

Date 3 March 2024

Ref: RFP/2023/50067 - Provision of services for the creation of a dynamic website for the "Plastic Free Rivers and Seas for South Asia (PLEASE) Project"

## Clarifications to queries received from suppliers

...

Dear suppliers,

Due to the high number of clarifications received via eSourcing, UNOPS team decided to add all of them in one document - Q&A, for your easy reference. Please go through all this document before submitting your proposal, important details are listed below

Ref		Question	UNOPS Reply
1	1.1	Is Sinhala Language Mandatory?	No it is not.
	1.2	How much Inner screens are there because it's not mentioned?	There is no specific number of screens or pages defined as a requirement at this stage.
	1.3	Do you have a preference for a content management system (CMS)?	There is no specific preferred CMS but an open source solution is preferred
	1.4	Could you specify if there is a preferred cloud platform for hosting the application?	No, there is no specific preferred platform for hosting.
	1.5	Will you be providing the relevant content for all the specified languages for multilingual implementation?	Content will be provided in English. If there is a mechanism that will give the user the access to read the content in a preferred language, that would be ideal. A plug-in maybe.
2	2.1	<b>Audience and Stakeholders:</b> a)Who are the primary audiences for the website? b)What are their expectations and preferences regarding content, functionality, and user experience? c)Are there any specific accessibility requirements to consider for diverse user groups?	2.1 a) Regional policymakers, plastic experts, researchers, environmental activists, members of NGOs, government organisations, media, private sector, academia, interested groups who would like to gain knowledge regarding plastic waste management. Not country-specific. Targeting individuals from all regions.  2.1 b) Knowledge management, capacity building, inspirational content. Should be user-friendly, straightforward and engaging.

		<p>2.1 c) Insert ALT text and HTML for images, high colour contrast, responsive accessibility for smartphones/ tablets/ PC, insert internal links so that lengthy articles can be read without interruption, auto-generated captions for videos, headings, lists, tables, input fields, and content structures are marked-up properly, automatic generation of page outlines and summaries, customisable font-sizes and spacing, ability to zoom in and out, when users resize text or change text spacing - no information is lost, users can pause/ stop or adjust the volume of audio that is played on a website, more than one way to find relevant pages within a set of web pages, ways to bypass blocks of content that are repeated on multiple pages.</p> <p>Open to other suggestions by the vendor.</p>
2.2	<p><b>Content Strategy:</b>  What types of content will be featured on the website (e.g., project updates, reports, multimedia content)?  How frequently will new content be added, and who will be responsible for content creation and management?  Are there existing content assets that need to be migrated or integrated into the new website?</p>	<p>2.2 a) Project updates, news, reports, multi-media content, event updates, knowledge-based blogs, interactive maps, images, infographics, interactive graphs, linked social media columns, subscriber buttons, Q&amp;A facilities.</p> <p>2.2 b) Content will be added weekly, and SACEP and UNOPS will be responsible for content creation and management.</p> <p>2.2 c) Yes. Content from <a href="https://www.please-project.org/">https://www.please-project.org/</a> and <a href="https://www.sacepplease.org/">https://www.sacepplease.org/</a> need to be migrated into the new website.</p>
2.3	<p><b>Integration and Interoperability:</b>  a)Are there any existing systems or platforms that the website needs to integrate with (e.g., CRM systems, document repositories)?</p> <p>b)What third-party services or APIs (Application Programming Interfaces) will be utilized for features like social media integration, analytics, or email marketing?</p>	<p>2.3 a) Yes. There will be a specific content bank that needs to be incorporated into one specific tab - more information will be available upon contract finalisation. This tab will need to house data and information. Charts, graphs, infographic will be interactive under this tab.</p> <p>2.3 b) There are no specific third-party services that require direct integration with the website. However, if the proposal includes such integrations in order to achieve certain functional requirements then this is acceptable.</p>
2.4	<p><b>Security and Compliance:</b>  a)What are the specific security requirements and protocols to ensure data protection and compliance with relevant regulations (e.g., GDPR, HIPAA)?  b)Are there any industry standards or best practices that need to be followed regarding data security and privacy?</p>	<p>2.4 a) There are no specific requirements defined but the bidder is expected to decide and describe their approach to security aspects in their proposal</p> <p>2.4 b) The ToR has not attempted to define every single security practice to be followed, but generally bidders are expected to propose solutions in line with industry best practices and standards</p>
2.5	<p><b>Scalability and Performance:</b>  a)What are the expected traffic levels and usage patterns for the website?</p>	<p>2.5 a) The traffic levels and the relevant KPIs will be determined after discussions with the vendor.</p> <p>2.5 b) The project is covering the South Asian region and is aimed at raising</p>

