

ELRHA: Website Development and Maintenance Support Call for Proposals

5 June 2024

Elrha is pleased to issue this Call for Proposal (CfP) in connection with the competitive procurement for **Website Development and Maintenance Support**. Proposals for the delivery of the Services are expected no later than **23:59 UK time on Sunday 23 June 2024**.

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I: SERVICES DESCRIPTION

1. BACKGROUND

Elrha Overview

We are Elrha. A global organisation that finds solutions to complex humanitarian problems through research and innovation. We are an established actor in the humanitarian community, working in partnership with humanitarian organisations, researchers, innovators, and the private sector to tackle some of the most difficult challenges facing people all over the world.

Through our globally recognised programmes, we have supported more than 200 world-class research studies and innovation projects, championing new ideas and different approaches to evidence what works in humanitarian response.

Context to Website Development and Maintenance

We recently published our [long-term strategy](#), which defines our work until 2040 and sees us radically focus our vision and raise our ambition for the role of research and innovation in the humanitarian system. It sets out how we'll work with our community to realise its potential in humanitarian response, and how we'll capture the real change and improvements to the lives of people affected by crisis.

In 2024 we are embarking on building a new website, replacing our existing website, which was built on WordPress and launched in 2019. This redevelopment is not just about giving our digital presence a facelift, but about ensuring that Elrha's digital future reflects our new strategic direction and meets the ever-evolving needs and expectations of our diverse audiences.

Between November 2023 and April 2024, we conducted research into our key stakeholders/audiences to better understand the needs, expectations, and challenges of our current website. We also conducted technical reviews of our website to evaluate usability, accessibility, overall user experience and performance. This discovery phase informed the direction of this work to build a new website, rather than redevelop our existing one. The findings from this research will continue to inform our decision making throughout the project and shape the overall process to ensure our new website will align with our organisational strategy, resonate with our core values, and enable us to convey our mission, vision and impact more effectively.

For our new website we are open to explore continued use of open-source solutions (e.g. WordPress or others) or transitioning to a more closed system (e.g. Webflow or others). The new website must deliver almost everything the current website provides, along with several changes and updates that we consider high-medium priority and / or desirable.

We are seeking a Service Provider to deliver a new website for Elrha; onboarding and training for its staff; and hosting and maintenance support for up to 12 months post website launch (the 'Services').

2. OBJECTIVES, DELIVERABLES AND ACTIVITIES

2.1. Overall aim and objective(s)

The Service Provider will deliver a new Elrha website that:

- allows visitors to easily find content and achieve their goals
- allows staff to easily update and manage content in a consistent way that minimises errors
- is optimised for search engines to ensure visibility
- is fully responsive across all devices and screen sizes and is compliant with WCAG 2.0 AA and AAA
- is fully compliant with data protection regulations (e.g. GDPR)

The Service Provider will deliver onboarding and training to staff members contributing to the website and provide sustainable green hosting solutions and maintenance and support for up to 12 months post website deployment.

2.2. Deliverables and activities

The new website must deliver almost everything the current website provides, along with several changes and updates that we consider priorities (described in the table below).

While bidders are expected to propose their own approach for carrying out the Deliverables, the activities described under each Deliverable frame the scope of work and define critical aspects of the Services delivery.

Appendix 3 provides more insights into the current Elrha website experience outlining current technical stack and development, types of audiences our website is catering for, and our digital ecosystem.

| Deliverables | Scope of work / Activities |
|--|---|
| 1. Improved website structure, navigation, and look and feel | - Conduct research with a small group of stakeholders to understand goals, preferences, and requirements (note: this will |

