



INTERNATIONAL TELECOMMUNICATION UNION



Expression of Interest Ref. No. EOI-2022-003

Enterprise WordPress Development Agency

EOI CLOSING DATE: Friday 12 August 2022 at 12h00 hours (Geneva time)

*This Expression of Interest is published on United Nations Global Marketplace (www.ungm.org), the global procurement portal of the United Nations. All further communications and other important notices, if any, will be made through this portal. **Vendors must be aware that it is therefore mandatory to be registered with UNGM** (at least at the Basic registration level) see link <https://www.ungm.org/Vendor/Registration>. In case of issues with the registration process, please do not hesitate to contact UNGM Support at registry@ungm.org.*

Geneva, 26 July 2022



Section 1. Background Information

1.1 The International Telecommunication Union (ITU)

The International Telecommunication Union (hereinafter ITU) is the leading United Nations agency for information and communication technology. As the global focal point for governments and private sector in developing telecommunication networks and services, ITU's role in helping the world communicate spans 3 core sectors: Radiocommunication, standardization and development of ICT worldwide. ITU also organizes TELECOM world and regional events, the leading ICT showcase, as well as workshops and symposia for the benefit of the global community. ITU allocates global radio spectrum and satellite orbits, develops the technical standards that ensure networks and technologies seamlessly interconnect, and strive to improve access to ICTs to underserved communities worldwide. ITU is based in Geneva, Switzerland, and its membership includes 193 Member States and more than 700 Sector Members and Associates.

1.2 Expression of Interest Purpose

ITU invites qualified firms and companies to express their interest to participate to the upcoming Request for Proposal which will concern the provision of **Enterprise WordPress Development Agency** as further described below and which is expected to result in a service contract.

Vendors are informed that no contract award will result from the present EOI. (See also **Section 5.1** below).

Section 2. High Level Description of ITU's Requirement

ITU has selected WordPress as its Web Content Management System and it is expected to have its public facing on WordPress too. ITU has already many WordPress sites available

i.e.

<https://www.itu.int/hub/>

<https://pp22.itu.int/>

ITU is looking for an Enterprise WordPress Development Agency to design, develop but also support with ongoing development and migration work. The vendor should have a full range of creative and technical expertise to provide a consultative approach to any project to provide recommendations based on UX and WordPress best practices. The vendor must be data-driven in terms of UX to understand ITU audiences and stakeholders' specific needs and behavioral habits. Vendor is expected to apply detailed, reasoned thinking to each project. Each project will be a collaborative and proactive effort to create, build, and develop with ITU's internal development team, so stakeholder management and project management are of the essence.

ITU is looking for the following skills:

1. UX/UI Expert

- ITU is having its websites in 6 official languages English, French, Spanish, Arabic, Chinese and Russian. ITU is looking for implementation of multilingual design, including support for right-to-left text, multi-byte/UTF8 characters.



Expression of Interest

- ITU has one UX/UI Expert, who has already implemented our Design system, ITU also have a Branding team, branding guidance will be provided at time of engagement when applicable.
 - UX design, UX research
2. WordPress Technical Training
 - Since ITU has a team of WordPress developers we may request technical training, knowledge transfer but also training to our content owners, authors.
 3. Core WordPress skills
 - General WordPress development and customization (Frontend/Backend)
 - Knowledge of WordPress hooks, classes, and functions
 - Knowledge of WordPress file structure (overrides, customization...)
 - WordPress theme development
 - Gutenberg custom blocks development
 - WordPress custom plugins development
 - Experience with implementation of site migrations to WordPress
 - WordPress custom post types and taxonomies
 4. Other skills
 - Vanilla JavaScript
 - React development and integration in WordPress
 - SSO (OAuth, SAML, AAD)
 - Accessibility (ITU aim for the websites to comply with the Web Content Accessibility Guidelines version 2.1 AA standard)
 - SEO
 - Performance optimization
 - SCSS and CSS optimization
 - Headless CMS
 5. Technical Consultancy for WordPress, Migration, and Infrastructure
 6. Testing and QA
 7. Quality Control
 8. Security implementation
 9. Project management
 10. Support
 11. WPML knowledge would be an advantage

The vendor shall have at least five years of experience providing Enterprise WordPress Development services and at list 20 employees.

The vendor must also provide information about the location of the office(s) responsible for providing implementation services and post-implementation support. The vendor should confirm to assure a minimum of 4 hours of common working time per day with ITU's general working hours – Monday-Friday, 8h30 -17h30 (8:30 am – 5:30 pm) ITU Time Zone Central Europe Time (CET).

