

Request for Proposals

Title: Blue Nature Alliance Website Redesign

RFP No: 001-Alliance-Website Redesign

Date of Issuance: 20 March 2023

Budget Range: 75K-100K

1. Background

Damaging fishing practices, pollution, and climate change are devastating the health of the global ocean, threatening ocean-connected communities, marine life, and essential natural resources. Science shows that protecting and conserving large areas of the ocean is necessary to regulate the climate, maintain essential biodiversity, and support the very air we breathe.

In 2020, five partners – Conservation International, The Pew Charitable Trusts, The Global Environment Facility, Minderoo Foundation, and the Rob & Melani Walton Foundation – came together to form the [Blue Nature Alliance](#). The Alliance seeks to safeguard ocean biodiversity, promote human wellbeing, and enhance ecosystem connectivity and function by catalyzing the conservation and management of 18 million km² of ocean.

When successful the Alliance and our partners will have helped to protect more of the planet than any other privately led conservation effort in history. As of December 2022, the Alliance is investing in 23 ocean areas around the world that collectively cover an expanse larger than Europe and Australia combined.

Partnerships are central to every aspect of the Alliance's work. The Alliance provides financial and technical resources to local and national governments, NGOs, Indigenous peoples, and scientists to advance effective large-scale ocean conservation. We also work with partners to bolster the shared learning and knowledge generation; financial business planning; science; policy mechanisms; and tools to benefit any site regardless of direct Alliance engagement.

2. Project Overview

The Blue Nature Alliance seeks to contract a qualified consultant (organization) to re-vision and redesign the Alliance website: www.bluenaturealliance.org.

The team views the current Alliance website, designed on Squarespace in 2020, as somewhat simple and stale. Further, as a Squarespace site, we have limited back-end CMS capabilities that inhibit our ability to display our expanding resources and news collections as well as the geographic breadth of our work.

As a dynamic, international team with partners and engagements around the world, the Alliance needs a site that captures the scope and scale of our conservation site portfolio. One must-have feature of the new website is an interactive, ocean-centric global map that captures the Alliance's network of conservation areas, and it must be easy to edit in-house as our portfolio of sites and partners expands. We are also in need of enhanced knowledge management system(s) (e.g. a filterable publication library) to house and display our Alliance resources. Lastly, the site should reflect the Alliance's values (see our [partnership approach](#) and [Code of Conduct](#)) and tell a persuasive, partner-forward story about our impact.

The project is expected to commence in May 2023 and conclude by October 2023.

3. Terms of Reference, Deliverables and Deliverables Schedule

The Blue Nature Alliance conceives of this project in three phases: discovery, re-design, and maintenance.

Discovery: The consultant will spend time with the communications team and other stakeholders within the Alliance to think through current site issues, aspirations, and chart a plan forward. The discovery phase will seek to answer the following questions, among others: Who are the audiences and what do we want to say to them? How can we organize the site to maximize real estate and engagement with Alliance products (e.g. videos, articles, etc.)?

Redesign: Following the discovery phase, the Consultant will be responsible for the re-design and development of the new Blue Nature Alliance website. This will include developing and executing:

- A visual overhaul in line with the Alliance brand, including both design and photography elements;
- Designing and implementing a revised information architecture;
- A back-end development timeline, co-created with the communications team;
- A plan and timeline, co-created with the communications team, to migrate existing content and develop new or revised content as needed; and
- A plan, timeline, and clearly delineated responsibilities for UX testing and communications team training if needed.

Maintenance: The consultant should be able to commit to a one-year minimum period of website maintenance, including frequent quality assurance checks after the re-design launch. Basic components of our site's maintenance include:

- CMS maintenance and support;
- Updates to website software and plugins; and
- Periodic testing and optimization of website performance, user experience, and design.