| Deliverables | Scope of work / Activities |
|--|--|
| | <p>be a specific group whose views were not captured during our initial discovery phase)</p> <ul style="list-style-type: none"> - Define user journeys maps to enable each user to achieve their goals - Create wireframes and prototypes for website pages - Develop a robust internal linking strategy between different areas of the website and different types of content - Build comprehensive sitemap that defines a logical hierarchy and nomenclature for site content - Implement intelligent search functionality across the website - Update design of filters across the website to improve discoverability - Update and elevate the new website's look and feel to reflect our brand identity and values - Ensure compatibility across web browsers and devices - Integrated necessary third-party tools and platforms (e.g. newsletter sign-up forms) - Conduct thorough testing to identify and resolve any bugs or issues |
| 2. Optimised SEO | <ul style="list-style-type: none"> - Improve internal horizontal and vertical linking - Fix issues related to orphan pages - Fix page load speed issues on mobile - Fix broken links by updating internal links to the correct end URL - Canonical tags: set up correct pagination in key website areas by giving each page its own canonical URL (e.g. <u>'What we fund'</u> area) |
| 3. A new user-friendly CMS | <ul style="list-style-type: none"> - Build and/or update CMS page templates with specific and in-built validation to minimise compounding errors and inconsistent content creation - Build and/or update CMS page templates to automatically link related content to reduce admin / human errors - Introduce character limits in CMS page templates for title field to ensure page titles are optimized across the website |
| 4. Ensure successful content/data migration | <ul style="list-style-type: none"> - Develop a robust data migration plan (including SEO) - Migrate existing content to the new website |
| 5. Ensure website is fully responsive and it complies with WCAG 2.0 AA and AAA | <ul style="list-style-type: none"> - Optimise the initial loading of the page - Optimise how images are served - Reduce Javascript execution time - Ensure consistent use of headings to provide a coherent structure that is navigable and understandable - Improve colour contrast (e.g. call to action buttons) - Resize text in instances where there is small text usage - Ensure tab index is being used correctly across the website - Restructure headings to ensure heading levels are not skipped for all website pages. |

| Deliverables | Scope of work / Activities |
|---|--|
| 6. Training | <ul style="list-style-type: none"> - Deliver onboarding training (face-to-face and/or online) for the communications team who will be using the website - Deliver face-to-face and/or online training for all staff contributing to the website - Develop tutorial videos and/or guidance documents for all staff contributing to the website on how to use the platform |
| 7. Provide sustainable green hosting solution for 12 months post launch | <ul style="list-style-type: none"> - Eco-friendly dedicated server, 100% network uptime guarantee, monitored 24/7 for any vulnerabilities or issues - Weekly incremental and full back-ups allowing us to restore to a previous full back up if needed - Provide incident resolution guidance and full reports |
| 8. Provide maintenance and support for up to 12 months post launch | <ul style="list-style-type: none"> - Investigate security incidents and provide incident resolution and guidance and full reports identifying causes - Ongoing vulnerability assessments and security updates - Regular CMS plugin updates (if needed) - Regular CMS software update (if needed) - Technical support hours for repairing, fixing issues related to errors, bugs, broken links etc. - SSI certificate - Ongoing site speed assessment and optimization - Search Engine Indexing support |

2.3. Desirable deliverables and activities

The table below includes a series of Deliverables that we see as desirable and should be costed separately.

| Deliverables | Scope of work / Activities |
|--|---|
| 1. Improved website structure, navigation, and look and feel | <ul style="list-style-type: none"> - Implement a chat widget to help users find content across the website and contact information - Integrate an automated translation tool for users to switch language - Implement a member's platform that allows for logged in/out state, gated content, and forum. |
| 2. Ensure website is fully responsive and it complies with WCAG 2.0 AA and AAA | <ul style="list-style-type: none"> - Tool integration to allow users to navigate and customise content based on their needs(e.g. Equalweb, ReciteMe etc.) |
| 3. Security | <ul style="list-style-type: none"> - Security - Provide incident resolution guidance for website security breaches, including website cloning / IP theft; cyber / |

| Deliverables | Scope of work / Activities |
|--------------|---|
| | domain squatting protection and resolution services; typosquatting; web form / web site ingest abuse etc. |

3. WAYS OF WORKING

Elrha requires the successful Service Provider to adopt a collaborative approach to working with Elrha and remain accessible to Elrha throughout delivery.

Elrha is seeking a Service Provider that is aligned with Elrha and our values, accessible and effectively resourced throughout the project phases, providing the additional skills and capabilities Elrha needs to deliver effectively.

The successful provider shall transfer all documentation and findings to Elrha in a professional and timely manner.

Elrha will provide necessary background information, access to relevant data, and any other resources deemed necessary for the successful completion of the project. The provider is encouraged to communicate any additional resource needs they may have.

Communications

The selected Service Provider will report to a steering group comprised of Catalin Parascan, Digital and Creative Communications Manager (DCCM) and Liz Rawlins, Head of Communications. We expect to schedule virtual check-ins with the provider, likely weekly or bi-weekly, to support the delivery of the project.

Decision-making

Routine decisions related to the project execution will be made by the Service Provider with agreement from the steering group. However, any major decisions, particularly those that could significantly impact project scope, timeline, or budget, must be discussed with and authorised by the Director’s Group.

