

Requests for Proposals (RFP): Strategic Website Support for the NDC Partnership

February 2024

SUMMARY OF PROCUREMENT

The NDC Partnership Support Unit is searching for a communications firm to provide strategic support to advance the Partnership's brand and the impact of our diverse membership through enhancement and maintenance of the NDC Partnership's various websites and microsites. Our aim is to communicate with our members, partners and other stakeholders in a clear and compelling manner to increase our brand recognition and visibility as a leader in advancing global climate action in line with the goals of the Paris Agreement and the Sustainable Development Agenda. This vendor will be responsible for the maintenance and continued improvements of the NDC Partnership's website and microsites in line with established branding and messaging.

For this project, the vendor will be contracted directly through the World Resources Institute (WRI). The contract will be set as an open contract, where individual work orders will be issued before work begins. Compensation will be based upon the work negotiated in each individual work order, which will detail separate scopes of work, deliverables and budgets. There will be a fixed price work order for monthly administration of the hosting environment and maintenance (including server and security updates, network services, technical support services, performance improvement, bug fixing among other activities specified below in this Request for Proposals) as well as ad-hoc cost reimbursement work orders for the development of new functionalities. The contract will extend to 31 December 2026. Proposals along with all requirements should be submitted by 29 February 2024.

This vendor will work closely with the NDC Partnership Support Unit's Outreach & Governance team, specifically: the Deputy Director of Outreach & Governance, Communications Manager, Communications Coordinator, Writer and Visual Media Specialist; in addition, this position will work closely with the Knowledge & Learning and Country Engagement teams, as needed. This vendor will provide strategic support across the following scopes of work below.

About the NDC Partnership

The NDC Partnership brings together more than 200 members, including more than 120 countries, developed and developing, and more than 80 institutions to create and deliver on ambitious climate action that helps achieve the Paris Agreement and the Sustainable Development Goals (SDGs). Governments identify their NDC implementation priorities and the type of support that is needed to translate them into actionable policies and programs. Based on these requests, the membership offers a tailored package of expertise, technical assistance, and funding. This collaborative

response provides developing countries with efficient access to a wide range of resources to adapt to and mitigate climate change and foster more equitable and sustainable development.

The Partnership's work is facilitated by a Support Unit hosted by the World Resources Institute (WRI) in Washington, DC and the UNFCCC Secretariat and UNOPS in Bonn, Germany. This work will be contracted through WRI and will engage primarily with Support Unit staff in the Washington, DC office, but will have some interaction with Support Unit staff in the Bonn, Germany office and may interact with other consultants/vendors located around the world.

OVERVIEW

The [NDC Partnership website](#) serves as a resource for current and prospective members, as well as a general climate-informed and technical audience. The site provides general information on the work and impact of the NDC Partnership, contains a live [Country Action](#) map that provides information about every country's climate action around the world, and hosts a unique learning platform, the [NDC Partnership Knowledge Portal](#).

The [Knowledge Portal](#) is NDC Partnership's primary platform for publicly sharing good practices, tools, platforms, finance opportunities and other resources related to NDC implementation and enhancement and sustainable development. Current open-source and searchable modules of the Knowledge Portal include the following:

- [Climate Toolbox](#): a database of tools, resources, and advisory support
- [Good Practice Database](#): a database of country case studies and examples of good practice from climate action design and NDC implementation
- [Climate Funds Explorer](#): a database of open, public international climate funding opportunities
- [Climate Finance Bulletin](#): a repository of open, time-bound climate funding opportunities and calls for proposals for countries and implementing partners
- [Explore NDC Content](#): a page pulling in Climate Watch data on countries' NDCs and historical emissions, allowing users to explore global trends via a map and to assess key details of countries' submitted NDCs

For more detailed information about the Knowledge Portal, please see the Annex.

In addition, the Partnership maintains five microsites for specific projects and initiatives, as well as its annual interactive report, the Partnership in Action (PiA) website, including:

- [The 2021 Partnership in Action \(PiA\) site](#);
- [The 2022 Partnership in Action \(PiA\) site](#);
- [The 2023 Partnership in Action \(PiA\) site](#);
- The 2024 Partnership in Action (PiA) site (to be determined); and
- [The Climate Action Enhancement Package \(CAEP\) site](#).