4. Submission Details

- a. **Deadline.** Proposals must be received no later than **11:59 PM EST on 1 May 2023**. Late submissions will not be accepted. Proposals must be submitted via email to CIProcurement@conservation.org. All proposals are to be submitted following the guidelines listed in this RFP.
- b. **Validity of bid.** 120 days from the submission deadline
- c. **Clarifications.** Questions may be submitted to CIProcurement@conservation.org by the specified date and time in the timeline below. The subject of the email must contain the RFP number and title of the RFP. CI will respond in writing to submitted clarifications by the date specified in the timeline below. Responses to questions that may be of common interest to all bidders will be posted to the CI website and/or communicated via email.
- d. **Amendments.** At any time prior to the deadline for submission of proposals, CI may, for any reason, modify the RFP documents by amendment which will be posted to the CI website and/or communicated via email.

5. Minimum Requirements

The right project team will come from a collaborative, innovative and strategic website development company or organization with extensive experience implementing information architecture solutions and web design. The firm must have:

- a. A history of great storytelling, innovative design, and smart solutions for their clients;
- b. Experience designing sites that are easily managed and maintained by their clients;
- c. Experience providing long-term website maintenance support and troubleshooting issues in partnership with their clients;
- d. Experience designing interactive web-based maps that display the breadth and depth of their client’s work;
- e. Experience working with mission-oriented environmental and/or conservation-focused non-profits.

6. Proposal Documents to Include

- a. Signed cover page on bidder’s letterhead with the bidder’s contact information.
- b. Signed Representation of Transparency, Integrity, Environmental and Social Responsibility (Attachment 1)
- c. Technical Proposal.
 - i. Corporate Capabilities, Experience, Past Performance, and 3 client references. Please include descriptions of similar projects or assignments and at least three client references.
 - ii. Qualifications of Key Personnel. Please attach CVs that demonstrate how the team proposed meets the minimum requirements listed in section 5 (Minimum Requirements).
 - iii. Technical Approach (e.g. CMS recommendations; project management and site maintenance expectations), Methodology and Detailed Work Plan, Delivery Schedule and timeline with a target date of 31 October 2023. The Technical Proposal should describe in detail how the bidder intends to carry out the requirements described in the Terms of Reference (Section 3).
- d. Financial Proposal (plan for discovery and redesign as maintenance yearly support). Offerors shall use the Budget Proposal Template available for download along with the RFP.

7. Evaluation Criteria In evaluating proposals, CI will seek the best value for money considering the merits of the technical and costs proposals. Proposals will be evaluated using the following criteria:

Evaluation Criteria	Score (out of 100)
Does the bidder show qualifications highly consistent with those outlined in the professional qualification requirements?	30% / Max points
Does the bidder’s past performance demonstrate recent proven experience doing similar work?	25% / Max points
Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	25% / Max points
Is the proposed approach and methodology appropriate to the assignment and practical in the prevailing project circumstances?	10% / Max points

Costs proposed are reasonable and realistic, reflect a solid understanding of the assignment.	10% / Max points
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8. Proposal Timeline

RFP Issued	20 March 2023
Clarifications submitted to CI	10 April 2023
Clarifications provided to known bidders	17 April 2023
Complete proposals due to CI	01 May 2023
CI completed reference checks for finalist bidders	15 May 2023
Final selection	24 May 2023

- 9. Resulting Award** CI anticipates entering into an agreement with the selected bidder by **24 May 2023**. Any resulting agreement will be subject to the terms and conditions of CI's Services Agreement. A model form of agreement can be provided upon request.

This RFP does not obligate CI to execute a contract, nor does it commit CI to pay any costs incurred in the preparation or submission of the proposals. Furthermore, CI reserves the right to reject any and all offers, if such action is considered to be in the best interest of CI. CI will, in its sole discretion, select the winning proposal and is not obligated to share individual evaluation results.

- 10. Confidentiality** All proprietary information provided by the bidder shall be treated as confidential and will not be shared with potential or actual applicants during the solicitation process. This includes but is not limited to price quotations, cost proposals and technical proposals. CI may, but is not obliged to, post procurement awards on its public website after the solicitation process has concluded, and the contract has been awarded. CI's evaluation results are confidential and applicant scoring will not be shared among bidders.

