

RFQ 23-5456

REQUEST FOR QUOTATION (RFQ)

FOR SERVICES

Project Title:	HRSD Website updating
Nature of the services	Consultancy services
Location:	Suva, Fiji
Date of issue:	12/06/2023
Closing Date:	22/06/2023
SPC Reference:	RFQ23-5456

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Part 1: INTRODUCTION

1.1 About the Pacific Community (SPC)

The Pacific Community (SPC) is the principal scientific and technical organisation of the Pacific region, established by treaty in 1947 with the signing of the *Agreement Establishing the South Pacific Commission* (the Canberra Agreement).

Our unique organisation covers more than 20 sectors and is renowned for knowledge and innovation in such areas as fisheries science, public health surveillance, geoscience and conservation of plant genetic resources for food security.

For more information about SPC and the work that we do, please visit our website: https://www.spc.int/.

1.2 SPC's procurement activities

SPC's procurement activities are guided by the principles of high ethical standards, value for money, open competition and social and environmental responsibility and are carried out under our Procurement Policy.

For further information or enquiries about SPC's procurement activities, please visit the procurement pages on our website: https://www.spc.int/procurement or email: procurement@spc.int

1.3 SPC's Request for Quotation (RFQ) Process

At SPC, procurement valued at more than EUR 2,000 and less than or equal to EUR 45,000 requires an evaluation of at least three quotations to determine the offer that provides the best value for money through a Request for Quotation (RFQ) process.

This RFQ sets out SPC's requirements for a project and it asks you, as a bidder, to respond in writing in a prescribed format with pricing and other required information.

Your participation confirms your acceptance of SPC's conditions of participation in the RFQ process.

Part 2: INSTRUCTIONS TO BIDDERS

2.1 Background

SPC invites you to submit a quotation to deliver the services as specified in Part 3.

SPC has compiled these instructions to guide prospective bidders and to ensure that all bidders are given equal and fair consideration. Please read the instructions carefully before submitting your bid. For your quotation to be considered, it is important that you provide all the prescribed information by the closing date and in the format specified.

2.2 Submission Instructions

You must **submit your quotation and all supporting documents** in English and as an attachment to an email sent to <u>karineg@spc.int</u> and with the subject line of your email as follows: **Submission RFQ23-5456 HRSD website updating**. The email should also be copied to <u>rfq@spc.int</u>.

The supporting documents expected in this RFQ are:

- The Conflict-of-Interest Declaration form completed
- Supporting documents: CV, Cover Letter, Technical proposal, Reference Letter(s)Tax Registration, Business Registration and Quotation

Your submission must be clear, concise and complete and should only include a quotation and information that is necessary to respond effectively to this RFQ. Please note that you may be marked down or excluded from the procurement exercise if your submission contains any ambiguities or lacks clarity.

Bids will be evaluated on the basis of information received by 11:59pm Fiji Standard Time (GMT+12) on 22/06/2023.

2.3 Evaluation & Contract Award

Each quotation validly received will be assessed against the evaluation criteria matrix set out in <u>Part 4</u>. Any changes in the evaluation criteria will result in the RFQ process being re-issued.

SPC may award the contract once it has determined that a bidder has met the prescribed requirements and the bidder's proposal has been determined to be substantially responsive to the RFQ documents, provide the best value for money (highest cumulative score) and best serve the interests of SPC.

In the event of a bid being accepted, procurement will take place under SPC's <u>General Terms and Conditions</u> <u>of Contract</u> and depending on the value or nature of the procurement, the award will be made by issuing a purchase order or a signed and dated contract, or both.

2.4 Key Contacts

Please contact SPC should you have any doubt as to what is required or if we can help answer any questions that you may have.

Karine Gatellier – Information, Communications and Visibility Officer will be your primary point of contact for this RFQ and can be contacted at <u>karineq@spc.int</u>. You should copy any communications into <u>rfq@spc.int</u>.

Details will be kept of any communications between SPC and bidders. This assists SPC to ensure transparency of the procurement process. While SPC prefers written communication in the RFQ process, at any point where there is phone call or other conversation, SPC expects to keep a file note of the exchange, with all forms of communication with prospective bidders to be retained as source documents for the procurement of the services.