SCOPE OF WORK AND ACTIVITIES

Scope 1: Ongoing Website Maintenance & Security

The Partnership's main site is built in Drupal 9 (D9) and each microsite is built in WordPress; the main site and each microsite will require both routine maintenance and security updates, including:

- Server environment and security updates, including overseeing Drupal and WordPress updates and ensuring security standards are met;
- Implementation of clean user-friendly views and CMS, and staff training on new CMS for basic website maintenance and updates;
- Performance improvements (e.g., scalability, load times, low bandwidth performance, analysis completion); and

Work under this Scope of Work will be compensated on a fixed price basis per month. It is estimated that approximately 20+ hours of support is needed per month for this Scope of Work. This may change, and the NDC Partnership will rely on its vendor to make recommendations on any additional updates, deliverables, and timelines, as needed.

Scope 2: Ongoing Website Development & Design

The NDC Partnership's main website will require design changes to refresh the look and feel of the site in line with the Partnership's evolving branding and messaging, including:

- Project Management, including scheduling and attending meetings, answering client questions and email and invoicing and contracting.
- Providing strategic guidance on website and microsite development and design, including building and presenting wireframes and designing icons, infographics and immersive features;
- Implementation of Google Analytics (GA) for tracking web traffic and page metrics and making informed, strategic design recommendations based on GA usage and best practices;
- Improving the design and user experience of the website, including building out dedicated modules for specific initiatives and thematic work;
- Conducting mobile compatibility assurance and quality assurance testing; and
- Routine communication, progress reports and deadline setting.

Compensation under Scope of Work 2 will be based upon the work negotiated in each individual work order. Payment will be made on a cost reimbursement basis upon submission to and approval by the NDC Partnership team of invoices and work order deliverables.

Scope 3: Ongoing Website Development & Design of the Knowledge Portal

The Knowledge Portal will require ongoing development support for distinct features, in addition to regular maintenance activities. This may include activities such as the following:

- Deployment of an email subscription feature to enable users to sign up to receive custom updates when new entries are added to the Climate Finance Bulletin
- Development of a Google Analytics Dashboard for the Knowledge Portal to enable better understanding of the types of users visiting the Portal, their details, and page browsing patterns.
- Potential incorporation of Artificial Intelligence (AI) technologies into the Knowledge Portal systems, such as for knowledge organization and content generation, following completion of scoping exercises by the Support Unit
- Support updates to Knowledge Portal content download features, including a French language download of the Climate Funds Explorer funding opportunity data
- Regular maintenance and bug fixes to the Knowledge Portal and its modules, as needed

Compensation under Scope of Work 3 will be based upon the work negotiated in each individual work order. Payment will be made on a cost reimbursement basis upon submission to and approval by the NDC Partnership team of invoices and work order deliverables.

Scope 4: Build of the 2024 and 2025 Partnership in Action (PiA) Microsites

The vendor will build the 2024 and 2025 Partnership in Action (PiA) Microsites, using the existing 2023 PiA microsite to inform development and design. The scope of work will include:

- Building and presenting a concept proposal for the 2024 and 2025 microsite in line with the 2023 microsite and the Partnership's brand;
- Build wireframes and design a new suite of icons, infographics and immersive features, as needed;
- Improve the design and user experience of the PiA microsite; and
- Conduct mobile compatibility assurance and quality assurance testing.

Compensation under Scope of Work 4 will be based upon the work negotiated in the concept proposal for each microsite. Payment will be made on a cost reimbursement basis upon submission to and approval by the NDC Partnership team of invoices and work order deliverables.

The scopes of work on the website and microsites are based on the current and anticipated needs of the NDC Partnership Support Unit. These may change, and the NDC Partnership will rely on its vendor to make recommendations on any additional updates, deliverables, and timelines, as needed. Please see below for the specific deliverables, activities, and timelines.

Scope 5: Build of NDC Update Guidance

The vendor will integrate and develop an online, interactive version of the NDC Partnership's NDC Update Guidance into the NDC Partnership website. This tool is currently under development with a third-party vendor; this vendor will need to integrate and implement existing wireframes into the NDC Partnership website in coordination with the existing vendor and Support Unit staff. The tool will help users easily navigate the Guidance including posting additional partner guidance and support available to users.

