

Request for Proposals and Terms of Reference NALAS Website

The Network of Associations of Local Authorities of South East Europe (in the rest of the document referred to as “NALAS”), within the project “Regional Capacity Development Network for Water and Sanitation Services (RCDN)”, supported by SECO and BMZ/GIZ requests proposals from interested companies for the provision of professional services to develop its new website.

NALAS is a Network of Associations of Local Authorities of South East Europe. The Network brings together 13 Associations and they represent roughly 9000 local authorities, directly elected by more than 80 million citizens of this region. The NALAS Secretariat, based in Skopje, is responsible for the overall coordination and the implementation of the activities.

By gathering local government associations, municipal elected officials and experts on various topics, NALAS has a unique opportunity to generate knowledge of great value for the authorities in South-East Europe. It is also a major objective for NALAS to stimulate the exchange of information and experiences among its members.

One of the most important elements of NALAS Knowledge system is NALAS website, www.nalas.eu. It is an online platform that provides up-to-date and user-friendly knowledge and information about the most recent developments in local government issues, as well as information about NALAS activities.

The main goal of the new NALAS website, that is subject to this Terms of Reference (ToR), is to continue to provide that information, but with new, modern website solution that will focus on the NALAS Knowledge Products and project activities and at the same time improve the website usability and motivate its members to interact with NALAS and the other members through the website.

For more details, visit NALAS web: www.nalas.eu

With the new website, NALAS aims to improve:

- The website design, to make it more appealing and usable to the website visitors on different platforms.
- Implementation of the current Internet trends in the website design and website features.
- The website organization.
- The website usability and user interaction.
- Incorporate new, modern features that will contribute to the NALAS Knowledge System.
- Integration with social media networks, and
- Website's content management usability and functionalities.

I. Scope of work

The scope of work/ services includes:

1. **Web design and development:** - Develop a layout and structure for the dynamic website capturing the latest trends for website presentations which is compatible and easily accessible to most common devices' browsers (Laptops, mobiles and other handheld devices).
2. **Integration with a Content Management System (CMS)** - based on the best user-friendly tools.
3. **Migration of the content of the existing website to the new one:** Following an internal appraisal process, install the website on the hosting location, and transfer all archived content from the current website into the new website (images, text, embedded video, PDFs, HTML, photo albums, etc.)
4. **Develop a user-guide for the website** and the CMS, complete with the most common troubleshooting guidelines
5. **Train NALAS staff** on how to manage content on the new website.
6. **Maintenance and technical support** of the website.

The services required and activities of the **web design and development** will include:

Web design and development

- Secure the existing site during the transition to the new platform; preservation of all current website content and functionality.
- Incrementally migrate the website to a standard CMS (e.g. WordPress, Drupal or Joomla) and implement new features that add value.
- Optimize the site for low bandwidth users.
- Implement a basic "blog" function with integrated Twitter, LinkedIn and Facebook posting (NALAS currently has active LinkedIn and Twitter profiles; website should facilitate streaming of information between these different platforms).
- Browser compatibility. The site must be compatible with the current versions of the following browsers (Firefox, Internet Explorer, Safari, and Chrome).
- Responsive Design: The website will feature a responsive web design taking into account several different devices (desktop, mobile).

- Multilingual: the base language for content will be English, but include machine generated translation.
- Content upload: The content can be saved and uploaded to the website by editors (NALAS staff).
- Content management: basic content management system functionality will be provided, such as user management, static pages and blog posts (or news pages), upload of images and other documents (PDF).
- Add a comprehensive search functionality to the web site.
- Add server logs to track visits, most popular pages and downloads and generate regular reports.

Web site hosting

- Hosting of the website will be organized by NALAS.
- Security certificate for the website should be ensured.

Web site maintenance

- The contracted company will maintain full backup of the website, in a duration of 12 months after the new website is released. The contracted company will verify regularly that the site is up and running, and will revert to the back up whenever necessary.
- The backup, code and source files will be available to the client.
- The contracted company shall commit to provide website maintenance, incidental support and guidance to NALAS staff, in a duration of 12 months after the new website is released.
- The contracted company will have an automated testing system that checks for broken hyperlinks on the site.
- The contracted company will give guidance on using the admin interface of the CMS, in a duration of 12 months after the new website is released.
- Monitor the server logs to track visits, most popular pages and downloads and generate regular reports.

Search Engine Optimization and site analysis

- Keyword research & analysis
- Site analysis
- Competitive analysis
- Site content optimization
- HTML code optimization
- Search Engine submission (free search engines)
- Link exchange
- Web ranking report

Specific responsibilities during the transition phase:

During the transition phase the contracted company will ensure smooth migration, setting-up and running of the web site, in consultation with NALAS staff.

II. Proposed site structure

The below listed sections are just indicative and we expect the contracted company to advise based on what will work towards achievement of our goals with this website. This is hence not final, subject to proposal and discussion.