		<p>b)How scalable does the solution need to be to accommodate future growth and increased demand?</p> <p>c)Are there any performance benchmarks or service level agreements (SLAs) that need to be met?</p>	<p>awareness, and the project is meant to be continuous without a foreseeable end-date. Therefore, the website should allow sufficient leeway in terms of scalability.</p> <p>2.5 c) Google Lighthouse may provide an indication of general good standards in the industry. Examples: “two nines” or 99% uptime is a target. In the event of disaster recovery being required, full restoration within 24 hours is a target.</p>
	2.6	<p><b>Technology Stack and Infrastructure:</b></p> <p>a)What are the preferred technologies or platforms for website development, hosting, and maintenance?</p> <p>b)Are there any specific requirements or constraints related to the technology stack (e.g., open-source software, cloud hosting providers)?</p> <p>c)What are the considerations for deployment environments (e.g., on-premises servers, cloud infrastructure)?</p>	<p>2.6 a) There are no specific preferred technologies for these aspects</p> <p>2.6 b) Open source software solutions are preferred, as all source code files required to run the website are expected to be handed over upon closure of the contract</p> <p>2.6.c) There are no specific requirements around deployment environments</p>
	2.7	<p><b>Content Management and Workflow:</b></p> <p>a)What are the roles and responsibilities of different stakeholders involved in content creation, editing, and publication?</p> <p>b)Do you require workflows or approval processes for content management ?</p>	<p>2.7 a) SACEP and UNOPS will be responsible for content creation, editing and publication.</p> <p>2.7.b) Yes. This is mandatory.</p>
	2.8	<p><b>Event Management and Promotion:</b></p> <p>a)Can you provide more details about the types of events that will be hosted on the website (e.g., webinars, conferences, workshops)?</p> <p>b)What functionalities are required for event promotion, registration, and attendee management?</p> <p>c)Are there any integration requirements with third-party event management platforms or services?</p>	<p>2.8 a) Regional Hackathon, webinars, conferences and workshops.</p> <p>2.8 b) Users should be able to gain insights and register. PLEASE should be able to link social media content, publish updates, and post multi-media content relevant to the event. A timer/ countdown option should be available. The event tab should be interactive and shareable. The registered users should be automatically listed in an excel sheet that can be accessed by event managers. Automatic email should be sent to the registered users confirming their registration. An option to subscribe to updates of the events should be available for anyone, registered or unregistered. Partner collaborations such as funding partners should be available in terms of linking the partner content and logos and web pages.</p>

			c) Yes.
	2.9	<b>Document Repository and Search Functionality:</b> a)How extensive is the document repository expected to be, and what types of documents will be included?  b)Are there any specific requirements for document preview, download, or sharing functionality?	2.9 a) Reduce the amount of storage space needed. Simplify backing up and file recovery. Prevent human-error-based data loss. Provide security for sensitive information. Offer centralized access to documents. Indexing. Allows adding advanced features later on as needed or upgrade to a higher plan so there is no need to switch products. Live editing, file sharing, integrations with programs like Google Docs and Microsoft Teams, and access restriction. Back up and monitor documents created with CRM system. Word documents, Excel sheets, emails, scanned files, PDF files, PPTs, external data, CAD files, videos, pictures and other graphics Suggestions by the vendor are expected.  2.9 b) Google Drive and its documents should be accessible, viewable and linkable. Documents should be shareable and editable live. Other suggestions from the vendor are encouraged.
	2.10	<b>Social Media Engagement and Sharing:</b> a)Which social media platforms are most relevant for promoting the PLEASE Project, and how do you envision integrating social sharing features into the website?  b)Are there any specific goals or metrics related to social media engagement that the website should support (e.g., increasing followers, driving traffic from social channels)?	2.10 a) Facebook, LinkedIn, YouTube, Twitter, Instagram and TikTok. Linked on icons and being able to have the live social media content displayed as columns on the website if needed. When a video linked, an option should pop up to have the thumbnail displayed along with a playable video onsite.  2.10 b) No
	2.11	<b>Analytics and Reporting:</b> a)What key metrics or insights are important for tracking and analyzing website performance?  b)Are there any specific reporting requirements or dashboards that stakeholders will need to monitor website usage and effectiveness?	2.11 a) Visual representation of: Page Views Average Time on Page Average Session Duration Pages per Session Bounce Rate Traffic Sources Social Referrals New Visitor Sessions

