

A horizontal bar composed of five colored segments: blue, green, yellow, orange, and red.

Request for Proposal

NCD Alliance organisation website ncdalliance.org

31 October 2023

ISSUED BY

The NCD Alliance

REPRESENTATIVE

Gilberto Lontro

info@ncdalliance.org

+41 76 239 0444 (Switzerland)



Introduction

The NCD Alliance (NCDA) is accepting tenders in response to this Request for Proposal (RFP) in order to find a qualified Drupal developer to produce our new organisation website in Drupal 10.

With this website, we aspire to create a more dynamic and immersive experience for our visitors, revitalising our content and sharing stories with the aim of illustrating impact in the global response to noncommunicable diseases (NCDs).

Our goal for this redevelopment project is to:

1. Migrate selected existing content and structure from Drupal 7 to Drupal 10
2. Introduce new content types
3. Improve existing content types
4. Improve content type setup (form display) to facilitate work for editors
5. Add multimedia features and improve embed functionality for social media
6. Update the design and structure to be more dynamic in its look and feel and responsive to the needs of our audiences
7. Improve accessibility, site speed and website performance
8. Ensure SEO best practices are implemented so that ncdalliance.org ranks well in search results

The objective of this Request for Proposal is to locate a provider that will offer the best overall value to the NCD Alliance. While cost is a significant factor, other criteria will form the basis of our award decision, which is fully described in the Evaluation Factors section of this document.



Background

The NCD Alliance (NCDA) is a registered non-governmental organisation (NGO) based in Geneva, Switzerland, dedicated to supporting a world free from preventable suffering, disability and death caused by noncommunicable diseases (NCDs). Founded in 2009, NCDA brings together a unique network of over 400 members in more than 80 countries into a respected, united and credible global civil society movement. The movement is unified by the cross-cutting nature of common risk factors including unhealthy diets, harmful use of alcohol, tobacco smoking, air pollution and physical inactivity, and the system solutions for chronic NCDs such as cancer, cardiovascular disease, chronic lung disease, diabetes, mental health and neurological disorders.

NCDA's mission is to improve NCD prevention and control worldwide, and we strive to achieve this via four strategic pillars of action: advocacy, accountability, capacity development, and knowledge exchange.

The NCDA website serves as the main meeting point for this network; it acts as 1) an information hub for information on NCDs, 2) a place to share stories from people living with NCDs and updates from the network, 3) a resource centre with various publications and digital assets for usage from the network, and 4) a convening platform to share events and participate in NCDA virtual events.

Project Aspirations

The redeveloped NCDAlliance.org aims to be an inspirational hub for an ever-growing movement of global and national health NCD advocates, decision makers and people living with NCDs.

It will offer a cutting-edge, user-friendly experience that not only informs but also empowers individuals to take action. With a strong NCDA brand, personalised user journeys, interactive content, and a focus on accessibility and inclusivity, the website will tell the impactful stories of those affected by and living with NCDs, mobilise the NCD movement, and be adaptable to the evolving digital landscape. It will be a dynamic,

data-informed platform that unites people with shared solutions and successes, driving action for NCDs.

Project team

The redevelopment of the website will be guided by the NCDA Communications team. The following people will be working on the project:

Communications Director and sign-off Jimena Marquez

Project lead Caitlin Mahon

Technical lead Gilberto Lontro (lead contact)

Project/content coordinator B ltran de Santiago



Submission Guidelines & Requirements

The following submission guidelines and requirements apply to this Request for Proposal:

1. First and foremost, only qualified individuals or companies with prior experience on projects such as this should submit proposals in response to this Request for Proposal.
2. Bidders intent on submitting a proposal should notify the representative identified on the cover page no later than **15 November 2023**.
3. Bidders must list at least three projects that are substantially similar to this project as part of their response, including references for each. Examples of work should be provided as well.
4. A technical proposal must be provided that is no more than 10 pages. This technical proposal must provide an overview of the proposed solution as well as resumes of all key personnel performing the work. In addition, the technical proposal should provide a proposed schedule and milestones, as applicable.

5. A cost proposal must be provided that is no more than five pages. This cost proposal should indicate the overall fixed cost for the project, with a break-down by sections as outlined in the project scope below. Please also include hourly rates and an estimated total number of hours, should NCDA decide to award a contract on an hourly rate basis.
6. Proposals must be signed by a representative that is authorised to commit to the bidder's company.
7. If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.
8. Proposals must be received prior to **30 November 2023** to be considered.
9. Proposals must remain valid for a period of 60 days. Ideally the project will commence on 3 January 2024, so the contract will only be signed after this date.
10. NCDA anticipates selecting at least two individuals or companies to have more in-depth discussions with. At this time, a preliminary Statement of Work (SOW) will be provided to further refine the proposal in response to this RFP. Once final proposals are received, NCDA will award the contract to one of these "down-selected" individuals or companies.



