RfP: World Heritage Leadership Knowledge website (IUCN-22-03-PA02312-1)

IUCN responses to bidder questions

Last updated: 08/08/2022

1. Do we understand correctly that the fixed price financial proposal is inclusive of post-launch regular website maintenance support in 2023, but we should indicate the price of this price component as a separate line of budget break-down?

   IUCN response: Post-launch regular website maintenance support (including hosting) in 2023 is separate and additional to the 60,000 EUR budget. Please include it as a separate line in the budget breakdown so that we can see what the yearly proposed maintenance support costs are. We are keen to find a long term maintenance support solution that is not expensive.

2. Could you please clarify the statement "Proposals should also include a non-binding price proposal for purchase and ongoing management of the SSL certificate, and the hosting solution for the website": do we understand correctly that the purchase and ongoing management of the SSL certificate and the hosting solution are additional services to the fixed scope project, i.e.:
   a) the client may decide to buy those services from other providers?
   b) these services do not count towards a total budget of 60 000 Eur?

   IUCN response: The SSL certificate and hosting solution will be purchased and managed by the successful bidder, we would just like information on the costs, and proposed hosting solution provider in the case of the hosting solution. These services (for 2022) should be included in the total project budget of 60,000 EUR.

3. Copywriting for the website: it is clear that new content will be created by IUCN and ICCROM staff, but should we consider any migration of content from other website/s?

   IUCN response: Migration of content from other websites will not be needed; we will only be entering new content into the website.

4. Should we have to include a private section for registered users inside the scope of the project or all the content will be accessed anonymously? There are mentions in different sections of the RfP like:
   a. 5.3 - (Objectives) Provide access to heritage resources to users
   b. 6 - (Key audiences)
   c. R02 Profile content
   d. 9 - Access to activities and resources

   IUCN response: Access to the website will be public and available to anyone – we do not want to create private sections/content for registered users. All content that is uploaded will be available to anyone visiting the website, and there will be no need for visitors to sign in.

5. Does the CMS need to have contact management functionality like:
   a. Manage relationships between contacts (i.e. "X" is employee of the national ministry "Y", or "A" belongs to Indigenous Community "B")
   b. Search for contacts under a specific criteria (i.e. Government Employees from France)
   c. Ability to send mass mailings (i.e. Newsletters) from the CMS to specific groups
   d. Manage GDPR related information for registered users (i.e. date of acceptance of the privacy policy or legitimate interest)

   IUCN response: The users of the CMS will be internal IUCN and ICCROM staff, numbering fewer than ~20 people at any given time, so advanced contact management functionalities

are not needed. Fields for CMS user first name, last name, institution and email address will probably be all that's required. CMS users should be visible/searchable for CMS admin in a simple way, e.g. via a list of all CMS users. Mass mailings to CMS users or other specific groups will not be needed. The website will need to be GDPR compliant and we may need to integrate a check box for CMS users upon creation of their accounts whereby they agree to specific institutional privacy policies.

6. Does the website need to be connected / synchronized with any external system? (lile IUCN's CRM, or IUcN's user management system?

IUCN response: In general, the website will not need to be connected/synchronized with any IUCN or external system. The only part of the website where there will be automatic data connection/exchange is in the news and activities section, where we would like to have automated integration of posts/announcements from our dedicated social media accounts (see R07 in RfP).

7. R08 Courses - Does the website need to allow registrations to specific courses?

IUCN response: The website will not feature course registration functionality, it will only store information and hyperlinks to e-learning platforms and courses hosted on other websites. This content will be entered by CMS users. See also IUCN response to question 14.

8. Which forms should the website consider (i.e. Registration form, Contact form, Newsletter subscription, course registration, etc..)

IUCN response: We do not need any forms to be developed for the website.

9. 13 - SEO, can you describe the scope of the "post lunch ongoing SEO monitoring and optimisation"

IUCN response: The priority with SEO under this project is the technical development of a CMS/website in ways that optimise content for search engines. Post-launch, the priorities should be basic monitoring of these aspects and small optimisations where this is possible and feasible within the framework of regular support and maintenance services. We are not looking for a dedicated SEO strategy or advanced SEO monitoring or optimisation post-launch. See also our response to question 20.

10. Does the budget of 60,000 EUR include the post-launch regular website maintenance support or would that be on top?

Post-launch regular website maintenance support (including hosting) in 2023 is separate and additional to the 60,000 EUR budget. Please include it as a separate line in the budget breakdown so that we can see what the yearly proposed maintenance support costs are. We are keen to find a long term maintenance support solution that is not expensive.

