Request for Proposal

VCAP Website Development and Management

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Background
Asia Pacific Leaders Malaria Alliance (APLMA) 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 (APLMA)
APLMA is an affiliation of Asian and Pacific heads of government formed to accelerate progress against malaria and to eliminate it in the Asia Pacific region by 2030. The Alliance was formed at the 2013 East Asia Summit (EAS) in Brunei in response to leaders’ concerns about the rising risk of malaria resurgence.

Introduction to Unitaid
Unitaid is an international organization that invests in innovative ways to prevent, diagnose and treat diseases including HIV/AIDS, hepatitis C, tuberculosis and malaria more quickly, affordably and effectively.

Introduction to VCAP
APLMA a Unitaid jointly established the Vector Control Platform for Asia Pacific (VCAP) in July 2018 during the Malaria World Congress. VCAP is designed to bring together regulators, malaria programs, manufacturers, and global health partners. It is a partnership designed to address policy and regulatory challenges in vector control in Asia Pacific. Vector control is any method to limit or eradicate mosquitoes, as part of the control and elimination of malaria and other vector-borne diseases. Vector Control products such as bed nets and insecticide sprays have shown some of the highest returns on investment in public health. However, countries with a high burden of malaria and/or other vector-borne diseases still face significant policy and regulatory barriers to accessing new technologies to stop transmission. VCAP’s objective is to promote innovation and access to vector control tools that support malaria elimination in the Asia Pacific region by 2030. The VCAP online
platform will be one mechanism for the partnership to share best policy practices and leverage leadership for better vector control in the region.

**Objective of the website**
The main objectives of the VCAP website is to facilitate

1. Increased interaction between vector control regulators, malaria program managers, manufacturers and global health partners to identify and address barriers to accessing vector control tools
2. Improved knowledge of currently available and pipeline (in-development) vector control tools
3. Information sharing on upcoming trainings for regulators, case studies and best practices on the regulation of vector control tools and information on the WHO Pre-Qualification process and regulations

**Target audience**
Regulatory authorities, manufacturers of vector control products, national malaria programs and global health partners

**Draft structure of the website**

**Landing page** - The landing page will have a slider which will contain most current updates regarding vector control policy and regulation including regulatory trainings, changes to regulatory processes vector control policy and regulation workshops/meetings/trainings and milestones related to new vector control product development, registration and/or introduction and scaling in the region.

The VCAP website will include tabs as follows:

- About VCAP
- Vector Control Products
- Vector Control Regulation
- Resources
- Contact information

There should be provisions for a password protected discussion forum under the tab ‘Vector Control Regulation’ and interactive webinars under the tab ‘Resources’

The content (text, photos, videos) for the website will be provided by VCAP leads.

**Expected deliverables**

**Development of the VCAP website:**
- Develop proposal for all the design elements and visuals for the website structure
- Develop UI/UX components (web templates, style sheets, scripts, images, etc,) in accordance with APLMA/Unitaid brand guidelines
- Develop a Content Management System (CMS)
- In website development, the following features are required:
  - 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;
o Ability to incorporate APLMA/Unitaid media platforms (Facebook, Twitter, LinkedIn etc.) with live update options;
o Integrate an effective search function;
o Social bookmarking to allow users to organize their favourite content and share it on their social media accounts through social media shortcuts;
o Search Engine Optimization and ability to work well with search engines;
o Incorporate Google analytics;
o Link the site with other platforms such as partner websites;
o Password protected forums;
o Provision for interactive forums;

Management support and maintenance of the website
• Provide administrative and technical support, quality control till August 2022
• Ensure handover of full source code, including all developed libraries, to VCAP project lead at close of consultancy
• Provide Skype training to VCAP leads for CMS navigation

The work process will be managed by VCAP leads with approval of deliverables to come from Director- Access & Policy at APLMA. The website will be formally launched at the VCAP meeting in May 2020. The successful agency may be required to interact with key stakeholders for feedback and inputs on the website design and structure.

Required skills
• Excellent in web design and development
• Creative thinking with respect to developing compelling visuals and content
• Track record of designing websites for international organizations
• Effective interpersonal and relationship management skills

Evaluation considerations
• Corporate capability and organizational structure for execution of the services
• Demonstration of ability of governance and oversight structures of the firm for ensuring the timeliness and quality of consultancy services
• 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)
• 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)

Timeframes
Submission of proposal: 14th February 2020
Awarding of contract: End of February 2020
Development and implementation: Mar & April 2020
Launch of the website: Week of 11th May 2020

Submission of proposal
The Tender must be written in English and must provide the following information:

Tenderer Details:
1. Legal entity and business name
2. Tenderer’s contact who is authorized to represent and legally bind the Tenderer (name, address, email, phone)
3. Registered office address and principal place of business
4. Details of any partnership agreements or subcontractors if the Tenderer intends to use a subcontractor.

Proposal:
1. The whole proposal (technical and financial) must not be more than 10 pages.
2. The proposal must include the timeline for the delivery of the project along with milestones
3. Two examples of past projects demonstrating relevant experience (with links if possible) of no more than two pages each (to be included in an annex).
4. CV’s of no more than two pages for each of the team members (to be included in an annex).
5. The price must stipulate:
   a. Total cost for developing the website
   b. Cost of maintenance and support (yearly)
   c. Cost of software (if any)
   d. All costs must be mentioned in USD

The complete proposal should be submitted digitally to vcap@aplma.org by 14th February 2020. Please feel free to write to us if you have any questions or seek any clarification.