ICT4D Conference Website Design
#US6914_WebsiteDesign

Request for Proposals
For the supply of website design.

Design of ICT4D website for technology conference for the humanitarian community.

Contracting Entity: Catholic Relief Services (CRS)
Worldwide Headquarters: 228 W Lexington St., Baltimore, MD 21201

Regina Hill | Global Procurement, RFP Committee Management
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Introduction

Dear Prospective Bidders:

Your company is invited to participate in this Request for Proposal (RFP) for the design of a website for ICT4D. The Information & Communication Technology for Development (ICT4D) Conference, part of Catholic Relief Services, is looking for a creative Web Designer to assist CRS build a new website based on our old website www.ict4dconference.org.

Catholic Relief Services – USCCB (CRS) is requesting a proposal from each vendor to evaluate experiences with similar clients, creative ideas, and their tactical approach to website design.

As the Procurement professional responsible for facilitating this process, the rules of engagement are for you to contact me via e-mail at regina.hill@crs.org for any questions, comments, or concerns.

CRS will accept RFP related questions through July 14, 2023. Interested Bidders can submit their questions to the email addresses below. CRS will provide answers to all relevant questions by email to all invited companies or organizations. Email headers should include RFP reference number: US6914_WebsiteDesign

All proposals are due on July 27, 2023, by 23:59 EDT.

Each Bidder must submit their proposal electronically adhering to the 22 MB per proposal limit. Proposals must be compatible with MS Word, MS Excel, or Adobe Portable Document (PDF) format in a Microsoft environment. Bidders must not submit zipped files or links to proposals housed on bidders’ servers. Those pages requiring original manual signatures should be scanned and sent in PDF format as an email attachment.

Please refrain from communicating with other staff of CRS in regard to this RFP. Any communication outside of this process may result in disqualification. Please follow the instructions provided in this document for your responses to the RFP. CRS looks forward to working with you throughout the RFP process.

Validity Period

Bidders’ proposals must remain valid for ninety (90) calendar days after the proposal deadline.
I. Organizational Overview
Catholic Relief Services – United States Conference of Catholic Bishops (CRS) was founded in 1943 to serve World War II survivors in Europe. Since then, CRS has expanded in size to reach more than 130 million people in more than 100 countries on five continents.

For over 75 years, our mission has been to assist impoverished and disadvantaged people overseas, working in the spirit of Catholic social teaching to promote the sacredness of human life and the dignity of the human person. Although our mission is rooted in the Catholic faith, our operations serve people based solely on need, regardless of their race, religion or ethnicity. Within the United States, CRS engages Catholics to live their faith in solidarity with the poor and suffering people of the world.

Trusted and globally respected, CRS partners with people, organizations, and governments around the world to end poverty, disease, hunger and injustice – always based on need, not creed. We put our faith into action to help the world’s poorest people create lasting change.

II. Project Background
The ICT4D Conference is the largest in-person, global conference focused on the use of technology in international development and humanitarian assistance. The next Conference will take place in March 2024 in Ghana, offering a unique platform for NGOs, private sector organizations, academia, governmental agencies, and foundations to share their experience in using ICT to increase the impact of development and humanitarian response programs and to learn from each other. The event attracts 700-900 attendees, 100+ speakers, partners, sponsors, exhibitors, and media.

The Conference website is the hub that stores all conference related content and allows participants to register for the conference. The site also hosts related content, such as a podcast (linked via podcast platform Buzzsprout) as well as recordings of past events, and a section for relevant articles.

While functional, the current website (built on WordPress) was developed some years ago with extensive customizations and has come to the end of its lifespan. CRS is therefore looking for support in designing and developing a refreshed site that is easy to use and update, while meeting key functional requirements.

III. Objective and Goal
CRS is seeking a vendor to build a new, refreshed WordPress-based website for the ICT4D Conference, using content from the existing site and other sources. The site should be developed on our hosting platform Pantheon.

The site should provide visitors easy access to all information they might need regarding the Conference, as well as inspire them to register to the Conference, apply to speak or sponsor, sign up to the newsletter, request more information, and consume our existing online content.

Target Audience: Individuals who work in civil society, or at public and private sector organizations involved in the “tech for good” and ICT4D space.

