representative that will be the sole point of contact for all matters relating to the RFP, in writing, to Plan prior to the proposal acknowledgement due date set out in Clause **Error! Reference source not found.**

Any Proposer choosing to not submit a Proposal is required to acknowledge this intent, in writing, to the Company and return all RFP documentation to the Company prior to the proposal acknowledgement due date.

### **1. 22 Return of RFP documents**

Proposers must return to Plan all issued hard copies of the RFP documents within seven (7) days of being notified that their Proposal was unsuccessful. Unsuccessful Proposers are to also permanently delete any electronic copies of RFP documents (either issued by Plan or created by the Proposer).

## PART 2 – THE REQUIREMENT

### 1. Background

Equal Measures 2030 is an independent civil society and private sector-led partnership which connects data and evidence with advocacy and action, helping to fuel progress towards gender equality.

In 2018, EM2030 launched the [Gender Advocates Data Hub](#) an interactive online platform that brings together our global, regional and national data and influencing products, including EM2030's [SDG Gender Index](#). The online platform contains data visualizations, stories behind the data, advocate survey findings, partner and industry resources. In May/June 2019, EM2030 re-launched the Gender Advocates Data Hub with the full SDG Gender Index, containing data for 129 countries, and with new content pages and data visualizations. In addition to the Gender Advocates Data Hub, EM2030 also runs its [stand-alone corporate website](#).

In 2020, EM 2030 will merge the website and the Advocates Data hub to:

- Bridge the gap between data and storytelling
- Use data-storytelling in a user-friendly manner
- Invest in creative ways to use and communicate our data to different audiences (gender equality advocates worldwide, donors, the media)

### 2. Scope

Equal Measures 2030 (EM2030) seeks the services of an experienced web development supplier that can design (in response to different user needs), project manage, develop and provide ongoing technical support for a unified and dynamic web presence for EM2030, building on existing content currently found on EM2030's website ([www.equalmeasures2030.org](http://www.equalmeasures2030.org)) and the Gender Advocates Data Hub ([www.data.em2030.org](http://www.data.em2030.org)).

- Following EM2030 branding guidelines, ensure a consistent visual language on the website by introducing fixed styles in templates ensuring consistency in colours, fonts, formatting, icons, images and layout techniques.
- The look and feel should be adapted to homepage, sections, subsections of the website. Standard page elements including header, footer, tabs, persistent navigation, contact us, email should be included in the new templates.
- The new templates should guarantee that most recent content on the site is captured in automatically in the homepage in a creative, user-friendly and organized way following specific categories, tags or other custom taxonomies.
- Develop the corresponding user interface components i.e., homepage, subsections, an article template, images, resource webpage template, header, footer and a contact us page.
- Develop user-friendly web design and functionalities:
  - Responsive design
  - Social sharing features
  - Creative visual storytelling features
  - User-friendly and on-brand ways to display/embed illustrations, photos (photo stories), videos and audio content (podcast series)
  - Search function by news, type of publication/guidance, type of resource, events, country story and issue.
  - Interactive maps and data visualisations.

- Interactive quiz and polling tools
- Signup for latest news, newsletter.
- Include a multilingual feature on the microsite that will allow users to switch from English to French to Spanish and vice versa.
- Develop a user manual and deliver a webinar for EM2030 to perform content upload, system maintenance and administration.
- Provide administrative and technical support, quality control for a period of 6 months.
- Source code handover: Full source code including all developed libraries shall be handed over to EM2030.

### 3. Expected deliverables

*Under the supervision of the Head of Communications, the supplier will be expected to deliver the following:*

1. Develop work plan containing deliverables and timelines
2. Devise plan for and deliver user consultations
3. Manage workplan, and client liaison
4. Merge EM2030's website ([www.equalmeasures2030.org](http://www.equalmeasures2030.org)) and the Gender Advocates Data Hub ([www.data.em2030.org](http://www.data.em2030.org)), front-end, back-end development and UX Design
5. Support client to manage hosting platform, mainstream third-party sites (server, domain registry, hosting site) and create a dedicated server
6. Train EM2030 staff on site maintenance and updates
7. Deliver any bespoke interactive data visualisations as needed (in English, Spanish and French)
8. Arrange for Tableau developed data visualisations to be correctly embedded
9. Adjust Design (page enhancements) based on feedback and identified bugs and glitches
10. Ongoing testing on the EM2030 development server as part of the development process (estimated to take 3 to 5 months)
11. Ensure site is responsive (mobile, tablets...) and suitable across browsers and compatible for low bandwidth
12. Maintain technical documentation of all amendments and changes made