2.5 Key Dates

Please see the proposed procurement timetable in the table below. This timetable is intended as a guide only and while SPC does not intend to depart from the timetable, it reserves the right to do so at any stage.

STAGE	DATE
RFQ sent to potential vendors	12/06/2023
RFQ Closing Date	22/06/2023
Award of Contract	10/07/2023
Commencement of Contract	12/07/2023
Conclusion of Contract	6/10/2023

2.6 Legal and compliance

Confidentiality: Unless otherwise agreed by SPC in advance or where the contents of the RFQ are already in the public domain when shared with the bidder, bidders shall at all times treat the contents of the RFQ and any related documents as confidential. SPC will also treat the information it receives from the bidders as confidential.

Conflict of interest: Bidders must take all necessary measures to prevent any situation of conflict of interest. You must notify SPC in writing as soon as possible of any situation that could constitute a conflict of interest during the RFQ process. If you have any familial connection with SPC staff, this must be declared, and approval will then be sought for you to engage in the RFQ process. In support of your response to this RFQ, you must submit to SPC the Conflict-of-Interest Declaration form available on our procurement page website: https://spc.int/procurement.

Breach of this requirement can result in SPC terminating any contract with a successful bidder.

Currency, validity, duties, taxes: Unless specifically otherwise requested, all proposals should be in FJD and must be net of any direct or indirect taxes and duties, and shall remain valid for 120 days from the closing date. The successful bidder is bound by their proposal for a further 60 days following notification they are the preferred bidder so that the contract may be awarded. No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted at any time during this period.

No offer of contract or invitation to contract: This RFQ is not an offer to contract or an invitation by SPC to enter into a contract with you.

Privacy: The bidder is to comply with the requirements of applicable legislation and regulatory requirements in force for the use of personal data that is disclosed for the purposes of this RFQ. SPC will handle any personal information it receives under the RFQ in line with its Privacy Policy, and the <a href="Guidelines for handling personal information of bidders and grantees.

Warranty, representation, assurance, undertaking: The bidder acknowledges and agrees that no person has any authority to give any warranty, representation, assurance or undertaking on behalf of SPC in connection with any contract which may (or may not) follow on from this RFQ process.

2.7 Complaints process

Bidders that consider they were not treated fairly during any SPC procurement process may lodge a protest. The protest should be addressed to complaints@spc.int. The bidder must provide the following information: (1) full contact details; (2) details of the relevant procurement; (3) reasons for the protest, including how the alleged behaviour negatively impacted the bidder; (4) copies of any documents supporting grounds for protest; (5) the relief that is sought.

Part 3: TERMS OF REFERENCE

A. Background/context

The Pacific Community (SPC) Human Rights and Social Development Division (HRSD) provides contextualised support to SPC's members and stakeholders and coordinates with development partners in the area of human rights, gender equality, social inclusion, youth, and culture, to ensure equitable, just and resilient communities and societies.

The SPC strategic plan highlights how the plan, along with the <u>CRGA Subcommittee</u>, supports SPC's members to get involved in setting the direction and priorities of the organisation both regionally and globally. To support the implementation of the Strategic Plan, in particular to raise awareness for initiatives and to support the strategic reach and effectiveness of programmes, SPC has a team of technical advisers and a suite of visibility tools including the SPC website. The SPC corporate website connects – under the one SPC banner – the different divisional and programme sites. The HRSD website is one of the communications channels available to reach HRSD's internal, external, national, regional and international audiences. It is the selected platform that provides relevant, accurate and up to date information, upcoming events, programme geographical coverage, resources of HRSD priorities including human interest and success stories.

In June 2021, the <u>HRSD website</u> was re-designed after an extensive consultation process and then launched following the merger of the Regional Rights Resource Team (RRRT) and the Social Development Programme (SDP). The consultation process took place in September 2020 into what is now known as the Human Rights and Social Development Division (HRSD). The new 2021 HRSD site was developed in alignment with the HRSD Business Plan 2021-2025, and prior to the release of the SPC Strategic Plan.