Project Description

The current [NCDA website](#) was designed and developed in 2015. Eight years later, we are looking to improve the experience by updating the design and structure of the website and its content. The new website should provide a more integrated visual experience with a focus on syndicating content from within and across the various NCDA digital products (Our Views, Our voices website, NCD Diaries website, Global Charter website, Global Week for Action website, social media profiles and Mailchimp campaigns).

Objectives

The NCDA website aims to:

1. Serve as the go-to digital space for up-to-date information on NCDs
 - a. We will focus on curating diverse editorial content (including evergreen pages, news, blogs, interactive articles), journalistic in style, which cuts through the jargon and speaks to the many, informed by the global policy agenda and by digital data (what people are searching for).
 - b. We will focus on video storytelling that cuts to the heart of an issue and compels our audiences to learn more and/ engage without programmatic and policy work.
2. Share stories from people living with NCDs, updates from the the network, commentary advocacy efforts and political action of the global NCD community
3. Serve as a comprehensive and dynamic base for resources, publications and multimedia content
4. Bringing the network together for in-person and virtual events



Project Scope

The scope of the project entails working with the NCDA team to redesign and develop the new NCDA website. The NCDA team will provide a draft Scope of Work outlining the current website structure, new content structure, new content types to be developed, existing content types to be reworked and migrated, content analysis for migration, taxonomy lists, media library lists and final content.

The NCDA team will be available to assist during the development phase to provide guidance of backend setup and dependencies, backend display guidelines, page template structure, content authoring and publishing. The logic for how content types are set up and which fields are used should be worked on in collaboration with the NCDA team.

The following criteria should be met to achieve successful completion of the project

The successful bidder will be responsible for the following:

(1) redesign and develop the NCDA website according to the NCDA Brand Guidelines in Drupal 10 and under the guidance of the NCDA team

- including wireframes
- including 2 visual concepts representing 3 content types (including homepage)
- including content type concepts based on selected visual direction (from concepts)
- including multiple content teaser displays (for syndication) for each content type
- Drupal installation and setup (entity references, modules, preferences, etc.) to be discussed with and approved by NCDA

(2) migrate and rework existing content types and page templates based on content audit and under the guidance of NCDA

more detail will be provided in SOW

- 9 content types to be re-worked
- around 7'000 nodes
- rework Search page template to improve user experience
- includes Webforms, used often

(3) develop new content types and page templates outlined by NCDA

more detail will be provided in SOW

- 7 content types
- wireframes developed with NCDA

(4) migrate media library and improve functionality according to SOW

- over 11'000 media files
- videos imported as remote videos from Vimeo
- add remote audio embed from Soundcloud

(5) migrate taxonomy lists and add new lists and references

- at least 5 taxonomy lists
- some taxonomy lists used to classify content and display different page templates
- provided by NCDA
- adapt page template for taxonomy terms to improve user experience

(6) set up content syndication from NCDigital products mentioned under the

Technical considerations

- 'Turning the Tide' and 'Facing Forward' subsites within the NCDigital website (cloud server)
- 'Our Views, Our Voices' website with 'NCD Diaries' and 'Global Charter' integrated (Drupal 10 on shared server with NCDigital)
- 'Global Week for Action' website (Drupal 10 on its own cloud server)
- 'eLearning platform' (Path LMS with BlueSky, currently inactive but will likely be activated again in 2024)
- MailChimp campaigns
- social media channels, syndicate content (from hashtag, channel)

(7) work with CiviCRM provider to add dynamic content syndicated from CiviCRM for organisation and people details

- Syndicate content from CiviCRM to display certain data on the website, for example, NCDigital structure (people), Member details (organisations) and Event details (virtual event management).
- CiviCRM is managed by an external company iXiam based in Barcelona, Spain. They maintain and develop new features when needed. The developer for this project will need to work closely with the CiviCRM service provider to ensure they have the correct access to the website to carry out their work.

(8) refine Member's Area dashboard and set up user groups and permissions

The Member's Area is a dashboard for our member organisations. It includes premium access information that is only available to authenticated users.