### 4. Supplier requirements

- Experience working with INGOs and Feminist organizations outside of Europe and North America
- Strong experience in web development, UX Design (portfolio and examples provided)
- Strong experience in data visualization design (and experience using Tableau technology)
- Knowledge of industry-standard design tools such as Adobe Photoshop, Illustrator and Dreamweaver
- Knowledge and familiarity of website designer, developer and coding software such as CSS/CSS3, HTML, jQuery, PHP and Java Script
- Strong inter-personal skills, with the ability to coordinate with teams and consultants across various time zones
- Excellent organisational skills, including project management skills and ability to meet deadlines and attention to detail
- Solutions-oriented, with the proven ability to propose creative solutions and proactively identify potential glitches or inefficiencies in work
- Ability to work independently while maintaining strong client communication

- Ability to communicate complex technical/web-based updates in an accessible manner

Key professional staff qualifications and competencies needed for the assignment:

Lead developer: The lead developer is responsible for the overall development process and assures that all code contributed is in line with coding standards. The lead developer has extensive experience (at least four years) in programming and CMS development, including versioning of which at least two years are specific to Word Press CMS.

The lead developer is an expert in the below scripting and coding languages and standards: PHP, AJAX, Java Script, HTML (including version 5), CSS (including version 3). The lead developer is an expert in the use and configuration of the below applications: Word Press CMS, MySQL Database, Apache web server, Experience with other related applications is an advantage.

The lead developer is an expert in the use and configuration of the below products and techniques: Search engine optimization, Google Webmaster tools, Google developer tools, Mobile device adaptation.

Junior developer: The junior developer supports the lead developer with the overall development process. The junior developer has at least two years of work experience in programming and CMS development, of which at least one year is specific to Word Press CMS.

Graphic designer: The vendor will have a team of graphic designers with prior experience on designing websites with a solid portfolio of at least 5 years of experience.

Graphical integrator: The graphical integrator supports the development team with the integration of graphic design and CSS elements. The graphical integrator has at least four years of experience with the CMS integration of responsive CSS and graphic design of which at least one year is specific to Word Press CMS. The graphical integrator is an expert in the below scripting and coding languages and standards: HTML (including version 5), CSS (including version 3), PHP, Java Script (including JQuery).

Junior migration expert: The junior migration expert supports the development team with the execution of manual and/or automated content migration. The junior migration expert works to assure the correct redirection of webpages after migration. The junior migration expert has at least two years of work experience in CMS publishing and configuration of which at least six months are specific to Word Press CMS. The junior migration expert has an eye for detail and a basic understanding of content development. The junior migration expert has the capacity to write and read fluently in English. The junior migration expert has experience with the below applications, scripting and coding languages and standards are also an advantage: PHP, Java Script (including JQuery), HTML, CSS, MySQL Database.

## **PART 3 – INFORMATION TO BE PROVIDED BY PROPOSERS**

This Part details all the information proposers are required to provide to the Company. Submitted information will be used in the evaluation of Proposals

### **3.1 Pricing information**

This clause sets out the information necessary for Proposers to furnish rates and prices as consideration for delivering the Requirement against any resultant Contract.

## Prices include all costs

Submitted rates and prices are deemed to include all costs, insurances, taxes, fees, expenses, liabilities, obligations risk and other things necessary for the performance of the requirement. Any charge not stated in the Proposal as being additional, will not be allowed as a charge against any transaction under any resultant contract.

## Applicable Goods and Services Taxes

Proposal rates and prices shall be exclusive of United Kingdom Value Added Tax.

## Currency of proposed rates and prices

Unless otherwise indicated, all rates and prices submitted by Proposers shall be in GBP £ sterling.

## Rates and Prices

Please provide pricing by completing the excel appendix 'EM2030 Pricing Schedule FY21-139' and returning it along with your bid submission. Please do not convert this document to any other format (e.g. PDF).

### 3.2 Non-price commercial information

The location of the work is flexible, as long as the supplier is able to manage several time zones to work remotely with various members of the Equal Measures 2030 Secretariat team who are based in the UK, Kenya and Washington, DC and EM2030 partners who are based around the world.

To apply, please submit:

- a. A cover letter, not exceeding one page, highlighting your experience relevant to the terms of reference and explaining your web design and development process
- b. Curriculum vitae / Resume / Website
- c. 3x relevant work samples of websites designed and developed
- d. If possible, 2x relevant work samples of data visualizations created (please state technology/coding or software used). *Demonstrable experience using Tableau technology to build data visualizations may be an asset.*
- e. Proposed workplan and timelines
- f. List of personnel on the project team, their bios, experience levels and roles for project, and the project point of contact
- g. Detailed cost proposal - with itemized breakdown of costs and deliverables to include:
  - i. Project Management, Web design, Web development, Web Maintenance, Development and/or updating and embedding of data visualizations, etc. (please distinguish data viz rates between using bespoke code (PHP/Javascript) versus utilizing data technology software, like Tableau technology).
  - ii. Please include hourly / daily rates for general website enhancements and updates that will be needed on an ad-hoc and ongoing basis