			<p>Returning Visitor Sessions  Device Type  Conversion Rate  Exit Rate  Top Pages  Top Exit Pages  Event Tracking  User demographics based on age, sex, city, country, region, interests  Keywords  Peer view analysis of other websites - able to insert options to compare and contrast  SEO management dashboard - SEO management for each content piece</p> <p>2.11 b) SEO dashboard with the following: Centralized Data Compilation, holistic performance assessment, visual representation using graphs and charts, real-time Monitoring, performance tracking, customization per content piece and the website itself, collaboration within the team, performance benchmarking by comparing current performance with historical data, benchmarks, or industry standards, identification of trends.</p>
	2.1 2	<p><b>Feature Wishlist:</b>  a)Are there any specific features or functionalities that you envision for the website that have not yet been discussed?  b)Do you have any additional requirements or objectives that you would like the website to address?</p>	<p>2.12 a) Free access interactive online database on plastic waste in the region, its main sources and composition for benchmarking (following the example of Waste Atlas). This can also include an overview of Mass flow analysis models, worldmap with plastic roads etc, an overview of legal framework regarding plastic waste. Content will be provided.</p> <p>2.12 b) No</p>
	2.1 3	Could you please specify the browsers and versions that the website must be compatible with? Are there any legacy browsers that need to be supported?	Latest versions of Google Chrome, Mozilla Firefox, Apple Safari, and Microsoft Edge.
	2.1 4	Are you already using any tools for browser compatibility testing? If not, would you like us to recommend?	No, there are no specific tools required for this.
	2.1 5	If you have a license for Browser compatibility, are you using it for only manual or automation testing as well?	Testing for browser compatibility is the responsibility of the bidder and no licenses for any tools will be provided by UNOPS
	2.1	Are there any specific breakpoints or viewport sizes	No, the solution should be tested equally for all relevant screen sizes

	6	that we should prioritize during testing?	
	2.1 7	Will there be a dedicated testing environment provided for conducting pre-launch testing?	Hosting is the responsibility of the bidder and UNOPS will not provide any environments - testing or otherwise
	2.1 8	Do you have any internal standards for Accessibility testing? If yes, what are they?	There are no specific standards defined. Google Lighthouse is generally used internally but there is no requirement to use any specific tool
	2.1 9	Are there any specific tools you would want us to use for Accessibility testing? If not, we can recommend it.	No, the bidder is responsible for performing such testing using tools of their choice
	2.2 0	How will post-launch monitoring be conducted to track website performance and address any issues that may arise after deployment?	UNOPS and partner users will regularly provide feedback on their experience of the website on an ongoing basis, and UNOPS will coordinate any issues for the attention of the supplier based on the terms of the contract. These regular feedback sessions can be scheduled after discussions with the vendor.
	2.2 1	Will there be ongoing support or maintenance services available to address any post-launch issues?	Yes, this requirement is stated in the Terms of reference
	2.2 2	Assuming that the content for various languages will be provided by UNOPS. Please confirm	This will not be the case. Suggested that the vendor recommends a plug-in that can auto-translate the content.
	2.2 3	Do you have any licenses for Performance testing? If not, would you like us to recommend?	UNOPS does not provide any licenses for any tools. Bidders are welcome to recommend any tools they feel are helpful.
3	3.1	Is there any preferred CMS platform example WordPress, Drupal etc.?	There is no specific preferred CMS, but an open source solution is preferred.
	3.2	Is the hosting environment / infrastructure available with the client? We assume that providing hosting is not in our scope?	Provision of hosting is required as part of the bid (requirement #10 in the ToR)
	3.3	We understand that the client will provide the Application deployment environment with all required hardware's and software, please confirm.	No, UNOPS will not provide a hosting platform. Provision of hosting is required as part of the bid (requirement #10 in the ToR)
	3.4	We assume that all the activities including requirement analysis involved in the project would be done entirely at contractor's location. No onsite visit is required. Please confirm.	Correct, everything will be done online, virtually