- 11. Code of Ethics** All Offerors are expected to exercise the highest standards of conduct in preparing, submitting and if selected, eventually carrying out the specified work in accordance with CI's Code of Ethics and the Green Climate Fund's [Policy on Prohibited Practices](#). Conservation International's reputation derives from our commitment to our values: Integrity, Respect, Courage, Optimism, Passion and Teamwork. CI's Code of Ethics (the "Code") provides guidance to CI employees, service providers, experts, interns, and volunteers in living CI's core values, and outlines minimum standards for ethical conduct which all parties must adhere to. Any violation of the Code of Ethics, as well as concerns regarding the integrity of the procurement process and documents should be reported to CI via its Ethics Hotline at www.ci.ethicspoint.com.

12. Attachments:

Attachment 1: Representation of Transparency, Integrity, Environmental and Social Responsibility

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CI relies on the personal integrity, good judgment and common sense of all third parties acting on behalf, or providing services to the organization, to deal with issues not expressly addressed by the Code or as noted below.

I. With respect to CI's Code of Ethics, we certify:

- a.** We understand and accept that CI, its contractual partners, grantees and other parties with whom we work are expected to commit to the highest standards of Transparency, Fairness, and Integrity in procurement.

II. With respect to social and environmental standards, we certify:

- a.** We are committed to high standards of ethics and integrity and compliance with all applicable laws across our operations, including prohibition of actions that facilitate trafficking in persons, child labor, forced labor, sexual abuse, exploitation or harassment. We respect internationally proclaimed human rights and take no action that contributes to the infringement of human rights. We protect those who are most vulnerable to infringements of their rights and the ecosystems that sustain them.
- b.** We fully respect and enforce the environmental and social standards recognized by the international community, including the fundamental conventions of International Labour Organization (ILO) and international conventions for the protection of the environment, in line with the laws and regulations applicable to the country where the contract is to be performed.

III. With respect to our eligibility and professional conduct, we certify:

- a.** We are not and none of our affiliates [members, employees, contractors, subcontractors, and consultants] are in a state of bankruptcy, liquidation, legal settlement, termination of activity, or guilty of grave professional misconduct as determined by a regulatory body responsible for licensing and/or regulating the offeror's business
- b.** We have not and will not engage in criminal or fraudulent acts. By a final judgment, we were not convicted in the last five years for offenses such as fraud or corruption, money laundering or professional misconduct.
- c.** We are/were not involved in writing or recommending the terms of reference for this solicitation document.
- d.** We have not engaged in any collusion or price fixing with other offerors.

- e. We have not made promises, offers, or grants, directly or indirectly to any CI employees involved in this procurement, or to any government official in relation to the contract to be performed, with the intention of unduly influencing a decision or receiving an improper advantage.
- f. We have taken no action nor will we take any action to limit or restrict access of other companies, organizations or individuals to participate in the competitive bidding process launched by CI.
- g. We have fulfilled our obligations relating to the payment of social security contributions or taxes in accordance with the legal provisions of the country where the contract is to be performed.
- h. We have not provided, and will take all reasonable steps to ensure that we do not and will not knowingly provide, material support or resources to any individual or entity that commits, attempts to commit, advocates, facilitates, or participates in terrorist acts, or has committed, attempted to commit, facilitate, or participated in terrorist acts, and we are compliant with all applicable Counter-Terrorist Financing and Anti-Money Laundering laws (including USA Patriot Act and U.S. Executive Order 13224).
- i. We certify that neither we nor our directors, officers, key employees or beneficial owners are included in any list of financial or economic sanctions, debarment or suspension adopted by the United States, United Nations, the European Union, the World Bank, or General Services Administration's List of Parties Excluded from Federal Procurement or Non-procurement programs in accordance with E.O.s 12549 and 12689, "Debarment and Suspension".

Name: _____

Signature: _____

Title: _____

Date: _____