REQUEST FOR PROPOSAL

WEBSITE DEVELOPMENT FOR C4EE PROJECT

Location	Tirana
Type of Contract	Service Contract (output-based)
Services Requested	**1** Development and design of website for Swisscontact Project "Coaching for Employment and Entrepreneurship – C4EE"
Procurement Process	Request for Proposals One step process - only full proposals will be considered
Number of Lots	1 Lot
Eligible applicants	Companies providing website design and development services
Deadline for submitting full proposals	**August 18th, 2017, @** 16:00 local time
Deadline for submitting questions & receiving answers	Questions can be sent at al.info@swisscontact.org till August 9th, 2017 end of business day. Answers will only be provided on August 11th, 2017
Tentative starting date of service	August 28th, 2017
Estimated contract timeframe	Based on the proposed timeline
Service providers report to	C4EE Project manager
Package of Application	1. Profile of the company (Company details, incl. NUIS and portfolio) 2. Technical proposal (approach to project) 3. CVs of the experts (team members) involved in the project 4. Explanation how the composition of the team of experts allows for the successful completion of the designated outputs 5. Financial proposal 6. Three references for similar service 7. Annexes (if applicable) The Application package shall contain only 1 hard copy of each of the above-mentioned documents. An electronic format including the Technical Proposal, the CV of staff and the Explanation on the composition of the staff shall be included in the package in a USB memory stick
Where to send applications	The application package shall be send in a sealed envelope, addressed as per this RfP notice, lodged either via the postal system or courier service or delivered directly to the Swisscontact office: **Rr. Skenderbej 6/1/1 P.O. Box 2891 Tiranë**

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INTRODUCTION

The purpose and intent of this Request for Proposal (RFP) is to establish a contract with a qualified firm to develop and design a new website for our Swisscontact Project "Coaching for Employment and Entrepreneurship – C4EE".

We live in an always-on world where everyone is connected to information and to one another. Our brand is being redefined by how users experience content across all channels. Services required are website production, ongoing website support and search engine optimization. Additionally, we seek a firm that can develop a strategic approach to organizing content that inspires, informs and drives action. Additional services may include, but are not limited to, strategic planning, content marketing strategy, personal development, and mobile first user experience development.

This request is an offer by the C4EE Project, in accordance with the terms and conditions of this RFP, the services proposed by the successful Offeror(s), by contract, as needed.

BACKGROUND AND OBJECTIVES

C4EE Project implemented by Swisscontact is committed to growing the employment capacities and skills of youth in Albania through:
● Implementation of structured coaching cycles for employment
● Increasing links and opportunities with the private sector
● Increasing capacities of state authorities and civil society partners to implement C4E approaches.

Swisscontact (SC) is a Swiss-based international foundation specialized in Vocational Education and Training and Private Sector Development. It is active since 1994 in Albania implementing various projects. SC stands for innovative approaches, cooperation with the private sector, a strong focus on practice learning, orientation towards the world of work, decentralization with local stakeholder involvement, and contributions towards systems reform. 'Coaching for Employment and Entrepreneurship'_C4EE is among the active projects of Swisscontact Albania office and is based on the innovative concept for labour market insertion of youth (including those from vulnerable groups) and their orientation path into employment, piloted during the first phase. The approach which started in 2010 (2017/20) aims to include state, civil society organizations and private sector cooperation in a more systematic approach.

To this end, C4EE Project requires the development of a unique website that can support integrated marketing and promotional services that embody the incredible diversity of services and meet the needs of each of our audiences outlined above.

Key objectives are to create a positive user experience making it simple for site visitors to find and share information, elevate the level of engagement, increase the level of repeat visits, drive guides for the new professionals to be visible in the labor market.

We want a website that is adaptable and provides innovative tools that will allow us to effectively compete in a mobile first world. The website should introduce two combined core areas:

1. Information and promotion on the project and approaches and activities.
2. Information on the stakeholders and beneficiaries of the project and tools for promotion of the skills of the participants developed under the framework of the project at country level.

We are open to considering multiple options, including development phasing, if such alternative approaches will best allow us to complete the project in alignment with planned marketing campaigns, media buys and budget constraints.

Companies must demonstrate a proven history of strategic, effective and dynamic website development. Companies must also have experience integrating best-of-breed technologies as part of a stack that will support online listening, audience development, content management and site analytics.