11. Do the references for the pre-qualification need to be in a specific format or include any specific information?

IUCN response: No specific format for references is required, nor is any information mandatory for the references. It would be helpful however if clients' experiences in working with the bidder on a project(s) of a similar nature could be clearly stated.

12. There don't mention in which exactly CMS you want to develop your website…[m]aybe you have some preferences?

IUCN response: We don't have a preference for the specific CMS that is used to develop the website. However, it should be a widely-used framework, which can adequately support the technical needs and objectives of the website, and does not cost a substantial amount to support in the long term.

13. On requirement R13: Display content in multiple languages: Technically, all languages, including non-Latin, are supported, but for the purpose of the quotation we need to know if the initial project scope includes only English and French or also other (if yes, please specify).

   IUCN response: We confirm that the current project scope is for the website to be accessible only in English and French, where for some content pages, we will need functionality for CMS users to upload documentation (e.g. PDFs) that are in other languages (see requirement R14 in the RfP), but this will not impact on the language functionality of the CMS.

   However at a future point (beyond the current project scope), we may need to integrate additional language versions of the content, especially in Spanish and Arabic, and it would therefore be beneficial for the CMS to have the options for this in the future.

14. On requirement R8: "advertise upcoming courses and direct applicants to apply for these courses": Please confirm that the WHLK Platform will only store links to the e-learning platform(s) and there is no need for content integration via API, import/export or other similar methods of data exchange, nor to directly manage in WHLK course applications and participants.

   IUCN response: We confirm that the WHLK Platform will only store hyperlinks to the e-learning platforms and courses (entered by CMS users), and that there is no need for content integration with other course learning platforms, nor a need to directly manage course applications and participants in the WHLK platform. The only part of the website where there will be automatic data exchange is in the news and activities section, where we would like to have automated integration of posts/announcements from our dedicated social media accounts (see R07 in RfP).

15. On requirement R22: "different types of page templates that can be edited by CMS managers": Does this requirement refer to the capability of pre-defined templates being modified by CMS managers (i.e. change the structure or layout in a template)? Or it is only about CMS managers being able to choose for any page the applicable template, from a predefined list of templates?

   IUCN response: The latter; CMS users should be able to select a page template (from a predefined list of templates) and then edit this (i.e. add text content, images etc). For some page templates, functionality may need to be integrated which allows the CMS user to adjust some aspects of the structure (e.g. make a banner between text visible/not visible, have links appear in the sidebar), but this is envisioned to be minimal and the extent of these functionalities will be agreed with the successful bidder during development.

16. On chapter 11 - Browsers and device support: Internet Explorer's end-of-life has been announced in 2021 and will become officially unsupported by Microsoft in June 2022. Backwards compatibility with IE11 will prevent us from leveraging capabilities of modern browsers and will likely result in a lower overall product quality. IE11 has limited support for default layouts used by CMS themes and is not compatible with many web frameworks and libraries. Is it acceptable that, in case of such incompatibilities, users are recommended to install a supported browser when visiting the WHLK portal?

   IUCN response: Thank you for bringing this to our attention. In light of this, compatibility with Internet Explorer is not needed under this project. Recommended browsers can be mentioned on the WHLK Platform.

17. <u>Pre-Qualification Criteria:</u> Points 4 and 5 of the criteria ask for annual turnover and number of company employees, respectively. Are there thresholds for qualifying based on those criteria? What are they?

    IUCN response: There are no thresholds for annual turnover and number of company employees, we use this for informational purposes only.

18. <u>R07: Automated generation of content:</u> The requirement reads: "We would like to the website to show relevant news and activities of the Programme, sourced from various channels, for example, content that we manually publish (e.g. news item), as well as content that is automatically generated (e.g. from our dedicated social media accounts)."

    By "as well as content that is automatically generated", do you mean that there is a need to integrate the CMS with other systems such as social media platforms, and create content automatically in the site based on the posts found? Otherwise, can you please clarify on the "automatically generated" part and how that content would be transferred to the site?

    IUCN response: Yes we confirm that there will be a need to integrate the website with social media platforms managed by us – for e.g. posts made by us via our account in Facebook should appear automatically in the news and events section of the website. See also our response to question 6.

19. <u>Internet Explorer 10 & 11 compatibility:</u> Internet Explorer is no longer recommended by Microsoft, and all support will be dropped in June 2022 (https://www.microsoft.com/en-us/download/details.aspx?id=41628). The market share of that browser is around 0.61% and in decline.

    On the other hand, developing a website compatible with those versions of IE requires considerable additional quality assurance and development effort, in order to overcome the difficulties of targeting those browsers, such as lack of development tools, nonstandard implementations of HTML and CSS and the need for specialized testing environments.

    Taking all of this into account: would you consider dropping them from the scope or are they a strict requirement?