- an audit of Users, Roles and Permissions will need to be performed
- 4 types of NCDigital members = 4 content tiers
- includes Views for all content types that are marked "Members only" (i.e. news, resources, events, webinars, etc.)
- MailChimp newsletter repository
- Webform to submit news/blog
- connection to CiviCRM to renew membership

(9) publish code to server and GIT repository, update DNS, and configure remaining server/domain tools

Please note, the details of this list will evolve with the scope of work (SOW) to be completed upon the selection of the provider. NCDA will share draft SOW with selected top-bidders to better dial in their proposal for final negotiation.

The project team mentioned above will be on call and able to provide any information needed.

Acceptance of the work is contingent on the following acceptance criteria

The project will be considered completed once the website is live, all criteria mentioned above are met and any post-launch bugs are worked out.

Technical considerations

The new website should focus on **accessibility, speed and the mobile experience**. The design and user interface should pass all accessibility tests for people living with disabilities or impairments ([ADA and WCAG compliance](#)). The website should aim to pass the [PageSpeed score](#) with 90 or above. The objective is not to have a mobile-first website, but a design and user interface that works well on all platforms.

The new website should be **technically optimised for search engines**, implementing technical best practices to ensure that it ranks well in search results. We'll provide some benchmarks and actions we want to implement. You're welcome to integrate those in your approach and final proposal.

Technically, the website is currently using Drupal 7 as the content management system (CMS) with CiviCRM 5.35.2 as a dependency. For this project, the need is to **update the CMS to Drupal 10 while maintaining the CiviCRM dependency**.

The **website should be set-up to deploy content across the three available languages**. NCDA operates as a trilingual organisation and is headquartered in Geneva, Switzerland with another office in London, and staff in the USA, Argentina and Spain. The network is truly global and content is offered in English, Spanish and French. In the last year, around 20% of our users were Spanish and 5% were French.

We are currently **running an extension within Drupal 7 for CiviCRM**. There are many connections to the website for syndicating content and collecting content from users (Members). An audit will be done to see how this will integrate in the new website. We'll use CiviCRM to display certain data on the website, for example, NCDA structure, Member details and Event details. **CiviCRM is managed by an external company iXiam**

based in Barcelona, Spain. They maintain and develop new features when needed. The developer for this project will need to work closely with the CiviCRM service provider to ensure they have the correct access to the website to carry out their work.

NCDA owns a few digital products on separate CMS installations: [‘Turning the Tide’](#) and [‘Facing Forward’](#) subsites within the NCDA website (cloud server), [‘Our Views, Our Voices’](#) website with [‘NCD Diaries’](#) and [‘Global Charter’](#) integrated (Drupal 10 on shared server with NCDA), [‘Global Week for Action’](#) website (Drupal 10 on its own cloud server), [‘eLearning platform’](#) (Path LMS with BlueSky, currently inactive but will be activated in 2024 again).

NCDA works with a code repository on GitHub. The developer will need to maintain the project up to date on the repository..

Our organisation uses **Google Tag Manager** on the website to track user information through Google Analytics and social media pixels.

For this project, we’ll be using a **Kubernetes server with a development and production environment.** NCDA owns two servers: 1) NCDA website and 2) microsities and project websites.

The NCDA website is on a **Cloudflare Pro plan** to improve website performance. More details will be provided upon selection of the provider.

Maintenance

We’re looking for a company that will follow up the development of the new website with ongoing maintenance and development support. Please provide a proposal for this support along with details of the plan.

Other than the regular Drupal maintenance, we often introduce new features. The Maintenance & Development plan should also account for ongoing support and development of new features.

Please note, if you have a strong concept and idea for the website as a developer but aren't in a position to offer maintenance, we may still consider your proposal.



RFP & Project Timelines

The Request for Proposal timeline is as follows:

Request for Proposal Issuance	31.10.2023
Selection of Top Bidders / Notification to Unsuccessful Bidders	30.11.2023
Start of Negotiation	4.12.2023
Contract Award / Notification to Unsuccessful Bidders	15.12.2023
Production and development	3.01.2024
Website soft launch	2.08.2024
Website full launch	1.09.2024

Project completion deadline

The date for **project completion** is **2 August 2024** for soft launch, followed by **official launch 1 September 2024**. Bidders may propose a date earlier or later and will be evaluated accordingly.



Evaluation Factors

The NCDA will rate proposals based on the following factors:

1. Responsiveness to the requirements set forth in this Request for Proposal
2. Relevant past performance/experience and samples of work
3. Cost, including an assessment of total cost of ownership.
4. Technical expertise/experience of bidder and bidder’s staff
Consideration given to providers who actively contribute to the Drupal community.

The NCDA reserves the right to award to the bidder that presents the best value as determined solely by NCDA in its absolute discretion.