4. TIMEFRAME

The work will start no later than July 2024, and it will conclude no later than end of November 2024. Only Service Providers with availability to meet this timeframe should consider participating in this tender.

A more detailed timeline, including interim deadlines and activities, will be jointly agreed upon during the initial kick-off and planning meeting(s).

II: REQUIREMENTS AND EVALUATION

5. REQUIREMENTS

Proposals will be evaluated against the Requirements described below. They must provide direct, clear and concise evidence of the bidder’s understanding of and ability to deliver the Services and to meet the Requirements.

5.1. Registration and nationality

The service provider(s), including the implementing partners in a consortium, must be legally registered with a relevant institution. This registration can be in any country in the world.

There are no restrictions to the legal status of the service provider(s), and any type of organisation (e.g. private sector, non-for profit, academic institutions etc.) are welcome to submit their interest.

5.2. Technical requirements

• Approach to delivering the services

The Proposal should clearly and systematically detail how the Service Provider will approach the activities in Sections 2.2 and 2.3 to achieve a successful completion of the deliverables.

• Key personnel - experience, qualifications and skills

Key personnel involved in the Services must meet the following requirements in terms of experience, qualifications and skills:

- Extensive experience (at least 5 years) with a track record of designing visually appealing and navigation friendly websites
- Strong experience with implementing and customising CMS platforms such as WordPress, Drupal, Webflow etc.
- Deep knowledge of current web development technologies and design tools, and new software and other web programming languages and programs including use of HTML5, XHTML, CSS, XML, XSLT, Java Script; PHP, etc.
- Knowledge of CMS security best practices and optimisations techniques
- Ability to implement technical SEO improvements such as meta tags, URL structure, and site speed optimisation
- Experience in developing fully responsive websites across different devices and screen sizes
- Strong knowledge of data protection regulations (e.g. GDPR, CCPA), including data encryption and user consent management
- Experience with securing websites against common threats such as XSS, SQL injection, and CSRF.
- Ability to integrate third-party services and tools such as CRM systems (e.g. CiviCRM) and email marketing tools (e.g. CiviMail, Mailchimp).
- Experience with optimising website performance, including load time reduction, image optimisation
- A strong understanding of web accessibility standards and guidelines such as WCAG 2.0
- Strong project management skills to ensure timely delivery of project milestones and deliverables
- Experience with using collaborative tools (e.g. Slack, Figma etc)
- Ability to provide comprehensive documentation for all aspects of the website, including design specification and user guides
- Knowledge of on-page and off-page SEO best practices (desirable)
- Knowledge and/or experience of the not-for-profit sector (desirable)
- Knowledge of the humanitarian sector or international development (desirable)
- Experience of developing projects that reach similar audiences interested in research, innovation, science, and/or technology (desirable)

5.3. Project management requirements

- **Delivery modality: single provider / consortium**

The Proposal must demonstrate the chosen delivery modality is fit-for-purpose for the effective and efficient fulfilment of the Services and Deliverables completion.

Submissions from either a single individual / organisation or a consortium of organisations under the lead of a main service provider will be accepted.

The Services cannot be delivered through Sub-contractors.

If the Services are delivered through a consortium of individuals or organisations, these must be identified in the Technical Proposal, which must demonstrate:

- their specific added value to the delivery of the Services
- their clearly identified roles and responsibilities against each of the Deliverables, and how these are fit-for-purpose for the delivery of the Services
- how the Lead Consultant will monitor and manage their performance

The Proposal must also clearly describe the type(s) of relationship between the Lead Consultant and the Implementing Partners.

Information regarding the organisations member of the Consortium shall be provided as per the form in Annex 5.

Please see section 12 below for the definitions of Consortium and Sub-contractor under this contract.

- **Delivery structure**

The Proposal must demonstrate how the Services will be delivered in an effective manner, within the agreed period. The team structure must show roles and responsibilities are clearly identified and allocated against each of the Deliverables, and they are fit-for-purpose for the delivery of the Services.

If the Services are delivered through a Consortium, the Proposal must clearly describe how the delivery structure effectively integrates the different organisations involved in completing the Deliverables.

- **Work plan**

The proposal must identify key activities and delivery paths in completing each Deliverable, and the time required. It must also clearly determine critical dependencies between activities.