	3.5	What is the anticipated duration and number of participants in post-implementation training? We assume we can provide training through virtual method such as Skype, WebEx from our home location. Please confirm.	There is an approximate 35 number of users that need training, the training sessions will take place online and tentatively with the following frequency: once a week during the testing phase and twice a month for 4 months after the website is live. The duration of a training is not anticipated to last more than 60-90 minutes)
	3.6	Content writing and creation, video editing etc is not in our scope of work. We assume all the content / video material for the website, social media and e-mail marketing would be provided by the client. Please confirm.	Yes
	3.7	Please can you provide financial budget for this assignment as this would help us propose a more responsive proposal.	We understand the importance of budget considerations in preparing a competitive proposal. However, as per our procurement policies and to ensure a fair and transparent selection process, we do not disclose internal budget estimates to bidders. We encourage you to base your proposal on assessing the project requirements and the value your organization can provide.
4	4.1	User Registration: The system will allow unlimited user registration for the administration of the CMS. - Will registration be limited to administrators, or will users have the ability to register themselves?	Limited to administrators and the admins should be able to give access to external parties if needed. There should be the option to decide if the access is given as an editor or full access to the backend.
	4.2	Multilingual AccessibilityWebsite will be in 9 languages, so Language translations will be provided by PLEASE team during development and maintenance period ?	We would like to know if there's a plug-in that can be used to auto-translate the text and if this is recommended
	4.3	Can you brief more on other high level website functionality requirements like number of content types, notifications, menus, reports etc	As per the schedule of requirement and to be further elaborated with the selected supplier.
	4.4	Please provide more details on users, roles, access permissions, also provide more details on total user count and how many concurrent users required	Total user count - 5 with admin access Admins should be able to give access to external parties in two phases - editor access and full access.
	4.5	Please provide more details on SEO tasks	SEO dashboard with the following: Centralized Data Compilation, holistic performance assessment, visual representation using graphs and charts, real-time Monitoring, performance tracking, customization per content piece and the website itself, collaboration within the team, performance benchmarking by comparing current performance with historical data, benchmarks, or industry standards, identification of trends.

	4.6	How many unique screens & components can we consider for UX and web development?	There is no specific number of screens or pages defined as a requirement at this stage.
	4.7	Is there any 3rd party integration. If yes please more details required on its integration	There are no specific third-party services that require direct integration with the website. However, if the proposal includes such integrations in order to achieve certain functional requirements then this is acceptable.
	4.8	Please share any specific security requirements required like audit/testing.	There are no specific requirements defined but the bidder is expected to decide and describe their approach to security aspects in their proposal, following industry best practices
5	5.1	For "Multilingual Accessibility" will the client provide the exact language translation? Or, alternatively, would it be acceptable to apply a dynamic Google translator?	Dynamic Google translator is acceptable
	5.2	Could you please share more details about the workflow for Email Marketing Integration?	A tab on the website to subscribe to our email newsletter which is currently hosted by Mailchimp.
	5.3	Could you please provide more information about "Interactive maps"?	The map with its countries visible under location icons which carry certain landing pages. When clicked on the specific country, several other icons pop up - an icon for blog articles in the website, blog articles outside the website, event icon, industry icon to showcase the grantees and when clicked this should redirect to the information page of the grantee within the website, icon for similar projects like PLEASE when clicked will take to the specific website. See the interactive map on <a href="http://www.unops.org">www.unops.org</a> for reference.
	5.4	Will the vendor be responsible for "Social Media Content Development and Dissemination"? If yes, then what will be the frequency?	This service is no longer within the scope. No need to quote for such services
	5.5	We understand that UNOPS will provide the content for the website. Can you please confirm?	Yes
	5.6	You have mentioned that the website will be launched within 30 days after the signing of the official contract. Does this mean that you require just the basic website for the launch and all the further enhancement and development will happen after the launch? Or is it expected that a fully functional website with all enhancements should be ready within 30 days of contracting?	As per the revised terms of reference, the website is expected to be launched no later than 10 June 2024.