SCOPE OF SERVICES

The Offeror shall provide a proposal, in accordance with the terms and conditions set forth herein, to provide website design, development and ongoing maintenance services to C4EE Project that may include, but are not limited to:

● Development of a project plan, including timeline, for the entire scope of work with input from internal team;

● Development of a strategic plan for organizing content around experiences that inspire, inform and drive action. This includes development of personas for target audience segments and use these personas to further define site experiences and desired content;

● Creation of a delightful and uncomplicated experience that includes (but is not limited to) the following features, elements and functionality:

o **Intuitive and Attractive Design**
  - Clean, contemporary design and flow
  - Easy and intuitive navigation that does not require multiple clicks to reach a desired page
  - Mobile responsive web design
  - Balance between simplicity and relevant information
  - Support high-resolution media (images and video)
  - Consistent use of C4EE tools and methodology
  - Fast-loading pages designed with a balance of text and graphics such that each page loads in 4 seconds or less on the average computer

o **Content Management Strategy**
  - An open-source content management format that is instinctive, easy to use, supports the features and functionality outlined, and can be updated easily by the internal website administrator.
  - A blog platform that provides ability for administrator to review and approve posts from guest writers
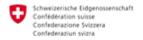
o **Social Media Strategy**
  - Helpful, engaging and shareable content
  - Social sharing tools that allow visitors to post on Facebook, Instagram, Pinterest, etc. should be incorporated across the website
  - Social followership tools that encourage site visitors to engage with C4EE Project on Facebook, Instagram, Pinterest and YouTube
  - Integration of social media feeds, within the homepage and other key pages, including hashtag strategy

o **Customer Engagement Strategy**
  - E-newsletter signup
  - Ability to upload photos for approval by site admin and ability to remove photos that violate terms of service
  - Content hub for downloadable materials including but not limited to free visitor's guides, brochures, infographics, etc.
  - Contact us forms
  - News media hub

o **Other key requirements and considerations include:**
  - Image rich with use of captivating photos and videos
  - Can display changing photographs and video content on the homepage and other landing pages
  - Has functionality to support slideshows and carousels
  - Displays correctly in all major browsers

- Displays time-sensitive, accessible information (e.g., Top 10 experiences, key features) on the home page and other landing pages
- Integrates with multimedia marketing campaigns, including paid media, native advertising, social media advertising, online and onsite activations and public engagement programs
- Features a detailed website map in the footer
- Employs analytics integration including visitor trends, page views, web traffic analysis, path analysis, entry and exit pages, length of stay, browsers, platforms, as well as gathering email, areas of interest and demographics information in a format that permits C4EE Project to maintain a single database of users and email each according to area of interest and profile
- Able to provide multi-language support, if needed
- Website must be safe and secure using HTTPS

⬛ **Development and implementation**
  o Build the website based on the approved design
  o Create and build appropriate content as needed, including integration of new photos and videos
  o Ensure website is fully operational
  o Conduct consumer user testing prior to launch
  o Provide one year of website support
  ● Hosting recommendation: Provide suggestions on the best website hosting opportunity, either third-party or with your company
  ● Other: Any other additional items not listed above, to provide a fully operational website

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PROPOSAL FORMAT

Offeror should complete all the components of the Evaluation and Selection Criteria. Offeror should respond to the main themes of each of the outlined Evaluation and Selection Criteria as outlined above. Offeror should provide corresponding examples, sample work products or references. The Selection Committee may request additional detailed responses to individual questions during a possible oral presentation.

COMPANY DETAILS
● Company name and parent company name
● Ownership structure
● Years in operation
● Mailing address (headquarters)
● Other office location(s)
● Primary phone
● Fax number
● Website and blog URL
● Primary point of contact (name, title, phone and email address)
● Bios of primary team members who would be engaged in this project
● Total number of employees
● Comprehensive pricing and/or rate sheet for all potential services you might provide under this RFP should you be selected as a service provider

REFERENCES
● Three references for similar web development work including: company name, primary client name, contact details and brief explanation of services provided

CAPABILITIES & EXPERIENCE
● Provide an overview of previous services and capabilities
● List relevant experience with similar web design

APPROACH TO PROJECT
● Explain your methodology and planning process for website development
● Detail the technical requirements and systematic implementation needed
● How do you typically measure the results and successes of your web development? Please provide examples and outline analytical metrics that will be integrated into the website
● Detail project management from your agency
● Timeline to complete project

FINANCIAL PROPOSAL
● Detailed budget expressed in days per each function/role & operational cost

EVALUATION AND SELECTION CRITERIA
C4EE Project is committed to selecting the most competitive offer. Our evaluation will be geared to identify those proposals that offer the best combination of expertise and value, considering the following:
1. Understanding and provision of all items requested in the RFP
2. Demonstrated prior experience developing and implementing strategic websites in the travel and tourism sector; proposed team experience
3. Quality, creativity and relevance of samples and ideas provided
4. Suitability for project—current work load, staff size, references and a demonstrated effectiveness with similar projects
5. Budget approach

RFP LOGISTICS / RFP Deadline

The Application package shall contain only 1 hard copy of each of the above-mentioned documents. An electronic format including the Technical Proposal, the CVs of staff and the Explanation on the composition of the staff shall be included in the package in a USB memory stick.

The application package shall be send in a sealed envelope no later than **16:00 hrs on August 18th, 2017**, addressed as per this RfP notice, lodged either via the postal system or courier service or delivered directly to the Swisscontact office:

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