As a result of this competitive bidding process, it is our intent to select a vendor who can best meet the overall needs of CRS for this specific project.

IV. Site Requirements and Development
Please review the Site Requirements Attachment 1 for specific information on the website development.

Please review the Design/Sitemap for suggested content organization. Attachment 2.
V. Activities
1. In collaboration with the ICT4D Conference team, define the new site’s sitemap, functional requirements and other specifications (refer to Attachment 1 for details),
2. Propose and support selection of the WordPress theme and templates that meet the functional requirements of the site.
3. Design and build site and migrate relevant existing content from old site and other relevant sources to the new site.
4. Populate site with any new content provided by the ICT4D Conference team.
5. Present the draft site for three rounds of feedback by the ICT4D Conference team followed by design revisions.
6. Train the ICT4D Conference team in updating the site.
7. Publish site and handover to ICT4D Conference team.

VI. Liability and Obligation
The issuance of this document and the receipt of information in response to this document shall not in any way cause CRS to incur any liability or obligation to any respondent, financial or otherwise. CRS assumes no obligation to reimburse or in any way compensate any respondent for expenses incurred in connection with this RFP.

Nothing contained in the RFP or implied by the selection process shall create any obligation on the part of CRS to select any vendor as described herein. We reserve the right at our sole discretion to select any vendor, to decide not to select a vendor at this time, or to otherwise modify our approach to this RFP.

VII. Timeline

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>RFP Kick-Off</td>
<td>July 7, 2023</td>
</tr>
<tr>
<td>Questions to CRS from Bidders</td>
<td>July 14, 2023, by 23:59 / 11:59 p.m. ET</td>
</tr>
<tr>
<td>Answers Provided by CRS to Bidders</td>
<td>July 20, 2023, by 17:00 ET</td>
</tr>
<tr>
<td>RFP Response Due Date</td>
<td>July 27, 2023, by 23:59 / 11:59 ET</td>
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<tr>
<td>Potential Presentation Dates*</td>
<td>August 8 - August 10, 2023</td>
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<tr>
<td>Target Negotiations Start Date</td>
<td>August 21, 2023</td>
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<tr>
<td>Go-Live</td>
<td>September 20 – 30, 2023</td>
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*CRS will allow the respondents who quality an opportunity to provide a capabilities demonstration virtually.

VIII. General Business Requirements
Companies and organizations that submit proposals in response to this RFP must meet the following requirements:

Companies or organizations, whether for-profit or non-profit, must be legally able to conduct business in the United States of America and those countries listed on the CRS Location Count document upon award of the contract.
IX. Award Process

Each bid will be evaluated by a CRS RFP Committee. The contract will be awarded to the Bidder that meets the eligibility criteria stated in this RFP, provides the most cost-effective bid, that meets or exceeds the requirements of this RFP. Ultimately, the award will be given to the contractor who provides the services that is in the best interest of CRS.

X. Method of Evaluation

Each proposal received by the RFP deadline will be evaluated and scored against the evaluation criteria and evaluation sub-criteria, which are stated below. There are 200 possible points for the technical and financial evaluation.

Sub-criteria – Pass / Fail Evaluation

1. Bid submitted by deadline.

Technical Evaluation (70 pts., weight 70%)

1. Technical (Capacity and Resources)
   a. Clear understanding of SOW is required
   b. Completion of required Annexes and Attachments
2. A brief description of the company, total work experience, and the size of company and number of web developers. (5 points)
3. Demonstrable experience in designing and developing conference websites using WordPress. Provide 2-3 examples of similar websites designed in the past years. (15 points)
4. Usability and integration of the proposed CMS, registration system, and proposal submission system. (10 points)
5. Credible ability to meet the Timing requirements in the SOW and adherence to deadlines. (10 points)
6. Credible ability to cover technical & design requirements as defined in Annexure 1. (30 points)

Total Cost Financial Evaluation (30 pts., weight 30%)

1. Proposed Price (Commercial/Cost/Competitiveness)
2. The Financial review will be the evaluation of Cost Proposals for those proposals that pass the Technical Proposal evaluation.