Section 3. Requested Information and Documents

Interested vendors can submit a written response in **one single PDF file** in English only, and include the information and/or documents listed below:



Expression of Interest

- 1) A maximum 5 pages-long presentation of the company overall professional profile, years of experience in delivering professional services in relation to **Section 2** above (**Annex 1**).
- 2) A list of references of clients to which the vendor has provided the services described in **Section 2** above accompanied by a summary description of the type of services performed. It is expected that the clients listed to have, at a minimum, the size of the ITU.
- 3) A duly completed Vendor Information Form (**Annex 3**).

Section 4. EOI Closing Date and Submission of Responses

The EOI closing date is **Friday 12 August 2022 at 12h00 (Geneva Time)**.

Interested vendors shall submit their responses by email to the following addresses:

To: ITU Procurement Division Proc@itu.int

CC: valentina.pistritto@itu.int

Email Subject: Expression of Interest Ref. No. EOI-2022-003

Section 5. EOI Terms and Conditions

5.1 Non-binding Enquiry/No contract Award

Vendors are informed that this **EOI is a non-binding inquiry** and may not necessarily result in an issuance of a formal solicitation process (e.g. Request for Proposal). In addition, no further details of the upcoming solicitation process will be made available to vendors prior to the issuance of the solicitation document. **Vendors are informed that this EOI will not result in an evaluation process and subsequent contract award** (see also **Section 1** above).

5.2 Remuneration for the preparation of the EOI

ITU will make no payment whatsoever to any vendor for the preparation and submission of its response and for any costs incurred in its preparation. ITU will not refund costs incurred if a solicitation process is not issued.

5.3 Confidentiality

The information provided by the ITU shall be kept strictly confidential and shall not be revealed to any third party without the prior express written permission of the ITU. The ITU will treat as confidential the contents of the responses.

Section 6. Other Important Information

6.1 UNGM Registration

In the event a formal solicitation process (e.g. Request for Proposal) will be issued by the ITU, this will be published by mean of a secured web-based e-tendering tool ("***In-tend***") which is interfaced with the United Nations Global market Place (**UNGM**). It is therefore highly recommended that Vendors register with UNGM (at least at the *Basic registration* level) by following the Vendor registration process at this link <https://www.ungm.org/Vendor/Registration>. In case of issues with the registration process, please do not hesitate to contact UNGM Support at registry@ungm.org.



6.2 Ethical Standards

ITU requires that all vendors observe the highest standard of ethics. Prospective Vendors shall be aware that ITU enforce a zero-tolerance policy concerning proscribed practices, including corruption, fraud, coercion, collusion, unethical behaviour and obstruction. ITU adheres to the **UN Supplier Code of Conduct** which may be consulted at <http://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct>. Prospective vendors hereby understand and accept that any submission sent to ITU constitutes agreement to abide by, observe and fully cooperate with the application of subject Code of Conduct. Accordingly, any company that is found to have undertaken unethical, unprofessional or fraudulent activities will be suspended or forbidden from continuing business relations with ITU.

ITU supports the **UN Global Compact Initiative** (<http://www.unglobalcompact.org/index.html>), a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption. ITU encourage all vendors to sign up with the UN Global Compact Initiative.

ITU encourages prospective Vendors to avoid and prevent conflicts of interest by disclosing to ITU if the vendor, or any of its affiliates or personnel, were involved in the preparation of these requirements, designs, specifications, cost estimates, and other information which may be contained in this EOI or in the future solicitation document.

Vendors shall not offer gifts or hospitality to ITU staff members. Recreational trips to sporting or cultural events, transportation or invitations to extravagant lunches or dinners are also prohibited.

6.3 ITU's Privileges, immunities and facilities

Nothing contained in, or related to this EOI, shall be deemed or constitute a waiver of the privileges, immunities and facilities, which ITU enjoys by virtue of the international agreements and national laws applicable to it.



ANNEX 1

“Company Presentation”

(Please attach here max 5 pages-long company presentation document)



ANNEX 2
“References”

CLIENT Name	Short description of the services rendered including year of start of the project	Project/Contract length



ANNEX 3
“Vendor Information Form”

Vendor

Name of Vendor:	
Head Office (Address, City, Postal Code, Country)	
Names of Officers/Directors:	
Legal Status:	
Date of founding:	
Registered Capital (if applicable):	
UNGM Registration Number (MANDATORY)	
Name and Title of Vendor Contact	
Email of contact person	
Vendor Website	
Vendor certifications, if any	

Nos. Staff Employed:

Management: _____

Other Staff: full time _____

part time _____
