Request for Proposal
Website Development and Management

Background

Asia Pacific Leaders Malaria Alliance is looking for a suitably qualified and experienced company referred herein as ‘Consultant’, to provide website design, development and management services hereinafter referred to as ‘Services’).

Introduction to Asia Pacific Leaders Malaria Alliance

Initiated at the East Asia Summit (EAS) in 2013, APLMA is an affiliation of Asian and Pacific heads of government formed to accelerate progress against malaria and to eliminate it in the region by 2030. In Asia and the Pacific malaria is being defeated. As a result of extraordinary efforts by countries and continued support from donors; deaths have halved. Leaders of Asia Pacific countries jointly created APLMA to further strengthen their anti-malaria efforts, both to help protect these hard-won national gains and, ultimately, to defeat malaria in the region altogether.

APLMA has several core platforms to support malaria elimination in Asia Pacific, including:

- the **APLMA Leaders Malaria Elimination Roadmap** – a commitment by leaders to implement 6 priority actions to expedite malaria elimination. Asia Pacific Heads of Government has reaffirmed their commitment to APLMA and the Roadmap in every EAS summit since 2013.
- The **APLMA Leaders’ Dashboard** – a leadership-sanctioned mechanism for charting and measuring countries’ progress towards the Roadmap and for holding countries to account.
- The **Senior Officials Meeting** – An annual meeting of senior leaders from Ministries of Health, Finance and Foreign Affairs to assess and report progress to leaders.

APLMA’s core stakeholders include the Asia Pacific and global public health community. More importantly, the initiative seeks to build engagement with heads of government, heads of state, senior officials in charge of central agencies (ministries of finance, ministries of foreign affairs, ministries of planning), and the agenda setters who influence them. The initiative operates with a mandate from the East Asia Summit, and as such operates as a quasi governmental entity, using the mandate from leaders to progress implementation of the 2030 agenda and Leaders’ Elimination Roadmap.

APLMA has also formed a range of other platforms and partnerships to support countries in meeting the malaria elimination goal, including the forging and facilitation of a partnership between the Asian Development Bank and the Global Fund to increase financing for communicable diseases; **M2030**: a partnership with leading Asian businesses to drive corporate actions and leadership for malaria elimination; the Regional Regulatory Partnership, aiming to expedite approval of and access to quality drugs for malaria elimination; a Vector Control Platform together with UNITAID to stimulate innovations; and the engagement of business leaders as malaria elimination champions.

In addition, the Asia Pacific Malaria Elimination Network (APMEN) is based within APLMA. This network is a collective of national malaria program managers from 22 countries, who work with leading scientists and research institutions developing evidence and innovation. Working together, APMEN and APLMA act as an evidence-to-policy vehicle that links directly to all levels of leadership across the region.

Objective
The APLMA communications objective is to deliver a coordinated regional communications strategy that engages country experts, partner institutions, decision-makers and influencers to help strengthen capacities, drive political will and mobilize resources that will accelerate regional and national efforts to end malaria.

**APLMA is seeking an agency support to the redesign, development, monitoring and management of APLMA website (https://www.aplma.org/)**

**Expected Outputs/Deliverables**

The Agency will be responsible for delivering the following:

**Redesign and develop the APLMA website**

- Develop proposal for all the design elements and visuals for the website structure
- Co-create website structure, narrative for wireframes, storyboard with APLMA team
- Develop UI/UX components (web templates, style sheets, scripts, images, etc.) as needed.
- Develop a Content Management System (CMS)
- In website development, the following features:
  - Interactive, user-friendly, mobile friendly and responsive design;
  - A design that is accessible across most popular browsers and is testable with validation tools;
  - A design that allows regular improvements on look and features;
  - The CMS should be dynamic and allow information to be easily updated by administrative staff without specialized web development skills;
  - Ability to incorporate all the network’s social media platforms (Facebook, Twitter, YouTube, etc.) with live update options;
  - Integrate an effective search function;
  - Social bookmarking to allow users to organize their favourite content and share it on their social media accounts through social media shortcuts;
  - Search Engine Optimization and ability to work well with search engines;
  - Incorporate Google analytics;
  - Link the site with other platforms such as partner websites and central APMEN/M2030 websites;
  - Password protected pages.

**Management support of the website**

- Provide administrative and technical support, quality control for a period of 24 months
- Ensure handover of full source code, including all developed libraries, to APLMA project leads at close of consultancy
- Provide Skype training with APLMA leads for CMS navigation

The work process will be managed by the APLMA Communications Manager, with approval of deliverables to come from APLMA Head of External Relations. The scope of the contract shall be conducted remotely with contact with relevant stakeholders via electronic communications means.
The successful Agency is required to effectively collaborate with key stakeholders in the analysis and development process to collect information, photo and video footages for the development of website.

**Required Skills**

- Excellent in web design and development
- Knowledge in writing and speaking of the English language, preferably with capabilities in other Asian languages
- Expertise in the field of public health communication
- Track record producing websites for international organizations. Global health and development fields preferred.
- Proven experience in working with different cultural settings
- Effective interpersonal and relationship management skills
- Creative thinking with respect to developing new and compelling visuals and content

**Evaluation Considerations**

- Corporate capability and organizational structure for execution of the services (20%)
- Demonstration of ability of governance and oversight structures of the firm for ensuring the timeliness and quality of consultancy services (20%)
- Demonstration of ability to provide services using personnel with requisite qualifications for provision of the services (shall be assessed based on the submitted CVs of the proposed project team) (20%)
- Description of the Offeror’s approach, methodology, and timelines for meeting or exceeding the requirements of the Terms of Reference (details of how the different service elements) shall be organized, controlled and delivered. (40%)

**Procedure of submitting the proposal**

The proposal complete with pricing and project timetable should be submitted in English digitally to japilado@aplma.org by January 30, 2020.