Who we are

- **About us** (Mission, objectives, Key documents)
- **Members**
- **NALAS Structure** (President, Vice Presidents, General Assembly, Committee of Liaison Officers, Task Forces)
- **NALAS Secretariat** (Key Programme/Policy/Admin staff bios)
- **Our partners** (Partner Profiles; SDC, CEMR etc)

What we do

- **Strategic objectives**
- **NALAS Services**
- **Current Projects** (Brief description, Link to SO, partners)
- **NALAS e-Academy**
- **NALAS Observatory**

News & Stories

- Published articles (Tag and connect with strategic objectives- thematic)

Publications

- Reports, Policy Papers, Methodologies

Media Centre

- Gallery (Photos and video function)
- Press releases

Announcements/ Opportunities

Contact us

- NALAS Strasbourg
- NALAS Secretariat Skopje

Additional details:

- **Where we work- Interactive map**
- **Social media feed (link to this at top of front page)**
- **Digest sign-up form (link to this at top of front page)**
- **Home page should include gallery option / Live streaming**
- **Events/ Calendar**

III. Deliverables under the contract

The contracted company shall cooperate with NALAS in each stage of development of the website, as per the agreed implementation methodology and time and action plan.

In particular the contracted company shall provide to NALAS:

1. Detailed proposal on implementation methodology/plan for the development of the website and finalized time and action plan for the execution of the assignment.
2. Finalized methodology, time and action plan, as agreed with NALAS.
3. Proposal for design and structure of the website as per the request of NALAS.
4. Developed website, including the comments and suggestions from NALAS.
5. Migration of the content from the existing website to the new one.
6. Support to NALAS Staff managing the website.
7. Maintenance and technical support of the website up to 12 months.

IV. Duration of contract

The new website with the migrated content should be finalized, released and functional by **15th of April 2022.**

Training of NALAS staff should be done by end of **April 2022.**

Maintenance and technical support of the new website should be provided in a duration of **12 months** after the new website is released.

V. Proposal submission

The following format and sequence should be followed to ensure each proposal receives full and fair consideration.

- The proposal must be in English.
- The proposal must be submitted by the appropriate date and time.
- Detailed proposal on implementation methodology/plan for the development of the website and finalized time and action plan for the execution of the assignment.
- Mock up design of the website based on the structure outlined in the ToR, section II.

- A detailed portfolio containing company's qualifications and experiences with samples of previous work (e.g. web links to previous work). Include key project person's CVs and links to projects they worked on.
- A reasonable financial proposal based on the services and deliverables outlined in the ToR.
- Email addresses and phone numbers of two accessible referees familiar with the company's work.

VI. Closing Date and Application

Applicants should submit their proposals to Semra Amet, at amet@nalas.eu copying info@nalas.eu (Indicate 'Web Developer 2022' in the email subject line), by **COB, 9th of February 2022**.

VII. Enquires

For any questions and enquires regarding this call, please contact Semra Amet, at amet@nalas.eu.

VIII. Ownership of Proposals

All documents, including proposals submitted in response to this Request for Proposals become the property of NALAS. However, only the submissions by the successful company will be used. Once a contract has been awarded, the name of the successful company will be available to the public upon request.

IX. Evaluation Criteria and Scoring

The evaluation of proposals will be undertaken by NALAS Evaluation Committee. At the sole discretion of the Committee, a short list of the highest scored company will be developed. The shortlisted applicants may be invited to make a presentation to the Committee. After the presentation(s), the Committee will re-evaluate the short-listed proposals. The proposals will be evaluated and rated based on the criteria set out in this ToR document.

The Evaluation Committee will evaluate the proposals based on the following criteria:

- 20% Methodology, approach and creative solutions – a work plan including the proposed method to accomplish the tasks identified in the ToR. Provide a brief description of your approach to execute the contract, including: objectives, a detailed research approach including the tools planned to be used during the execution of the assignment and the rationale behind their use, proposed time and activity plan, based on the requirements provided in this ToR document, including explanation of any modification you would

make. Propose a modern mock design of the website, that ensures meeting NALAS specifics and needs.

- 20% Quality of the team - Appropriateness of the proposed company and team and fulfilling of the qualifications for the professional ability of the applicants in this ToR.
- 20% Previous Experience in undertaking similar work - indicate the number of projects of similar professional services and type or the number of projects of similar scale. Examples and samples of similar projects of a similar nature that have been prepared by the company. Provide references from previous clients including specific contacts and phone numbers.
- 30% Cost and Ability to Meet Deadlines - the Financial Offer with a total budget for execution of all the services and deliverables outlined in the ToR; prices should be stated in EUROS, VAT expressed separately, following the specified Terms of Payment in this ToR document.

X. Terms of Payment

The payment will be done in one instalment (100%) after completion of all services listed under section I.

XI. Modification of Terms

NALAS reserves the right to modify the terms of the ToR at any time at its sole discretion.

XII. Acceptance and Rejection of Proposals

NALAS may not necessarily accept the lowest priced proposal or any proposal. At its sole discretion, NALAS reserves the right to reject any or all proposals received and to accept any proposal which it considers advantageous, whether or not it is the lowest priced proposal. NALAS is not under any obligation to award a contract, and reserves the right to terminate the request for proposal process at any time, and to withdraw from discussions with all or any of the training service providers who have responded. NALAS reserves the right to accept the proposed offer in total or in part, to reject any or all offers, to waive any minor informalities, irregularities, or technicalities, and to accept the offer deemed most favourable.

NALAS is not obliged to provide information about the selection process.

XIII. Contract Negotiation

NALAS reserves the right to negotiate specific terms of the contract with the short-listed proponents prior to the final award of the contract. NALAS also reserves the right to negotiate specific terms of the contract with the contracted company as the contract progresses.