- **Risk management**

Relevant assumptions and risks in delivering the Services and finalising the Deliverables must be identified, together with the risk management strategies to be put in place in order to minimise their impact in the Services.

- **Organisational capacity**

Applicants must have the organisational and managerial capacity to deliver the Services in an effective and timely manner. Areas to be assessed include (this is not an exhaustive list):

- Legal registration with a relevant regulatory body

- Financial capacity and stability
- Insurance arrangements
- Experience managing contracts of a similar size and value

5.4. Costing requirements

- **Cost structure**

Please state your approach, daily rate and total expected cost based on your expected time to deliver the Services and Deliverables stated in sections 2.2 and 2.3.

The cost structure for delivering the Services must demonstrate the Bidder's knowledge of the resources (people's time, goods, outsourced services etc.) needed to complete the Deliverables. It must also show a balanced, cost-efficient and appropriate use of those resources across the Deliverables.

The ratio between contract-specific cost versus overheads is expected to be according to the Service Provider's industry standards, although, as a charity, Elrha strive to make the most efficient use of its financial resources.

- **Costing parameters**

All prices and rates must be set in GBP only, as the contract will be signed in this currency.

The rates quoted shall be the fully inclusive value of the Services, including all costs and expenses that may be required to complete the Deliverables, together with all general risks, liabilities and obligations, set out or implied, necessary to comply with the terms and conditions of the contract.

UK-registered bidders shall not include VAT costs in the quoted prices and rates.

Non-UK registered bidders shall include in their quoted prices and rates all taxes they are subject to under their country of registration.

Please note that payment is in arrears and linked to satisfactory completion of specific tasks by the deadlines agreed between the Service Provider and Elrha, and specified in the Service contract.

The total value of the contract is expected to be within a £35,000 - £55,000 range. As part of the Bid evaluation, and without prejudice of all other elements described in this Part II, particular consideration will be given to the cost structure and unit costs, as well as quality of Services and value added to the offered Technical Proposal.

- **Pro bono and other non-financial contributions**

Elrha is committed to maximise its financial resources, so that more funding can be spent on our work that benefits people affected by crises.

Providing any element of the service on a pro bono basis, offering a cost reduction and/or service enhancement, or any other charitable support to Elrha the organisation, will be assessed favourably. However, this is not a requirement and therefore it will not be marked as part of the proposal evaluation. It might though be taken into consideration when making the contract award decision.

If the Bidder is offering such charitable support, this must be clearly set out the Proposal.

6. EVALUATION CRITERIA

Elrha is committed to ensuring its financial resources are used as effectively and efficiently as possible, so that it can focus them on achieving maximum impact for the humanitarian actors and the communities affected by crisis they serve. Proposals will therefore be evaluated against the Requirements described above and under the criteria set out below.

Bidders must provide information that demonstrates and supports their understanding of, and ability to meet, the Services and Requirements contained within this document.

6.1. Evaluation grid

Proposals will be scored by a cross functional evaluation panel. All members of the panel will evaluate the information provided according to the following grid:

| Criteria | Weighting |
|---|------------------------------|
| Technical capabilities | 50% overall weighting |
| Previous performance | 10% sub-weighting |
| Approach to delivering the services | 20% sub-weighting |
| Key personnel - experience, qualifications and skills | 20% sub-weighting |
| Project management capabilities | 40% overall weighting |
| Delivery modality | 5% sub-weighting |
| Delivery structure | 5% sub-weighting |
| Work plan | 15% sub-weighting |
| Risk management | 5% sub-weighting |
| Organisational capacity | 10% sub-weighting |
| Costing analysis | 10% overall weighting |
| Cost structure | 5% sub-weighting |
| Costing parameters (incl. total cost) | 5% sub-weighting |
| Pro bono and other non-financial contributions | Yes / No |

6.2. Proposal Evaluation

- **Technical and Project Management Capabilities**

In evaluating the Technical and Project Management element of the Proposals, each criterion defined above will be evaluated against the relevant Requirement. They will be marked based on the level for which the requirement is met, as demonstrated in the Proposal and in accordance with the following table:

| Score | Guidelines |
|----------|--|
| 0 Points | Wholly unsatisfactory – fails to meet the requirement or not answered. |

| | |
|----------|--|
| 1 Point | Poor – only partially meets specified requirements. |
| 2 Points | Satisfactory – meets specified requirements in full. |
| 3 Points | Good – exceeds the specified requirements and provides significant added value to Elrha. |

- **Costing proposal**

The cost evaluation will take into account both the proposed cost structure to deliver the Service for the duration of the contract and across the Deliverable, as well as unit costs and total costs.

