



## REQUEST FOR PROPOSAL RFP\_003\_2022

### TERMS OF REFERENCE

<b>ASSIGNMENT TITLE:</b>	<b>LWU and NCAWMC Website Renovation</b>
<b>AGENCY/PROJECT NAME:</b>	<b>Khan Hom Project</b>
<b>LOCATION OF ASSIGNMENT:</b>	<b>Vientiane Lao PDR</b>
<b>PLACE OF ASSIGNMENT:</b>	<b>Vientiane, Lao PDR</b>
<b>DURATION OF ASSIGNMENT:</b>	<b>3 months (Part-time, June – September 2022)</b>
<b>STARTING DATE:</b>	<b>15<sup>th</sup> June 2022 (or as early as possible)</b>
<b>DEADLINE FOR SUBMISSION:</b>	<b>10 June 2022</b>
<b>SUBMISSION EMAIL ADDRESS:</b>	<b><a href="mailto:Lao.procurement@undp.org">Lao.procurement@undp.org</a></b>

#### 1) GENERAL BACKGROUND

There is growing recognition that gender-based violence against women is a serious violation of basic human rights that must be eliminated from all sections of society. In Lao PDR, gender-based violence against women is a by-product of traditional beliefs and discriminatory customs related to gender roles. And without a strong rule of law and governance mechanisms for survivors to seek civil remedies, the elimination of gender-based violence against women cannot be achieved.

COVID-19 has threatened the lives of many, causing devastating impacts on people's livelihoods, especially the socially vulnerable. In societies with gender-based discriminations, women face greater social and economic consequences during times of crisis. Not only has COVID-19 created new challenges for women in terms of achieving gender equality and being empowered, but the crisis has shone a light on, and exacerbated, preexisting challenges faced by women.

Women globally are affected by the economic fallout of COVID-19 due to their reliance on temporary and informal employment. A significant proportion of women are self-employed within the informal sector and these forms of employment are typically not represented by labor unions, nor qualify for social security and are particularly at-risk during crisis, including during COVID-19 with social restrictions and lockdowns significantly impacting business.

According to the 'Care Rapid Gender Analysis COVID-19 Lao PDR (July 2020)', the study has found that the pandemic has both reinforced traditional gender norms as well as provided opportunities for men and women to work together to address the current crisis in Lao PDR. The main findings of this study are 1) some traditional gender roles have been reinforced, 2) lockdown measures have made detection of Gender Based Violence (GBV) even more difficult, and 3) the economic sectors with a large female workforce have been strongly affected, increasing women's economic insecurity.

With the advent of the second wave of COVID-19 infections in Lao PDR, the Government of Lao PDR has put in place strict lockdown restrictions from 22 April 2021 that have exacerbated the risk women face in experiencing violence, especially

domestic violence. Many women are confined with their abusers and the lack of knowledge on their rights and the services available to them perpetuate the cycle of violence they might find themselves in.

In addition, women are particularly exposed due to their prevalence in the informal sector, such as working in the food industry and as street vendors, where they are unable to remain in lockdown. Furthermore, women living on the margin may not have access to accurate information on the virus or the pandemic, pushing them further behind.

UNDP is committed to gender-responsive programming to promote and protect the rights of women, and provide them with opportunities to fulfill their potential, contribute to society, and ensure the government of Lao PDR fulfills its pledge under the UN Sustainable Development Goals to “leave no one behind” as the country moves forward toward 2030.

## 2) OBJECTIVES OF THE ASSIGNMENT

The overall objectives of renovating the LWU and NCAWMC websites are to better provide access to information related to the work of the LWU and NCAWMC, provide a platform for women to send inquiries, and overall enhance communication internally and externally. The websites will facilitate showcasing the work of LWU and NCAWMC to garner donor attention and international awareness.

## 3) SCOPE OF WORK

The renovation of the LWU and NCAWMC websites will need to encompass many different skills and disciplines in both the production and maintenance of the website, including but not limited to web graphic design, interface design, authoring, user experience design and search engine optimization. Detailed research and design of the websites will have to be conducted in order to identify what works best for the target audience and the design considerations should be aligned to an informative user-type website as it relates to layout, instructions, and labeling on a website, etc., including but not limited to the requests of the LWU and NCAWMC: clearly display in an easily understandable way the activities, organizational chart, and mandate of LWU and NCAWMC, NCAWMC secretariat office, and Sub-CAWs of ministries and provinces, the legal frameworks related to gender equality, linkage to Facebook page, magazines, radios, and TV programmes. When renovating and developing the websites, the approach to the design should be from a feature rich and informative point of view. Detailed below are the Website Renovation technical requirements:

<b>Web Hosting Technical Requirements</b>
Unlimited Email accounts, Domain: 2/ subdomain unlimited/ FTP Account:10 / Mysql Database 15, Web space (website): 100GB, Monthly Bandwidth: 2TB, Cpanel access, POP3 / POP3-SSL/IMAP/ IMAP-SSL/SMTP/SMTP-SSL/Spam and Virus Protection, Webmail (Horde, Squirrel mail & Round cube), firewall protection, Email filtering, weekly data backup services, security update and monitoring, routine version upgrade, SSL Certificate, 99.9% of Server Uptime Warrantee, Daily automatic backup of website and databases, 24/7 Support.
<b>Web Design Technical Requirements</b>
Custom web design and development with main and sub-menus (unlimited) including menu items, CMS (Word press) PHP, MYSQL CSS and JAVA Script, desktop, mobile and tablet friendly website, CMS system to support multi-language menu LAO/EN, Google Analytics setup (visitor statistics), Search Engine Optimization (SEO), contact & feedback form with captcha to prevent bot spamming, Social Network Integration, add auto-sharing the new posts' link from website to social media (Facebook Page), add event calendar and news archive, Content and Menu, base form, provide website management training for LWU and NCAWMC staff, Extra Web pages; and develop a function to perform backup a whole website to local drive, with the possibility to restore when something goes wrong.

### Activities / Tasks

The renovation of the LWU and NCAWMC websites will be conducted by an external contractor over a 3-month period. Included within the development, will be the training of both websites' technicians who will manage the day to day running of the site once the systems are up and running and drafting the Websites Framework and associated Operational Procedures for approval.

The development and design of the LWU and NCAWMC websites will require a detailed stakeholder analysis to identify the full requirements through participatory and exploratory method of research.

## 4) FINAL DELIVERABLES

The LWU and NCAWMC Website Renovation deliverables

### Outputs:

1. Inception report taking into considerations the requests by LWU and NCAWMC
2. Design of the LWU and NCAWMC websites approved
3. Development of the websites per design
4. Formal training of the LWU and NCAWMC website technicians on website management: how to perform content upload, website backup, version upgrade, security update, system maintenance, and administration, etc.
5. Drafting and approval of the LWU and NCAWMC's Website Frameworks and Operational Procedures; (Note: these being guided by the Lao PDR Ministry of Communication Policies which will provide direction on the minimum requirements and best practices).

### Outcomes:

- Effective LWU and NCAWMC websites to facilitate both internal and external communications, that is accessible to consumers, is user friendly and is a welcoming online environment where users can get useful information on the activities, organizational chart, and mandate of LWU and NCAWMC, the legal frameworks related to gender equality.
- An increase in awareness of the LWU and NCAWMC's role and work, women's rights, and legal frameworks for gender equality in Lao PDR.

## 5) PROVISION OF MONITORING AND PROGRESS CONTROLS

The below table outlines key roles and responsibilities for the LWU and NCAWMC Website Renovation procurement. The UNDP DRR/Governance Unit Head is responsible for reviewing all deliverables; UNDP Gender Programme Specialist will act as the main focal point, thereby assuming the day-to-day responsibility for managing the website renovation and serving as the main facilitator:

<u>Person/ Organization</u>	<u>Roles and Responsibilities</u>
UNDP Deputy Resident Representative/UNDP Unit Head	<ul style="list-style-type: none"><li>• Review and approval of all deliverables</li></ul>
Main facilitator: UNDP Gender Programme Specialist	<ul style="list-style-type: none"><li>• Lead the development of the Website Renovation TOR.</li><li>• Manage the selection Web Hosting and Web Design Contractor.</li><li>• Manage the contractual arrangements, the budget and the personnel involved.</li><li>• Provide facilitation and coordination support to the Web Hosting and Web Design Contractor.</li></ul>

	<ul style="list-style-type: none"> <li>• Provide the Web Hosting and Web Design Contractor with administrative support and required data.</li> <li>• Review to ensure the final Web Hosting and Web Design meets quality standards.</li> </ul>
Manager: LWU PM and relevant LWU & NCAWMC staff	<ul style="list-style-type: none"> <li>• Assist in collecting the required data.</li> <li>• Engage in interviews and group meetings.</li> <li>• Support and cooperation.</li> <li>• Review to ensure the final Web Hosting and Web Design meets quality standards.</li> </ul>
Website Design and Development Contractor	<ul style="list-style-type: none"> <li>• Fulfill the contractual arrangements in line with the UNDP norms, standards and ethical guidelines.</li> </ul>

## 6) DURATION OF ASSIGNMENT, DUTY STATION AND EXPECTED PLACES OF TRAVEL

The Website Renovation Project is tentatively scheduled June 2022 to September 2022 (3 months) and will take place in-country (Vientiane, Lao PDR duty station) with no anticipated travel outside of Vientiane.

## 7) MINIMUM QUALIFICATIONS OF FIRMS/ORGANIZATION:

- Minimum of five years of experience in website design and development, producing high-quality web-based products and services in line with the stated technical requirements.
- Technically qualified and experienced website design and development Team Leader and Team (it should be noted that CVs of proposed personnel should be included with the bid documentation).
- Proven relevant skills in website development, programming, application development, UX/UI, and information technology.
- Demonstrate the ability to create innovative and visually appealing designs
- Ability to understand users' needs and to customize services and products accordingly, in order to provide user friendly solutions that meet user requirements
- Experience in conducting UNDP contracts is considered a strong asset.