Due to communication staff shortages in 2022, the HRSD website has not been updated regularly, with a significant factual content update pending. In addition to outdated content, key factors identified for update include the need to simplify the functionalities of the current Content Management System (CMS) backend - to align with the simplified CMS' of other SPC division; the need to synchronise between the HRSD website and the SPC website, and other channels (SPC social media channels, and the Pacific Data Hub); and improved. The main problem of the current website is it requires each page to be constructed from scratch using short codes with a graphic interface. This provides plenty of flexibility but requires a lot of extra work. This can also be very confusing for a lot of editors as the use of short codes and their interface is not intuitive. The existing HRSD website found statics that required a lot of manual updates on backends and frontend features, making it appear less user friendly. The website must be dynamic and interactive to meet SPC/HRSD service requirements. communications analytics – which are very important for divisional programmatic reporting – are also currently limited.

For the website refresh, our overall goal is to keep the HRSD website relevant and up to date, while also regularly optimising it to meet the needs of its users. The goal is also to make it a go-to platform for the key stakeholders identified in the HRSD communications strategy, making it their preferred source of information and resources.

More specific objectives include ensuring that the HRSD website:

- Is fit for purpose, aligned with the division's current work and ambitions, and rightly targeting the division's key stakeholders as per the HRSD Business Plan and draft communications strategy.
- Adheres to SPC Corporate Communications recommendations for divisional websites with content synchronised across the SPC website and SPC social media.

- Should enable users to search for relevant online information and knowledge repositories, such as the Pacific Data Hub, SPC library, Toksave, and other resources that facilitate access to information and resources. This directs user traffic to repositories in the form of structured lists and data bases that allow documents and other files to be stored, searched for, and retrieved both internally and externally.
- Has a Drupal CMS backend that is user friendly and enables regular, quick and efficient updates of website content.
- Is able to capture the relevant communications analytics required for learning and reporting.

For this phase of the work, the HRSD division seeks a web developer to carry out a website refresh/update – within the parameters of Drupal – SPC's preferred platform - and taking into considerations the advancement of internet technologies.

Next phase will be assessing additional features and functionalities and usefulness and effectiveness of the HRSD website.

B. Purpose, objectives, scope of services

This document defines the requirements to simplify and update the content management system, so it is user friendly and enables regular, quick and efficient updates of website content. These requirements are to:

- Upgrade the current version of the CMS (Drupal 8) to Drupal 10 and make the necessary adjustments so the back end is user friendly (an example of a preferred website CMS will be shared to the selected web designer)
- Upgrade static mode to make design/contents dynamic and interactive. Ensure that alongside manually
 entered content, most pages are dynamic with automated updates such as featuring Tweets on
 the site, as per the scope of work below.
- The point above includes adding relevant coding so relevant content can be pulled automatically from the SPC core communications channels (website, social media, Pacific Data Hub, intranet). i.e., The web developer will work on building high-quality backlinks with the SPC website.
- Improve the external 'look and feel' of the HRSD website so the look is up to date with other modern looking websites designed in recent months. The PCCOS website can serve as an example.
- Ensure accessibility for people with disabilities.
- Ensure that the Google analytics are appropriately set up to capture relevant detailed data useful
 for reporting and adaptive learning and implementation; improve search engine results, mobile
 responsiveness and friendly design, maintenance and security protection.

Scope of services

Develop wireframes

• Develop wireframes – current and proposed: which would influence the rest of the work – to be approved by SPC.

Upgrade CMS to make it more user friendly and simplified

- Upgrade the current version of Drupal Drupal 8.x to Drupal 10.
- Identify non-compatible dependencies (modules libraries) and replace with alternatives.
- Change the custom code to be compatible with Drupal 10.
- Test & fix identified issues.
- Ensure the English/French translation is working and include French language pages as required.
- Also make sure relevant pages are linked automatically (e.g., events on 'about' section with
 events section; Project pages (such as https://hrsd.spc.int/pacific-women-lead) linking to project
 section; projects under 'where we work' with project section, etc.). This may mean
 additional/improved filters.
- When navigating through different pages of the website, ensure you re redirected to the relevant pages while remaining on the same window rather than opening it up as a separate window every time).
- As a result, we expect the back end of the HRSD website to be more user friendly and simplified (in a similar way to the PCCOS website's CMS, which we can provide as an example to the selected designer). The aim is to change the content types to have a set of fields that are rendered as per the template. This will make editing content easy and quick. This will also allow using this content in list widgets as the fields will be structured within content type. These changes will make the site much easier to use and will make it similar to PCCOs website. Also ensure that the set fields do not cause the website to break or cause any further issues. (e.g., Currently, picking options such as which country the story is from automatically breaks the back end and prevents us from updating the story or the page until it is fixed again).