The costing proposal will be scored from 0 to 3 points based on the Bidder demonstrating they have understood the resources needed for the completion of each Deliverable, as well as good value for money. The table below provides examples of elements to be considered during this evaluation, but the list is not exhaustive and other considerations might be taken into account:

| Score | Guidance |
|----------|---|
| 0 Points | Wholly unsatisfactory – not all Deliverables have been costed; template has not been followed or fully completed; overhead ratio is significantly higher than the one in the next highest bid; highest unit costs; highest total value. |
| 1 Point | Poor – only partially meets expectations in their understanding of the resources needed for the completion of the Services; overhead ratio higher than average*, by more than 5%; higher than average unit costs; higher than average total value. |
| 2 Points | Satisfactory – meets expectations in their understanding of the resources needed for the completion of the Services; overhead ratio within 5% range average*; average unit cost; average total value. |
| 3 Points | Good – exceeds expectations in their understanding of the resources needed for the completion of the Services (e.g. provides additional relevant costing analysis); overhead ratio average, by more than 5%; lower than average unit cost; lower than average total value |

* 'Average' in this table refers to the average across the relevant cost presented by the other bids.

Elrha Not Bound

Elrha will award the contract on the basis of obtaining the best value for money, having regard to the evaluation criteria set above, for all technical, project management and costing elements.

Elrha does not bind itself to accept the lowest priced offered among the bidders.

6.3. Presentation to Stakeholders

All Proposals that have been received by the receipt deadline will be evaluated using the criteria and methodology described in this CfP document.

Following the evaluation of all Proposals received before the deadline, the 3 highest scored Proposals will be invited for interview and presentation.

Shortlisted bidders will be asked to present an overview of how their Proposal meets the Requirements and ensure an effective delivery of the Services set in this document. They might also be asked questions to clarify any aspect of the Proposal.

Shortlisted bidders are expected to be represented by at least one senior member of staff involved in the preparation of the Proposal, and one senior member of staff who would be responsible for the execution of the Services.

Format and agenda for the Presentation to Stakeholders will be sent out to all shortlisted bidders in advance.

III: SUBMISSION INSTRUCTIONS

The deadline for submitting proposals in response to this Call for Proposals is **23:59 UK time on Sunday 23 June 2024**.

Submissions missing any of the documents listed below or received after the deadline might not be considered.

Please submit the Technical and Cost Structure Proposals, the completed Annexes (1,2,3,4 and 5), and any supporting documents (as relevant) (the 'Proposal'), to **Catalin Parascan, Digital and Creative Communications Manager**, as per the following instructions:

- email address: comms@elrha.org, with contracts@elrha.org in copy
- subject line: Call for Proposals – Elrha: Website Development and Maintenance – [your organisations name]
- signed with the name and title of the person making the submission

Submissions emailed to any other Elrha email address will not be considered.

Submissions not following the 'subject line' instructions might not be considered.

7. DOCUMENTS SUBMISSION

7.1. General Instructions

All documents shall be written in English.

The complete Bid must be submitted in electronic format. Electronic files must be set out and named in such a way that Elrha evaluators can easily find any information.

Documents must be properly formatted to allow easy reading and understanding of its content. Documents that have not been adequately formatted might not be considered.

In order to evaluate the Bid, all required documents must be included with the submission. If any of the required documents are not submitted with the Bid, Elrha reserves to itself the right to reject it.

Please follow the instructions below for the completion of the following documents that are to be part of each Proposal:

- Technical Proposal
- Cost Structure Proposal
- Certificates and assurances
- Bidder information questionnaire, including requested documents

- Information on Consortium members (if relevant)
- Examples of relevant work and materials produced

7.2. Technical Proposal

The information requested below must be submitted following a format of your choice (e.g. PDF, PowerPoint etc), within a page limit of 10 pages maximum.

Introduction (2 pages maximum)

Provide background on your organisation and/or partnership and your credentials for delivering the Services.

- The section should clearly specify available skills and capacities. This can include brief background on personnel and 2-3 brief examples of prior work where this is *explicitly relevant* to the Services.
- It is permissible to include hyperlinks to case studies of prior work.