CRS is not bound to accept the lowest or, any proposal, and reserves the right to accept any proposal in whole or in part and to reject any or all proposals.

XI. Negotiations

Best offer proposals are requested. It is anticipated that a contract will be awarded solely on the basis of the original offers received. However, CRS reserves the right to request clarifications prior to award. Furthermore, CRS reserves the right to conduct a competitive range and to limit the number of Bidders in the competitive range to permit an efficient evaluation environment among the most highly rated proposals. Highest-rated Bidders, as determined by the technical evaluation committee, may be asked to submit their best prices or technical responses during a competitive range. At the sole discretion of CRS, Bidders may be requested to conduct oral presentations. If deemed an opportunity, CRS reserves the right to make separate awards per component or to make no award at all.
XII. Protest
By submitting a response to this request for proposals, Bidders understand that donors – NGO or GO are parties to this solicitation. Bidders agree that any protest to this request for proposals must be presented in writing with a full explanation of the Bidders concerns to CRS for consideration. At its sole discretion, CRS will make a final decision on the protest.

XIII. Form of Contract
The form of contract is Attachment 3.

XIV. Offer Deadline
The deadline for receiving proposals is July 27, 2023. Bidders shall submit their proposals by email only to:

Regina.hill@crs.org with copy to fy20rfpmail@crs.org.

Bidders are responsible for ensuring that their offers are received in accordance with the instructions stated herein. Late offers may not be considered.

XV. Required Proposal Documents
To be considered, each Bidder must submit a COMPLETE proposal packet in response to this RFP. Each proposal should be prepared simply and economically, providing a straightforward, concise description of Bidder’s ability to meet the requirements of the RFP. Prices and notations must be clearly typed.

Only include attachments of process flow charts, diagrams, or other materials that will directly assist us in understanding your response or if specifically requested. Please number any attachments and reference accordingly throughout your response.

XVI. Technical Proposal
The technical proposal shall comprise the following parts:

Part 1: Technical Approach, Methodology and Detailed Work Plan. This part may not exceed 20 pages.

Part 2: Management and Key Personnel. This part may not exceed seven pages. Summary CVs for key personnel may be included in an annex to the technical proposal and will not count against the page limit.

Part 3: Corporate Capabilities, Experience, and Past Performance. This part may not exceed pages. Part 3 must include a description of the company and organization, with appropriate reference to any parent company and subsidiaries. Bidders must include details demonstrating their experience and technical ability in implementing the technical approach/methodology and the detailed work plan.

XVII. Financial Proposal – Pricing/Fees
The Financial proposal must be completely separate from the Technical Proposal, Annexes, and Attachments.

Please provide a breakdown of your fee methodology by product/service, including but not limited to annual recurring fees, transaction fees, file fees, coordination fees, escort fees, one-time fees, etc. Please indicate if the product/service is part of the standard offering or an add-on offering.

The financial proposal is used to determine which proposals represent the best value and serves as a basis of negotiation before award of a contract. The financial proposal will include all costs associated with implementation of the technical proposal with the exception of travel-related costs, which will be incurred by CRS. Travel-related costs incurred by CRS will include coach airfare, accommodations and per diem payments per Donor or Sponsor regulations.

Pricing and fees must be quoted in USD.
XVIII. Bidder Understanding of the Request
Bidders should demonstrate they fully the request and requirements. If you are in need of clarification, please send questions to CRS per the timeline above. Incomplete responses will be considered as a non-response.

XIX. References
Provide the name(s) and contact information for at least three (3) clients of similar size and activity, including at least one client who recently ceased their contract with your organization. Contact information must include at a minimum: name of point of contact who can speak to the Bidder’s performance, name and address of the company for which the work was performed, email and phone number of the point of contact.

XX. Service Level Agreement
Detail specific service metrics with performance guarantees (% of total cost) associated in the event service levels are not upheld.
ATTACHMENTS and ANNEXES

1. Attachment 1 – Global Site Requirements and Development
2. Attachment 2 – Design and Sitemap
3. Attachment 3 – Form of Contract
4. Annex A – Proposal Response Form
5. Annex B – Bidder Questionnaire
6. Annex C – Detailed Company Information
7. Annex D – Terms and Conditions
8. Annex F – Business Verification