    IUCN response: Thank you for bringing this to our attention. In light of this, compatibility with Internet Explorer is not needed under this project. Recommended browsers can be mentioned on the WHLK Platform.

20. <u>SEO monitoring and optimization:</u> Would the development of a CMS that has tools to manage content metadata be enough (and perhaps optimization and monitoring obtained by IUCN from a separate vendor, if needed) or is the monitoring a crucial part of the project?

    IUCN response: The development of a CMS which contains tools to optimise content and metadata for SEO is considered enough. See also our response to question 9.

21. <u>Ongoing support and site modifications:</u> The RFP expectation for the contractor to respond with a solution within 24 hours to any client request involving modifications.

    Is the 24-hour response time and unlimited modifications during the maintenance period negotiable, or a strict requirement?

IUCN response: We expect modifications and adjustments will decrease substantially in the first couple of months following launch. We do not envision post-launch site maintenance and support involving a significant number of requests for modifications; in many cases there will be no need owing to a user-friendly CMS which allows CMS users to make changes. A 24 hour response for requested modifications will not be required in every case. We will endeavour to work with the successful bidder to find workable timeframes; however, for critical issues (e.g. security) the response time does need to be on the order of hours rather than days.

22. <u>Hour tracking for ongoing support:</u> The need for an issue tracker and hour tracking is stated in the ongoing support section. Since the proposal is required to be fixed price, hourly tracking would not be relevant for cost tracking. Is there any other reason hour tracking is needed for support?

IUCN response: For post-launch ongoing maintenance and support services, having an issue management system in place that allows IUCN/ICCROM to submit tickets/issues, track progress on these issues, as well as hours spent by the successful bidder is useful for budgeting purposes and ensuring that the work remains within the budget agreed.

23. Considering that Internet Explorer 10 is not supported anymore by Microsoft since January 2020 and Internet Explorer 11 will be unsupported from June 2022, are you sure you want the website to support both IE 10 and 11 as mentioned in the RFP?

IUCN response: Thank you for bringing this to our attention. In light of this, compatibility with Internet Explorer is not needed under this project. Recommended browsers can be mentioned on the WHLK Platform.

24. User access to website content, data will be available for sign-in users or no user profiles.

IUCN response: Access to the website will be public and available to anyone – we do not want to create private sections/content for signed-in users. All content that is uploaded will be available to anyone visiting the website, and there will be no need for visitors to sign in.

25. Kindly clarify if a certain video conferencing tool is required?

IUCN response: No video conferencing tool is required - the website will not feature video conferencing functionality, it will only store information and hyperlinks to e-learning platforms, videoconferences and courses hosted on other websites and platforms.

26. How many page templates for the website

IUCN response: At this stage, the number of page templates is not known. The exact number of page templates will be determined as part of the information architecture and design development processes.

27. Data size?

IUCN response: At this stage, we do not know the expected data size of the website. The website will feature mostly pages that contain text and images. Our CMS users will likely need to create up to ~ four hundred pages for the website.

28. Expected website traffic?

   IUCN response: At this stage, it is difficult to predict likely website traffic. Website traffic for other similar sites is typically less than 10,000 users a month, so we are expecting this order of magnitude.

29. Hosting out of scope (Domains, AWS hosting, data cloud storage hosting, etc..)

   IUCN response: Bidders should provide a proposal for a hosting solution, and associated costs. The hosting solution will be purchased and managed by the successful bidder. These services (for 2022) should be included in the total project budget of 60,000 EUR. See also our responses to questions 1 and 2.

30. Penetration testing will be out of scope

   IUCN response: Yes we confirm that penetration testing will not be required under the project. However, penetration testing may be done by a third party provider as part of IUCN's institutional security testing procedures and processes, and the successful bidder is expected to help assist the third party with such testing if required. The successful bidder must ensure that their infrastructure and services follow the state of the art in term of security and data protection, and agree to apply the needed remediations after a penetration test.

31. All integrations subscriptions cost will be out of scope (Zoom, etc…)

   IUCN response: This is not applicable as we will not be integrating any paid or subscription-based platforms into the website.
   32.

   8 April update:

32. [What is the] the submission deadline time for the proposal?

   IUCN response: Proposals need to be submitted by 23:59 Central European Time (CET) 11 April 2022.

   Please note we cannot accept proposals after this time.

   Please also note, for proposals with large file sizes, you may need to submit multiple emails suitably annotated, e.g. Email 1 of 3, if attached files are too large to suit a single email transmission (the maximum email size of an email sent to IUCN cannot be larger than 20 MB). You may not submit your proposal by uploading it to a file-sharing tool.

   -End-