Technical approach (5 pages maximum)

Set out the technical approach for successfully delivering the Services, covering the following items:

- methodology or approach to be adopted to complete each Deliverable
- approach to be applied to measure or demonstrate the quality of the Deliverables
- key steps for completing the Deliverables and estimated time required
- key personnel and resources involved in finalising the Deliverables

Project management (3 pages maximum)

Describe how the Services delivery and completion of Deliverables will be managed, including obligations set under the contract, and escalation process for issues. The following items must be covered, in addition to any other relevant information:

- proposed structure of the team set to deliver the Services and Deliverables, detailing the roles and responsibilities of personnel and an organisational chart
- roles and responsibilities, and ways of working with Implementing Partners (if relevant)
- approach to working with Elrha, clarifying key reflection points where Elrha will be invited to provide technical input, quality assurance and/or decision making
- proposed work plan for delivery of the Services, separated into key milestones and establishing key dependencies
- description of identified risks and how they will be managed, and clarify any assumptions made about an output or activity to be delivered.

7.3. Cost Structure Proposal

Bidders must follow the Cost Structure format set in Schedule 1, submitted as an Excel file (i.e. **it should not be converted to PDF**). Please make sure that worksheets are properly formatted to ensure clear reading when printing.

Inserting additional rows and/or columns to this format is only permitted when and how indicated, in which case, bidders should ensure any calculations are amended accordingly.

Additional information and/or pricing breakdowns may be added through inserted worksheets in the same document.

Bidders who submit a Cost Structure Proposal with minor arithmetical errors leading to a revised Total Cost of +/- 15%, once the errors are corrected, will be given the opportunity to accept the revised total Cost or withdraw the Proposal.

A Proposal containing major arithmetical errors, or a large number of arithmetical errors may be rejected on the ground that there is serious doubt about the competence of the bidder.

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- **Costing parameters**

- All quoted costs should be in GBP.

- UK-registered bidders shall not include VAT costs in the quoted prices and rates.

- Non-UK registered bidders shall include in their quoted prices and rates all taxes they are subject to in their country of registration.

- Costs for Implementing Partners and/or Sub-contractors and/or Vendors should be clearly defined (please see section 12 for definitions).

- Clarifications and/or assumptions related to the proposed costs must be set out in the Cost Structure Proposal.

- Fee-type costs must be clearly differentiated from proposed reimbursable expenses.

7.4. Certificates and assurances

The following documents must be printed in the Bidder's headed letter, signed and submitted as part of this Call for Proposals:

- Proposal submission letter, as per Annex 1
- Non-collusive Proposal Certificate, as per Annex 2
- Terms and Conditions acceptance letter, Annex 3

These letters and certificates must be signed by an authorised person.

Unless the submission email is sent by the same person signing the listed letters and certificates, these must be signed in ink before scanning, or through an e-signature service.

7.5. Organisational information questionnaire

Bidders must complete the questionnaire in Annex 4, which provides information about the organisational set up, finances, organisational policies, and relevant business activities and past performance.

Every question in the questionnaire must be answered:

- if the question does not apply to your organisation, write N/A, and explain why it does not apply
- if you do not know the answer, please write N/K.

Questions marked with an asterisk (*) indicate a fail/pass question. Explanations on why information cannot be provided are acceptable, but blank answers and lack of any information for any of these questions represents an automatic ineligibility for your organisation to be awarded the contract.

Please ensure the following documents are attached to the questionnaire (Annex 4):

- (i) Copy(ies) of at least one of the following:
 - a. Your last two most recent audited accounts; or

- b. Statements of your turnover, profit & loss account and cash flow of your last two most recent years of trading/activity (if your accounts are not audited); or
- c. A statement of your cash flow forecast for the current year and a bank letter outlining the current cash and credit position (if a. & b. are not available).

Proposals might not be considered if the documents listed above are not submitted.

7.6. Consortium arrangements

Where a Consortium arrangement is envisaged, their role and responsibilities must be clearly described as part of the Technical Proposal, and Cost Structure Proposal.

In addition, Annex 5 must be completed providing detailed information on each Implementing Partner.

Definitions concerning Consortium arrangements can be found in section 12 below.