Compensation under Scope of Work 5 will be based upon the work negotiated in each individual work order. Payment will be made on a cost reimbursement basis upon submission to and approval by the NDC Partnership team of invoices and work order deliverables.

Scope 6: Build of Climate Investment Planning and Mobilization Framework

The vendor will build an online interactive version of the NDC Partnership's [Investment Planning and Mobilization Framework](#). The tool will be user-friendly and will include more details than the PDF Framework, including links to resources, TOR templates, and additional guidance as relevant.

Compensation under Scope of Work 6 will be based upon the work negotiated in each individual work order. Payment will be made on a cost reimbursement basis upon submission to and approval by the NDC Partnership team of invoices and work order deliverables.

BUDGET AND COMPENSATION

The maximum available budget for the duration of this contract (2024 – 2026) for Scope of Work 1 is \$200,000. The budgets for Scopes of Work 2, 3 and 4 for the duration of this contract will be determined on a needs basis but will not exceed \$100,000 (scope 2), \$150,000 (scope 3) and \$80,000 (scope 4), \$40,000 (scope 5), and \$40,000 (scope 6).

The price offered in the proposal will be an important element of the evaluation criteria.

For the budget proposal for Scope of Work 1, the proposal should include the proposed cost for completing those services, ensuring an average of 20 hours per month are available to complete the work and address urgent bug fixes. If the vendor believes more time is needed for Scope of Work 1, they should clearly justify why in their proposal.

For the budget proposal for Scope of Work 2, 3 and 4, the bidder should only provide information on hourly rates per type of specialist as this will be the price for the cost reimbursement of each approved work order under this Scope of Work.

The budget proposal should be handed in by filling the following template table:

Budget Proposal		
Scope of Work 1	<i>Estimated number of hours</i>	<i>Fixed price per month</i>
Basic administration and maintenance support		
Scopes of Work 2 through 6		<i>Daily rate per specialist type</i>
Specialist Type 1		
Specialist Type 2		
Specialist Type 3		
Specialist Type 4		

DELIVERABLES & TIMELINES

Deliverable	Description	Timeline
Scope 1: Ongoing Website Maintenance & Security	Vendor will manage Content Management System (CMS) security and maintenance of the Partnership's Drupal 9 (D9) website and microsites.	1 February 2024 – 31 December 2026
Scope 2: Ongoing Website Development & Design	Vendor will complete development and design updates for the D9 website, as needed.	1 February 2024 – 31 December 2026
Scope 3: Ongoing Website Development & Design of the Knowledge Portal	Vendor will complete any maintenance and bug fixes as well as development and design upgrades for the Partnership's	1 February 2024 – 31 December 2026

	Knowledge Portal modules on the Drupal 9 (D9) website	
Scope 4: Build of the 2024 and 2025 Partnership in Action (PiA) Microsites	The vendor will build the Partnership in Action (PiA) 2024 and 2025 microsite, populate content provided by the NDC Partnership Support Unit to the microsite pages, and manage Content Management System (CMS) security and maintenance for both sites.	1 April 2024 – 1 December 2026
Scope 5: Build of NDC Update Guidance	The vendor will build the interactive version of the NDC Update Guidance, populate content, and manage Content Management System (CMS) security and maintenance.	1 April 2024 – 1 June 2024
Scope 6: Build of Climate Investment Planning and Mobilization Framework	The vendor will build the interactive version of the Investment Planning and Mobilization Framework, populate content, and manage the Content Management System (CMS) security and maintenance.	1 June 2024 – 1 September 2024

REQUIREMENTS

The selected vendor must demonstrate capacity in similar work, particularly:

- Demonstrated experience and capacity in UX design and website development and management, as well as familiarity and experience working with custom learning tools and databases, and proficiency in Drupal and WordPress.
- Demonstrated experience developing strategic communications strategies for digital campaigns and websites, ideally in the non-profit, NGO, and/or development contexts, as well as a demonstrated track record in strategic communications, advocacy, media and/or marketing.
- Success working with international agencies and organizations and countries around the world; and
- Experience working with, and in-depth understanding of, sustainable development, climate and climate finance initiatives and organizations.

Evaluation & Selection

Proposal Content

- A **maximum 10-page**, detailed proposal on the services available, tailored to address the full scope of work as outlined in this proposal.