Accessibility for people with disabilities

- Make relevant adjustments to the website (both backend and front end) to ensure accessibility
 for people with disabilities. Examples include including alternative text (alt text) for all images,
 Keyboard Accessibility, Text Alternatives for Non-Text Content (photos, videos, podcasts), and
 Captions for the videos.
- Offer clear guidance to the team on how best to ensure content is accessible on the website when adding content.

Search Engine Optimisation (Local and technical)

- Optimise meta tags, including meta descriptions and title tags, to improve the website's visibility in search engine results.
- Perform keyword research to identify relevant keywords and incorporate them strategically into the website's content.
- XML Sitemap: Generate an XML sitemap and recommend process for regular updates.

URL

Ensure the word 'node' doesn't appear in the website URL when clicking on the various pages. (E.g., https://hrsd.spc.int/node/1026). Instead, it should conform to the name of the section / page hierarch

Website security protection

- Ensure that the website has an SSL certificate implemented.
- Vulnerability Assessment: Conduct regular vulnerability assessments to identify and address any security vulnerabilities. Recommend process for regular updates going forward.
- Data Protection.
- Regular Updates: Ensure the website's software, plugins, and frameworks are up to date to address any known security vulnerabilities. And recommend what needs to be done going forward.

Website Maintenance and Support

 What regular maintenance and support is needed. What does it entail? (Bug fixing, backups, technical support etc). What service does the web developer offer?

Mobile responsiveness and friendly design

• Ensure mobile responsiveness and friendly design.

Site Map

 Include a site map at the bottom/footer of the web pages to enable more visibility and accessibility on overall features of the website.

Dynamic content & synchronisation with SPC channels

Homepage

Note that the following elements will remain static (manually updatable):

- o Top slider (to be reused as
 - is)
- HRSD objectives
- Our partners

The rest of the elements can be added to the page dynamically:

- Latest Publications
- What's New
- o Projects
- o Latest News
- Upcoming Events
- Where we work (dynamic already)
- Tweets

Activities to improve the homepage as follows:

HRSD objective:

 Implement as editable block with a fixed design added to the home page. Allow editing the objectives via CMS, as well as the number of objectives.

• Latest publications, what's new, latest news, upcoming events

- o Instead of static content, show the latest records on the home page. This means all pulled or manually added records will appear automatically. Latest stories that sit under 'Resources' will appear on the homepage under 'Latest News'. News items under the new 'News' category under 'Resources' will also appear in Homepage 'Latest News' (see section below). New resources will appear under 'What's new'; latest publications and events will appear in relevant categories on the homepage. Note that for publications hosted on the SPC library/info storage system we will link directly to these (i.e., they won't be hosted as well on the HRSD website). Note that for 'what's new' we would like the supplier to provide scope for manual opt ins to this section, that then "remove them" from the "Recent" featured sections. Also, seeking for ways to make that box more interactive (e.g., carousel of news).
- o Investigate options to link publications on HRSD website, to the SPC Digital Library and/or Pacific Data Hub.

Our partners

 Implement as editable block with a fixed design added to the home page to allow editing the objectives via CMS.

Twitter feed

 Embed Twitter feed from SPC twitter account filtered by the hashtag #PacificPeoples with Twitter API key. (For example: <u>PCCOS website</u>)

Map/ where we work

Replace the map with a simpler more dynamic and easier to update map. Ensure it is user friendly on a mobile device. This could be done in a similar way to the SPC website map. As Pacific Islands countries can appear small on a map of the region, ensure there is a way to visualise these in a user-friendly way. Clear documentation will be needed on what elements would need regular updating to ensure the map is up to date. We are looking for innovative ideas to improve the map.

Resources and events

These are currently added manually and instead should be pulled in from the SPC corporate website or other sources automatically instead, as follows.

- Pull content <u>only relevant to HRSD</u> automatically.
 - o Publications from the SPC website/ pacific Data Hub
 - Stories and News from the SPC website for 'news' and 'stories' category on HRSD website. This involves creating a 'News' section under 'Resources' - In a similar way to the distinction on the SPC website.
 - Videos from SPC's Youtube account
 - Events from the SPC intranet/SPC website.