6	6.1	How do you manage projects like this on your side? Is there a particular process you need us to support?	For managing projects like this, we have a structured process in place. Upon commencement, we will assign a lead from the UNOPS Communication Team to oversee the project. We conduct weekly meetings with key UNOPS staff to ensure alignment and address any immediate concerns. Additionally, for efficient tracking of developments and bug reporting, we use a shared document accessible to both our team and the supplier. This setup facilitates open communication and timely updates, ensuring the project progresses smoothly
	6.2	How many people (and from which departments) will be involved in managing this project?	The project will be managed by a dedicated lead from the UNOPS Communication Team. For effective oversight and coordination, this lead will report to a group of 5-7 individuals within the Project Implementation Unit based in Sri Lanka, along with an ICT expert from UNOPS HQ. This structure is designed to ensure comprehensive support and expert guidance throughout the project's lifecycle, facilitating a focused and effective management approach.
	6.3	Will you want any restrictions on users adding certain content?	Yes. No depiction of human suffering, poverty or any victimization No depiction of animal cruelty and/or abuse No depiction of plastic usage No discriminatory content alluding to race, religion, gender No depiction of mental illness All communications material must ensure that content produced adheres to national, regional and international child protection policies and laws.
	6.4	Is there any kind of admin approval needed to be published?	Yes
	6.5	How do you currently update the data in question?	Not a clear question.
	6.7	Do you have 1-3 examples of different websites you like and list what you like about them? (Help us get a better, more tangible idea of the direction they want to go, and what features/tech needed to make that happen)	The UNOPS official website is the golden standards, however, since this will be a project website the complexity will be of course much lower, same for the functionality requirements: <a href="https://www.unops.org/">https://www.unops.org/</a>  Current PLEASE Project site for graphical reference <a href="https://www.please-project.org/">https://www.please-project.org/</a> Another UNOPS project specific website: <a href="https://www.energytransitionpartnership.org/about-etp/action/">https://www.energytransitionpartnership.org/about-etp/action/</a>
	6.8	<b>Newsletters / Email Campaigns</b> 6.8 a) Do you want to create newsletters from within	6.8.a) No. Pushing email addresses to a list

		<p>the website and send them to members or is this just pushing email addresses to a list?</p> <p>6.8.b) Which Email Campaign system are you using or are wanting to connect to?</p>	6.8.b) Mailchimp
7		<p>Form C: Proposal Submission Form, it states in letter a.) We have examined and have no reservations to the Bidding documents, including amendments No.: [Insert the number and issuing date of each amendment];</p> <p>Question: Which Bidding documents do we refer to?</p>	The section refers to any amendments issued for this tender. The bidding documents are all the documents that are part of procurement process.
8		<p>I wanted to ask if you are looking for any particular technology to build the website on, or do you want the company to decide by itself? Also, are you looking at any special functionalities like a portal to sign up/sign in?</p>	<p>There is no specific preferred CMS but an open source solution is preferred. The administration section of the site would be expected to include 'sign in' functionality.</p>
9		<p>We kindly request an extension to the proposal submission date by one week.</p>	The deadline for this tender is extended until 18 March
10	10.1	<p><b>Website Launch -</b> Please confirm whether the website Go live expectation is within 1 month? If yes, what are the deliverables expected within that 1 month</p>	Yes. A fully functional website with all the requirements listed on the tender - the website should be live and functional the latest on 10 June 2024
	10.2	<p>Website further development and improvement - What are the deliverables expected in this phase of 4 months?</p>	Capacity building of the PLEASE team and bug fixes
	10.3	<p>As per financial breakdown form we need to provide cost breakdown based on 3 deliverables. Please confirm on below: Website Development - we are considering total development efforts of website launch (1 month) and then 4 months of website further improvements. Please confirm whether our understanding is correct</p>	The Terms of reference as well as the returnable forms have been amended and now clarify these aspects.