7.7. Supporting documents

1. Any other additional documentation or information the Bidder wishes to provide can be added to the submission.

8. ANTICIPATED TIMELINE

| Activity | Deadline |
|---|------------------|
| Call for Proposals issued | 5 June 2024 |
| Proposals submission deadline | 23 June 2024 |
| Evaluation of Proposals completed (anticipated) | 1 July 2024 |
| Presentation to Stakeholders | 2 - 12 July 2024 |
| Communication on contract award (anticipated) | 15 July 2024 |
| Due diligence and contracting (anticipated) | 26 July 2024 |
| Start date of Services delivery (anticipated) | 29 July 2024 |

9. QUESTIONS

9.1. Scope of enquiries

Elrha will only provide clarity on content or items that might not be sufficiently self-explanatory in this Call for Proposals, but no additional information will be supplied to potential or actual bidders on individual basis.

Elrha will use best endeavours to provide such explanation as a matter of assistance to the bidder, but it shall not be construed as to add, modify or take away from the meaning and intent of the proposed contract and/or the obligations and liabilities of either party.

No representation, explanation or statement made to a bidder, or anyone else by or on behalf, or purportedly on behalf of Elrha as to the meaning of the procurement documents, or

otherwise in explanation as aforesaid, shall be binding on Elrha in the exercise of its obligations under a subsequently awarded contract.

Where the enquiry is beneficial to all bidders, both the original enquiry and the response will be sent to the other bidders anonymously.

9.2. Timeframe

Questions can be submitted up to 3 working days before the submission deadline, to allow sufficient time to respond to the query.

Once the submission period has been closed, Elrha will not respond to any question or query.

9.3. Contact information

Queries concerning information or documents required as part of this Call for Proposals and/or unclear content, can be submitted to Catalin Parascan as per the following instructions:

- email address: comms@elrha.org, with contracts@elrha.org in copy
- subject line: QUERY – CfP – Elrha: Website Development and Maintenance – [your organisations name]

10. CONTRACT AWARD

At the conclusion of the evaluation process and subject to the provisos contained in these Call for Proposals, Elrha will decide to whom the Service Contract will be awarded, and the successful bidder will be expected to enter into a formal agreement.

The acceptance of the Proposal shall be formalised through a Letter of Acceptance signed and sent by Elrha's authorised contract signatory. No other purported method of acceptance, (i.e. telephone call, correspondence from any other Elrha staff) shall be binding on Elrha.

In addition, any action on the part of the successful Bidder shall be of no contractual effect and not binding on Elrha without a Letter of Acceptance letter from Elrha being issued to the Bidder.

Unless otherwise agreed by Elrha and the Bidder, the contract agreement will be in a form prepared by Elrha.

All documents shall be written in English and the Service Contract subsequently entered into and its formation, interpretation and performance shall be subject to and in accordance with the law of England & Wales.

IV: GENERAL INFORMATION

11. CALL FOR PROPOSALS INFORMATION

This Call for Proposals (CfP) is issued to ensure that all received Proposals are given equal and fair consideration. It is important therefore that bidders provide all information asked for in the format and order specified in this CfP.

Proposals shall be submitted in accordance with the instructions contained in this ToR, save as may be allowed elsewhere in the issued document, without alterations or qualifications.

No alteration or addition shall be made by bidders to any part of the CFP except where expressly allowed herein or in the other issued documents.

Proposals that do not comply with any mandatory requirement (i.e., where the words "shall" or "must" are used) will not be considered.

Elrha does not bind itself to accept any Proposal. Elrha reserves the right to accept a Proposal in part, rather than in full, and Elrha reserves the right and to award a Contract to more than one bidder.

11.1. Issued Documents

As part of the Service Contract to be signed between Elrha and the successful bidder, arising from Elrha's written acceptance of Proposal, the following documents referred to in these ToR might be considered part of the contract:

- Part I Service Description and Part II Requirements and Evaluations of these Terms of Reference
- Non-collusive Proposal certificate signed by the bidder
- Technical and Cost Structure Proposals submitted by the Bidder and accepted by Elrha
- Any additional documents and annexes submitted by the Bidder

11.2. Preparation of Bids

Proposals shall not be subject to any pre-condition or otherwise qualified or accompanied by statements that might be construed as rendering the Proposal equivocal. Only unconditional Proposals will be considered. Elrha's decision as to whether or not a submitted Proposal is in an acceptable form will be final.

A fully compliant Proposal must be submitted. Where a bidder wishes to submit a modified or alternative Proposal this must be in addition, and submitted separately, to the compliant Bid and may or may not be considered by Elrha. Any modified or alternative Proposal must also be free of qualifications, fully priced and complete.