- Ensure there is still an ability to create these items manually.
- Improve filters to:
 - Make them more appealing and usable by updating their styles (align, ensure consistent spacing).
 - o To allow the editor to create multi-column layout that are mobile friendly.
 - Allow adding responsive multiple-column content using the content-editor to retain current functionality. This will be a much easier way and will be optional, when multicolumn layout suites best. Add to all content types: e.g., Basic Page, Stories, etc.
 - Offer the ability to add several countries instead of just one (this point is relevant across the website)
 - o I re to 'topics' can these be edited/with the option to remove and add some.
 - Ensure consistency of filters throughout the website, not just this section of the website.
 For instance, can we add themes/topic to events.
- When images are not available to be included with publications, stories, and other relevant items, propose a practical solution so it doesn't appear as it does currently with 'no image available' appearing in big to the external website's audience.
- Images should be of quality and labelling of images (or any other documents) should be consistent and adhere to quality standards.
- Sizes of images should be consistent and aligned.
- Resources should have an organised structure, for example alphabetically placed, or placed in order of year of publication.
- Events: consider distinguishing between upcoming and past events in a similar way to the SPC website (where we will be pulling these from).

Note: we expect that items pulled from the SPC website and other channels can be backdated to ensure no gaps appear on the website timeline-wise.

About

What we do

- Ensure dynamic content links up to relevant sections to avoid duplication (e.g., events; objectives) and that there is flexibility to change these (e.g., can we add additional themes if need be).
- o Can we have the option to change images when needed.
- o Ensure template enable editing of text including length (also for other sections of website).
- Ability to add a standfirst under the title and before photo (also useful for other sections as an option).
- Ability to link back to the map/list of countries (e.g., ability to use button on page) for instance under Business Plan box.

• Where we work

- o Ensure there is an easy way to add or remove countries.
- Ability to change the image for each country, and easily update country static information.
- Ensure that projects, staff and videos under each country link up automatically with relevant pages.

- Option to add and remove categories/filters for each country. For instance, we may want to have country specific stories, publications or events being featured here (linking up automatically with the stories section of the website).
- Ensure this page links up automatically with map on the homepage.

Team

- Ensure that with the CMS upgrade, it is easy to add and remove staff members (instead of having to build the page), that the profile pages connect to the tiles on the team page automatically, and that there is clarity/template on adding a standard 'headshot' style, dimensions, etc.
- Find a way to include both the English and French Translation for each staff instead of having two separate versions.
- Can we please have staff members listed alphabetically or as part of an organigram so there is some structure. And investigate options to have a filter for the external audience to be able to easily search for staff (e.g., per theme, location).

Advisory board/ HRSD history/ contact us

 With the CMS upgrade, we expect a template readily available to easily add text and headshot photo, with flexibility in re to amount of people featured for the advisory board, and a template for the HRSD history and contact us to edit text, change photos etc. For the contact us section, we need to be able to easily edit as well as add and remove country offices' details.

Projects

- Update/Improve/add the filters on the project page so one can search projects by theme(s) (e.g. human rights, gender and social inclusion, culture, youth, people centre approach) locations, donor, etc. Ensure that we have the flexibility to change filters when need be (e.g., if themes were to change). This is to improve the searching index.
- Ability to change the name of page if need be. (Useful for other pages too).
- Ensure that there is an automatic connection between relevant pages (not currently the case)
- Ensure there is a joined-up way for current project to become past projects when the time comes.
- Ensure that with the CMS upgrade, there is an easy template for each project page that allows for text, photos, and other features to be added.

Improve the external look and feel

Update look and feel of the HRSD website based on best practices for today's websites. <u>The PCCOS website</u> can serve as an example.

Communications analytics

Ensure the Google Analytics are set up to capture standard detailed data – similarly to the data being captured for the SPC website - including:

• Users (new users, user session evolution, user retention, user flow, etc).

- Audience demographics, interests, behaviour
- Session (average session duration, number of sessions per user).
- Geographical locations.
- Top landing pages.
- Top updates (stories, etc).
- Updates production (type of content published).
- Time of visits.
- Pages visited.
- Top devices.
- Traffic sources (channels, tree maps, source).

