



Request for Proposals

Website Redesign for the Clean Cooking Alliance

January 9, 2020

Summary

The Clean Cooking Alliance (Alliance) is accepting proposals for the redesign of its website, cleancookingalliance.org. The Alliance is looking for a vendor to help rethink the website design and create a site that is streamlined and engaging – a site that is user-friendly, better highlights the work and resources of the Alliance and the clean cooking sector more broadly, and makes the case for why clean cooking is important.

The purpose of this RFP is to provide candidates with the information needed to develop a compelling proposal, as well as with the criteria against which they will be judged.

Background

The Alliance works with a global network of partners to build an inclusive industry that makes clean cooking accessible to the three billion people who live each day without it. Established in 2010, the Alliance is driving consumer demand, mobilizing investment to build a pipeline of scalable businesses, and fostering an enabling environment that allows the sector to thrive. Clean cooking transforms lives by improving health, protecting the climate and environment, empowering women, and helping consumers save time and money.

Previously known as the Global Alliance for Clean Cookstoves, the Alliance [changed its name](#) and brand to the Clean Cooking Alliance in October 2018 to more accurately reflect its industry-building approach and to highlight the evolution and growth of the clean cooking sector.

The Alliance's current website was created in 2014. In its current state, the site is text-heavy and built on a custom CMS that can be difficult to manage. It also no longer clearly communicates the breadth of the Alliance's work or its resources, tools, and successes.

Objective

A primary objective of the new website is to digitally present the Alliance as a leading voice in the clean cooking sector. Using a modern, visually engaging design, the website should inform users of the Alliance's mission, vision, and work, while encouraging visitors to engage with the site's resources and functionality.

The site should be seen as a resource for the clean cooking industry, including sector companies and current/potential investors, as well as for anyone seeking to learn about and engage around issues relating to clean cooking. The redesigned site should encourage visitors to also engage with Alliance projects and digital properties that may be housed on external sites, such as the "[Clean Cooking Is...](#)" [campaign](#), and potentially other data-driven tools. With these objectives in mind, the goal is to completely redesign the Alliance website with a focus on user experience and information architecture.

The Alliance is seeking a firm that can handle production and work closely with Alliance staff. The Alliance and the vendor will establish a set of practices and guidelines during kick-off to ensure a timely schedule for final project completion. Engagement and meetings between the vendor and the Alliance will be led by the project manager at the Alliance. The site must include a solution that allows in-house staff to easily manage, update, and modify content through a secure, open-source CMS such as WordPress. Upon completion, the Alliance will maintain control of the content and publishing of new information on the site.

To be effective, the Alliance redesigned website must be:

- Easy to navigate
- Visually pleasing
- Engaging
- Informative
- Desktop first and mobile-responsive
- Compatible with slower networks, including low bandwidth speeds

Audience

The successful firm will lead an audience mapping exercise to identify and refine general audience groups and ensure the redesigned website effectively engages with each.

Scope of Work

The successful firm will focus on five areas, each with several sub-tasks:

1. Audience Mapping
 - In consultation with Alliance staff, identify and refine a list of target audience groups for whom the website will be a crucial resource, and outline strategies for reaching those groups. This will include meetings/interviews with Alliance staff, as well as up to five discussions with external Alliance partners/allies.
2. Website Re-design and Development
 - In consultation with Alliance staff, redesign the look, feel, usability, and content organization of the Alliance site.
 - Alliance and vendor will establish a set of practices and guidelines during kick-off to ensure a timely schedule for final project completion. Engagement and meetings between the vendor and the Alliance will be led by a vendor team leader and a project manager of the Alliance.
 - The website should help site visitors do the following:
 - Better understand the Alliance's mission, vision, and value to the sector
 - Easily access Alliance resources and services
 - Communicate the urgent need for broader investment and engagement in clean cooking
 - The firm will propose the most engaging ways to present site content through navigational and organizational redesign.
 - The firm will design a training plan so select Alliance staff will be able to make minor updates and post new material on the site.
 - The firm will assist in the development of a branding document that includes the specific fonts and colors of the new site, while maintaining the current logos and general color schemes.
 - The redesigned website must include the following components:
 - Redesigned homepage, which features visual graphics with an intuitive menu bar and Alliance logo with clear mission and vision
 - Searchable resource library that displays "publications" for easy access, whether chronologically or a more customized presentation
 - Simple navigation requiring the minimal number of clicks to find key information
 - Integration with Alliance social media channels

- Document/resource organization
 - Intuitive linking to and promotion of external Alliance campaigns and microsities
 - Effective site search capabilities
 - Search engine optimization, including tools and training to ensure it remains search engine friendly
3. Newsletter Template Design
- The Alliance would like the vendor to create an easily manageable external newsletter template that reflects the look and feel of the new website
4. Strategic Digital Consulting
- Develop a digital launch strategy for launching and promoting the site, focused on engaging visitors, both new and existing, and increasing site visits.
 - Recommend and create opportunities for audience engagement and awareness.