Bidders must obtain for themselves, at their own responsibility and expense, any additional information deemed necessary for the preparation of their Proposal. Information supplied to bidders by Elrha is provided to the best of its knowledge at the time of issuing these Terms of Reference. If bidders are uncertain of the accuracy of any information provided, they are advised to contact Elrha to seek clarification and/or to satisfy themselves by their own investigations. No responsibility is accepted by Elrha for any loss or damage of whatever kind or howsoever caused arising from the use by bidders of such information.

12. CONSORTIUM AND SUB-CONTRACTING ARRANGEMENTS

Regarding the delivery modalities under which the Services could be delivered, the following definitions apply:

A **Sub-contractor** is defined as an individual or organisation who delivers a portion of the contract on behalf of the lead service provider, or the other consortium member(s). In general, the lead organisation should be responsible for at least 50% of the total budget. Each sub-contractor should be responsible for no more than 20% of the total budget.

A **Consortium, or Partnership**, arrangement involves two or more individuals or organisations working together to deliver a contract. Each consortium will have a lead service provider ('Lead'), closely working with one or more other organisations ('Implementing Partner(s)'). In general, the Lead should be responsible for no less than 30% of the total budget and Implementing Partners should be responsible for no more than 70% of the total budget.

Where a consortium approach is envisaged, the following information must be provided as part of the application:

1. Details of the proposed consortium arrangement.
2. Details of areas of knowledge or expertise to be provided by members of the consortium.
3. Percentage of the contract value expected to be managed by each consortium member.
4. The full details for each of the proposed known consortia members, if known.

13. CONFIDENTIALITY

All information and documents received by Elrha in response to this CfP shall be treated as private and confidential, save where the disclosure is required by law.

Bidders shall not:

- (a) Release to third parties any information relating to the Proposal that they intend to submit, other than with professional advisers who need to be consulted with regards to the preparation of the Proposal.
- (b) Canvass directly or indirectly with any other bidder concerning the award of the contract or directly or indirectly obtain or attempt to obtain information.
- (c) Canvass directly or indirectly with a member of Elrha or their trustees concerning the award of the contract or directly or indirectly obtain or attempt to obtain information from said individuals.

If a bidder does not observe points a), b) and c) above, Elrha will reject their Proposal and may decide not to invite the agency to bid for future business opportunities.

14. CONFLICT OF INTEREST

In order to ensure a fair and competitive procurement process, Elrha requires that all actual or potential conflicts of interest are identified and resolved to Elrha's satisfaction.

14.1. Conflict of interest in connection to this procurement process

Without limitation and common definition of conflict of interest standing, Elrha may perceive conflicts of interest to arise in connection to this procurement process where:

- (a) the bidder, or their Implementing Partners and/or Sub-contractors, or any person employed / related to / engaged by / otherwise connected with them, has been within the last two years engaged or employed by, or otherwise connected with Elrha
- (b) the bidder, or their Implementing Partners and/or Sub-contractors, or any person employed / related to / engaged by / otherwise connected with them has discussed within the last 12 months matters relevant to this procurement process with Elrha
- (c) a bidder, or their Implementing Partners and/or Sub-contractors, propose to provide services or advice to, or is otherwise connected with, more than one other bidder in relation to this procurement process.

14.2. Notification

Bidders should notify Elrha in writing of any actual or potential conflict of interest in their response to this procurement of the Services.

If the Bidder becomes aware of an actual or potential conflict of interest following submission of their Proposal, it should immediately notify Elrha in writing providing details of such actual or potential conflict of interest.

Notifications of a perceived, potential or actual conflict of interests must be communicated to incidentreporting@elrha.org, providing as much information as possible.

14.3. Exclusion on the basis of conflict of interest

Elrha reserves the right to exclude bidders from this procurement process should actual or potential conflicts of interest be found, which confer an unfair competitive advantage on one or more bidder, or to otherwise undermine a fair and competitive procurement process and, following consultation with the Bidder, such actual or potential conflicts are not resolved to the satisfaction of Elrha.

V: ATTACHMENTS

Schedule 1: Cost Structure Proposal

Annex 1: Proposal Submission Letter (Template)

Annex 2: Non-Collusive Proposal Certificate (Template)

Annex 3: Terms And Conditions Acceptance Letter (Template)

Annex 4: Applicant Information Questionnaire

Annex 5: Consortium and Sub-Contracting Information Form

Appendix 1: Elrha Contract Terms & Conditions

Appendix 2: Elrha Incident Prevention and Management Policy

Appendix 3: Current Elrha website experience