Note: we expect the web-developer as part of this scope of work to keep in touch with the SPC HRSD team regularly through calls and emails, to provide ongoing documentation, and support the productions release of the software changes to a live environment. We would expect the consultant to assist with minor adjustments/errors occurring after the scope of the contract.

C. Timelines

The consultancy service is expected to be completed by 6 October 2023.

- 1. Write ToR (May)
- 2. RFQ process (June)
- 3. Contract web developer (June/July)
- 4. Upgrade CMS to Drupal 10 so it is identical to PCCOS website back end, and ensure it is functioning and user friendly (2 weeks after contract in place expect this to be: end of July/beginning of August)
- 5. Set up dynamic pages required to go alongside the manual content (July/August)
- 6. Ensure coding is in place for dynamic content to appear from SPC website and other channels (July/August)
- 7. Improve the external 'look and feel' (August)
- 8. Ensure that the Google analytics are able to capture detailed data (August/September).
- 9. Finalisation of approvals and invoicing (1-2 weeks)

Final approvals would follow website adjustments up to one month after finalisation of the work.

D. Reporting and contracting arrangements

The day-to-day management of this consultancy will be provided by the HRSD Information, Communications and Visibility Officer, supported by the Knowledge Management Adviser.

Other HRSD members will be included in the process, including the MELKMC leader and team, and the HRSD communications specialists. Approvals will be sought out within the Division as per the established process.

We expect a kick-off meeting at the start of the consultancy to discuss scope of work, as well as when the designer submits their initial report. Regular contact should then be maintained throughout (emails, calls, etc.)

E. Skills and qualifications

- 4+ years of proven experience building Drupal production sites for similar clients (live examples built in the last two years required).
- Full end-to-end, in-house web development capacity without subcontracting.
- Experience working with international intergovernmental membership-based organizations or large international non-governmental organizations. Prior work with SPC is desirable.
- Ability to provide ongoing support during business hours in Fiji. Having support services in Fiji is considered as an asset.

F. Scope of Bid Price and Schedule of Payments

- The contract price will be based on lump sum payments tied to the milestones (in previous section) set out below.
- The cost components must be inclusive of professional fees.
- Any expected travel, in terms of accommodation and travel costs during the consultancy period shall be covered by SPC/HRSD.
- The terms of payment shall be in accordance with the provisions of Article 10 of SPC's General Conditions.

Milestone/deliverables (refer to Section D of this RFQ)	Deadline	% payment
Initial report on approach, including wireframes	One week after contract	20%
	signature	
CMS upgrade to Drupal 10 + adjustments to ensure it is	Two weeks after	25%
functioning and user friendly	contract signature.	
Setting up required dynamic pages and enabling the	Four weeks after	25%
synchronisation of content with relevant SPC website	contact signature	
and other channels (Pacific data hub, social media, etc.)		
Improvements:	Six weeks after contract	
1. Improving the external look and feel	signature	
2. Setting up Google Analytics		
		30%
	Eight weeks after	
Final approvals and invoicing	contract signature	
TOTAL	12 days	100%

Part 4: PROPOSAL EVALUATION MATRIX

4.1 Competency Requirements & Score Weight

The evaluation matrix bellow reflects the obtainable score specified for each evaluation criterion (technical requirement) which indicates the relative significance or weight of the items in the overall evaluation process.

Evaluation criteria	Score Weight (%)	Points obtainable
Mandatory requirement		
	Mandatory requirements. Bidders will be disqualified if any of the requirements are not met	
Technical requirements		
Technical requirement 1: 4+ years of proven experience building Drupal production sites for similar clients (live examples built in the last two years required) – with experience for SPC an added advantage.	40%	280
Technical requirement 2 : Full end-to-end, in-house web development capacity without subcontracting.	25%	175
Technical requirement 3 : Experience working with international intergovernmental membership-based organizations or large international non-governmental organizations. Prior work with SPC is desirable.	20%	140
Technical requirement 3: Ability to provide ongoing support during business hours in Fiji. Having support services in Fiji is considered as an asset.		70
Other: Willingness to provide technical services after contract completion if issues to do with the contract arise subsequently.		35
Total Score	100%	700