Development Guidelines

- Focused, modern design: Existing information architecture and user experience should be modernized, updated, and designed to be more interactive.
- Consistent design: The look and feel, including graphics, photos, etc, should be consistent throughout and should complement the Alliance current brand
- Easy to navigate: Visitors should be able to access information about the Alliance in a seamless, logical fashion.
- Visually appealing: the site must have an attractive mix of text, graphics, videos, and interactive features and focus on an easy flow between actions.
- Common theme: Each section of the site should have a common look and feel.
- Project management: An assigned project manager should be made available to present information and coordinate with Alliance staff, including a reasonable number of meetings to present design and development solutions.
- Timeline/budget: a comprehensive timeline and budget for the project must be provided by the vendor.
- Prior experience: The vendor must submit at least two examples of previous work that is similar to that included under this proposal.
- Following completion and approval by the Alliance, the Alliance website design and all its contents will remain property of the Alliance.

Timeline

<u>Delivery Date</u>	<u>Deliverable</u>
2/5/2020	Proposals due
Week of 2/10/2020	Calls with vendors and follow-up questions
Week of 2/17/2020	Meetings/video calls/interview process
Week of 2/24/2020	Vendor selected and notified via email
Week of 3/9/2020	Kick-off meeting with selected vendor
Week of 3/23/2020	Audience mapping exercise
Week of 8/01/2020	BETA testing of website
Week of 9/01/2020	Website is live

Budget

A detailed budget must be submitted with the proposal. The budget should include direct costs (personnel, fringe benefits, travel, sub-agreements, equipment, supplies, etc.), as well as indirect costs (overhead). Additional details are provided further below.

Evaluation Process

The Alliance will review all written proposals and may request a phone or in-person interview and/or updated submission to address questions or provide clarification. We will use the following criteria in our evaluation:

Criteria	Score (1-5)
1. Approach	
The analytical framework and methodology answering the project's key questions and deliverables.	
2. Subject Matter Expertise	
The firm has experience working with diverse and ideally international audiences, as well as with driving engagement and awareness around global issues and/or organizations.	
3. Project Management	
The firm has delivered an achievable action plan that will deliver the project on time and on budget.	
4. Capabilities and Experience	
The firm has demonstrated experience with similar projects.	
5. Value	
The proposed pricing is within budget and is accompanied by a detailed breakdown of costs, as outlined in this RFP.	
The proposed pricing demonstrates a competitive price and good value for money.	

Services

1. Creative Services:
 - Develop and lead an audience mapping exercise in consultation with Alliance staff.
 - Develop at least three (3) options for a redesigned homepage and interior template, which includes capability for graphics and video.
 - Create a site map.
 - Create wireframes for the new organization of the site.
 - Design and implement engagement offerings that increase the number of ways a user can interact with the site: through social media, newsletter sign-up, etc.
 - Develop a website in responsive design with three breakpoints: desktop, tablet, and mobile.
 - Design a website that is consistent with the Alliance's tone and style.
2. Digital Management Services:
 - Project management
 - Implement site redesign and content migration process
 - Execute website launch in partnership with the Alliance
 - Assist the Alliance in building internal capacity with:
 - Search engine optimization/Google Ad Words/online advertising
 - Analytics
 - Propose and track metrics to show increased engagement from the new website

Site Specifications

The Alliance encourages creativity in the proposals submitted; however, there are certain requirements for this project. Your proposal must account for the following requirements:

- Website must use an easily-manageable CMS, such as WordPress, and be compatible with Chrome, Firefox, IE, and Safari, at a minimum.
- Website must be mobile and tablet friendly as well as responsive and desktop-first.
- The site must be designed with a balance of text and graphics such that each page loads in three seconds or less in low-bandwidth networks.

Available Technology Resources/Integration Issues

- Much of the existing content will need to migrate to the newly designed website. This includes articles, publications, press releases, resources, and some website text. The vendor is expected to oversee a smooth content migration process, as well as provide guidelines on what content should/must transition and what may be left out.

Proposal Guidelines and Requirement

- This proposal is open to multiple vendors and is a competitive process.
- Proposals received after 5:00PM EST on Feb 5, 2020 will not be considered.
- The price provided should be inclusive. If the process excludes certain fees or charges, vendor must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.
- The Alliance prefers a single point of contact who manages deliverables. If the execution of work to be performed by the vendor requires the hiring of sub-contractors, the vendor must clearly state this in the proposal. Sub-contractors must be identified and the work

they will perform must be defined. The Alliance will not refuse a proposal based upon the use of subcontractors; however, we retain the right to refuse the sub-contractors you have selected.

- Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

Contracting and Compliance

The Alliance will negotiate contract terms upon selection. A copy of the contract terms and conditions will be provided upon selection. All contracts are subject to review by the UN Foundation's Business Services and Contracts team. The project will start upon the execution of the contract. The contract will outline terms and conditions, scope, budget, and applicable flow-down terms. Selected recipient/s must comply with Alliance, United Nations Foundation and funder compliance requirements. The selected recipient must also undergo detailed legal, financial, and commercial due diligence.

Format for Proposals

1. Length and Font Size
 - Please use fonts no smaller than 11 point. Maximum proposal length should not exceed 25 pages and should be submitted in a PDF, ideally from a MS Word formatted file.
2. Proposal
 - Discuss your proposed solution, including the features, benefits, and uniqueness of your solution. You should also touch on your ability to deliver the project in the timeframe noted.
3. Qualifications
 - Provide 2-4 creative examples your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project.
 - Describe your experience producing sites for advocacy and/or non-profit focused projects.
 - Provide current reference information for three former or current clients.
 - Time frame for completion will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.
 - Terms and conditions
4. Budget and Fees
 - Provide a detailed budget, including assumptions and costs and level of effort for staff and any sub-contractors.
 - Provide professional fees budget, including cost and level of effort per staff member
 - Provide separate line item for any sub-contractors.
 - Provide expenses budget by type of expenses, e.g. travel, research, etc. Travel estimates should indicate the anticipated destination and duration of each trip.
 - The price you quote should be inclusive. If your process excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.
5. Completed proposals

- Each completed proposal must be delivered electronically with the subject line “Alliance Website Redesign Proposal” by February 5, 2020, at 5:00PM to media@cleancookingalliance.org.

Questions about this RFP are welcome and may also be directed to the address above.

Intent and Disclaimer

This RFP is made with the intent to identify a Consultant to deliver results as described herein. The Alliance will rely on Consultant’s representations to be truthful and as described. The Alliance assumes it can be confident in Consultant’s ability to deliver the product(s) and/or service(s) proposed in response to this RFP.

If the Alliance amends the RFP, copies of any such amendments will be sent to all respondents to the proposal.

Release

Consultant understands that the Alliance has chosen to solicit an RFP for consulting services, and that Consultant’s response does not guarantee that the Alliance will enter into a new contract with Consultant or continue any current contract(s) with Consultant.

Consultant agrees that the Alliance may, at its sole discretion:

- Amend or cancel the RFP, in whole or in part, at any time;
- Extend the deadline for submitting responses;
- Determine whether a response does or does not substantially comply with the requirements of the RFP;
- Waive any minor irregularity, informality or nonconformance with the provisions or procedures of the RFP;
- Negotiate with all Consultants UNF and/or the Alliance deems acceptable;
- Issue multiple awards; and
- Photocopy the responses for evaluation/review.

This RFP is not an offer to contract. The Alliance assumes no responsibility for Consultant’s cost to respond to this RFP. All responses become the property of the Alliance

The Consultant, by submitting a response to this RFP, waives all right to protest or seek any legal remedies whatsoever regarding any aspect of this RFP.

Consultant represents that it has responded to the RFP with complete honesty and accuracy. If facts provided in Consultant’s response change, Consultant agrees to supplement its response in writing with any deletions, additions, or changes within ten (10) days of the changes. Consultant will do this, as necessary, throughout the selection process. Consultant understands that any material misrepresentation, including omissions, may disqualify it from consideration for a contract award.

Consultant understands it may receive proprietary and confidential information from the Alliance during the RFP process (“Confidential Information”). Consultant agrees to not use Confidential Information for any purpose other than its participation in the RFP process and to not reveal Confidential Information directly or indirectly to any other person, entity, or

organization without the prior written consent of the Alliance. Consultant further agrees to exercise all reasonable precautions to maintain the proprietary and confidential nature of Confidential Information where it can best demonstrate its value and capacity to delivery ecosystem-wide, meaningful value.

The scope of work for this project and deliverables will abide by the Alliance, The United Nations Foundation, and its donor Intellectual Property requirements. All IP produced under this RFP and subsequent contract will be owned by the Alliance and the UN Foundation.

Current Alliance Website

Main site: www.cleancookingalliance.org

Visual assets: Upon request, the Alliance can provide visual graphics including logos/branding guidance and/or our current image library.

Additional contact: Any questions related to this proposal should be submitted via email to:

- Kip Patrick, Senior Director, Communications and Partnerships,
kpatrick@cleancookingalliance.org