## 8) REVIEW TIME REQUIRED

The UNDP Governance Team requires at least two weeks for review and approval of delivered outputs before issuing payments.

## 9) SCOPE OF BID PRICE AND SCHEDULE OF PAYMENT

The following deliverables are required as part of this assignment. Fixed lump-sum fees will be paid as per agreed timeframe and satisfactory certification of receipt of outputs by the UNDP Governance Unit.

Deliverables/Description of Payment	Deliverable Timeframe
-------------------------------------	-----------------------

<b>Output 1:</b> Inception report	<u>1 July 2022</u>
40% of the professional fees shall be paid upon submission and acceptant of below output: <b>Output 2:</b> Development of the LWU and NCAWMC websites	<u>31 August 2022</u>
20% of the professional fees shall be paid upon submission of below output: <b>Output 4:</b> Formal training of the LWU and NCAWMC Web Technicians in website management	<u>30 September 2022</u>
40% of the professional fees shall be paid upon submission of below output: <b>Output 5:</b> Drafting and approval of the LWU and NCAWMC Website Frameworks and Operational Procedures.	

## 10) RECOMMENDED PRESENTATION OF OFFER

Interested bidders/firms are required to submit the following documents as part of their bidding proposal:

1. Form A : Technical Proposal Submission Form
2. Form B : Bidder Information Form
3. Form E : Technical Proposal Format (with CVs of Key Personnel)
4. Form G : Financial Proposal (with protected password)

*The password for opening the Financial Proposal should be provided only upon request of UNDP. UNDP will request password only from bidders whose Technical Proposal has been found to be technically responsive. Failure to provide correct password may result in the proposal being rejected.*

## 11) CRITERIA FOR SELECTION OF THE BEST OFFER

The following criteria shall serve as basis for evaluating offers:

Summary of Technical Proposal Evaluation Forms		Points Obtainable	Points Awarded
1.	Bidder's qualification, capacity, and experience	25	
2.	Proposed Methodology, Approach and Implementation Plan	25	
3.	Management Structure and Key Personnel	20	
	<b>Total</b>	<b>70</b>	

<b>Section 1. Bidder's qualification, capacity and experience</b>		<b>Points obtainable</b>	<b>Points Awarded</b>
1.1	Reputation of Firm or Consultant	8	
1.2	Relevance of specialized knowledge and experience on similar engagements done in the region/country	7	
1.3	Experience working with the Government of Lao PDR or Development partners	5	
1.4	Ability to collaborate with other team members and a broad range of stakeholders.	5	
<b>Total Section 1</b>		<b>25</b>	
<b>Section 2. Proposed Methodology, Approach and Implementation Plan</b>		<b>Points obtainable</b>	<b>Points Awarded</b>
2.1	Understanding of the requirement: Have the important aspects of the task been addressed in sufficient detail? Are the different components of the project adequately weighted relative to one another?	8	
2.2	Description of the Offeror's approach and methodology for meeting or exceeding the requirements of the Terms of Reference	6	
2.3	Assessment of the implementation plan proposed including whether the activities are properly sequenced and if these are logical and realistic	8	
2.4	Quality assurance procedures and risk mitigation measures	3	
<b>Total Section 2</b>		<b>25</b>	

<b>Section 3. Management Structure and Key Personnel</b>		<b>Points obtainable</b>	<b>Points Awarded</b>
3.1	Composition and structure of the team proposed. Are the proposed roles of the management and the team of key personnel suitable for the provision of the necessary services?	10	
3.2	Qualifications of Team Leader	10	
	- General Experience	6	
	- Specific Experience relevant to the assignment	3	
	- Regional/International experience	1	
<b>Total Section 3</b>		<b>20</b>	

**Combined Scoring Method:**

- Where the Technical Proposal will be weighted a maximum of 70% and combined with the price offer which will be weighted a maximum of 30%

**Technical Evaluation of Proposals:**

- All Technical Proposals comprising the information/documentation provided will be evaluated to ascertain the suitability of the bidders/firm to carry out the assignment. The bidders/Firms who obtain a minimum of 49 points of the full mark (70 points) will be considered technically compliant, and the "password" for opening their Financial Proposal will be asked. Then, their Financial Proposals will be evaluated thereafter.

**Financial Evaluation of Proposals:**

- The Financial Proposals of all bidders/firms who pass the technical evaluation will be scored. The maximum 30 points will be allotted to the lowest financial bid, and all other bids shall receive points in inverse proportion to the lowest fee e.g.  $[30 \text{ Points}] \times [\text{USD lowest}] / [\text{USD other}] = \text{points for other proposer's fees}$ . The contract shall be awarded to the applicant who receives the highest cumulative score.