- A detailed budget proposal, outlining costs for each of the four scopes of work, in the formats requested above.
- Examples of previous work.
- Profiles of staff that will serve as the primary points of contact in supporting the Partnership Support Unit.
- A non-binding draft proposal explaining how the vendor would implement the development of further functionalities in the website or knowledge portal. The proposal should include the presentation of a proposed solution and a budget calculation detailing hourly rates for the different specialists and the total cost for each functionality. The vendor should choose one deliverable from the following list and present a proposal and budget for the following new functionalities:
 - Deployment of an email subscription feature to enable users to sign up to receive custom updates when new entries are added to the Climate Finance Bulletin
 - Development of a Google Analytics (GA) summary dashboard for the Knowledge Portal to enable better understanding of the types of users visiting the Portal, their details, and statistics on the frequency and depth of visits.

Evaluation Criteria

The following elements will be the primary considerations in evaluating all proposals submitted in response to this RFP:

- Completeness of all required elements;
- How the proposal meets the requirements outlined above;
- Experience with similar projects and clients;
- Quality of the proposal on the services available and the non-binding proposal in response to the example needs shared above; and
- Overall cost of the vendor's proposal.

Selection Process

No proposal development costs shall be charged to WRI; all related expenses are to be borne by the bidders. WRI may award the bidder offering best value without discussion. However, WRI reserves the right to seek bidder clarifications and to negotiate with those bidders deemed to be within a competitive range. WRI may, at its discretion and without explanation to the prospective vendors, choose to discontinue this TOR without obligation to such prospective vendors, or make multiple awards under this TOR.

TOR Submission

All proposals must be submitted on 29 February 2024, to Caitlin.Pinkard@ndcpartnership.org. Please use the following format for the email subject line: "Strategic Website Support: TOR Response." **All proposals must be submitted in electronic format in one packaged document.**

ANNEX

The NDC Partnership's Knowledge Portal helps countries to accelerate climate action by providing quick and easy access to data, tools, guidance, good practices, and

funding opportunities. It draws together the most relevant resources from partners and other leading institutions.

The Knowledge Portal includes a number of curated modules including:

- **Good Practice Database:** This database provides a searchable repository of good practices and lessons learned from countries that have overcome obstacles and where climate action is being effectively designed and implemented. The database is managed jointly with the UNDP NDC Support Programme, the Transparency Partnership and LEDS GP. The database content is hosted on an independent third-party database (Knack). The content is pulled in through an API onto the NDC Partnership website and to joint partners' websites. In addition to managing the Knowledge Portal, the web developer will manage the API connection via the Knack interface as well.
- **Climate Toolbox:** The Climate Toolbox draws together tools, guidance, platforms, and advisory support from leading institutions in a searchable database to help countries plan and implement their NDCs.
- **Climate Funds Explorer:** The Climate Fund Explorer is a searchable database of large-scale, open climate funds and related support for climate mitigation and adaptation activities.
- **Climate Finance Bulletin:** This is a new climate finance module, recently built in the NDC Partnership's new Drupal 9 website, which was launched in Q4 2024. The Bulletin is a database for funders to post open or upcoming short-term, time-bound calls for climate finance proposals requesting applications from countries, organizations, and other eligible entities to receive funding for specific projects and initiatives. The module allows for either the Support Unit to upload these calls for proposals or for funders to submit them directly for upload via a web form.
- **Explore NDC Content:** The Explore NDC Content page pulls in Climate Watch data on countries' NDCs and historical emissions. Users can use a map to identify global trends as well as compare countries' initial and updated NDCs in detail.

NDC Partnership Country Pages

The NDC Partnership website hosts country pages for every country in the world. There are three types of country pages:

- Actively Engaged Country pages
 - These pages reflect information about NDC Partnership member countries and how they are engaged with the Partnership in real time
- NDC Partnership Country Member pages
 - This includes a filter for those countries with "NDC Action Plans"
- Non-NDC Partnership Country member pages

All country pages reflect NDC data and information that is pulled into the website through an iFrame which is built and hosted on the [Climate Watch](#) website. To update and/or embed additional iFrames within these country pages, the vendor will need to coordinate directly with the Climate Watch web team.