		<p>or not?</p> <p>End of Website Maintenance - we are considering maintenance of approximate 6 months which is after "Website further development and improvement" and till 31 March 2025</p> <p>Website Launch - As website development cost we will be providing in above 1st phase we are not sure what cost breakdown required for this "website launch" phase, please advise</p>	
	10.4	<p><b>Technical support training to SACEP</b> - What are the number of training session planned for the 8 months' timelines.</p>	<p>There is an approximate 35 number of users that need training, the training sessions will take place online and tentatively with the following frequency: once a week during the testing phase and twice a month for 4 months after the website is live. The duration of a training is not anticipated to last more than 60-90 minutes)</p>
11	11.1	<p><b>RFP Section Reference: Table 1:</b> Cost breakdown per deliverable/output</p> <p>a). Please let us know where should Offeror quote hosting and maintenance charges?</p>	<p>In document "RFP_Section_III_Returnable Bidding Forms - Financial Proposal", in the section "Table 2: Cost breakdown per component" there is a section for non-personnel costs. You can add there any relevant charges</p>
	11.2	<p>RFP Section Reference: Table 1: Cost breakdown per deliverable/output</p> <p>b). Deliverables seems to be milestones. Hence it will be difficult for the Offerors to provide cost for the same. We therefore request you to amend it with proper breakup. i.e. SRS Approval, Design Approval, Website Development, Website Go Live, Website Maintenance (1 Year), Website Hosting etc.</p>	<p>In document "RFP_Section_III_Returnable Bidding Forms - Financial Proposal", in the section "Table 2: Cost breakdown per component" there is a section for non-personnel costs. You can add there any relevant charges</p>
	11.3	<p>Table 2: Cost breakdown per component</p> <p>a). Column headings are not appropriate with respect to Hosting/Domain/Other Costs, request is to amend the bid format.</p> <p>b). "Web Hosting"" Hosting for how much period?</p> <p>c). CDN - what is the target geography? and what is the expected traffic?</p>	<p>11.3.a) Table 2: Cost breakdown per component contains a section for non-personnel costs. There you can add any relevant cost breakdown</p> <p>11.3.b) until 31 March 2025</p> <p>11.3.c) Already answered</p>
	11.4	<p><b>Objective: 2. Transparency and Accountability: It enhances transparency by sharing project updates, progress, and fund utilization, building</b></p>	<p>This refers to the general objective of this website, namely what it is aiming to achieve in a generic manner. Further details can be discussed with the selected vendor and a workflow can be arranged accordingly.</p>

		<p><b>trust among stakeholders.</b></p> <p>Please share the complete flow here right from adding the project till fund utilization, related workflow and exactly what data is captured at every stage</p>	
	11.5	<p><b>Engagement and Participation:</b> The website offers opportunities for stakeholders to get involved, such as volunteering, reporting pollution, and event participation.</p> <p>a). Please elaborate the functionality related to volunteering and reporting pollution.</p> <p>b) Also please explain the process of event creation, which types of events will be there - paid/free, fee management, online/offline, capacity or unlimited and the flow related to participation right from registration, attendance, and payment etc.</p>	<p>11.5.a) When an event goes live, a tab that would enable the user to register as a volunteer - these registrants will be recorded in an excel sheet</p> <p>Reporting pollution - a query tab is needed</p> <p>11.5.b) Free events, hybrid. Registrants will be recorded in an excel sheet. An automated email should be sent to them confirming registration.</p>
	11.6	<p><b>V. Overview of the Requirements:</b> Ongoing Website Maintenance: Responsible for the continuous maintenance and regular updates of the website to ensure its optimal performance.</p> <p>b). What will be the maintenance period?</p>	<p>11.6.b) Mentioned in the TOR, until 31 March 2025</p>
	11.7	<p><b>V. Overview of the Requirements:</b> a). Effective Social Media Marketing and Management: Efficient social media marketing and management in compliance with the Communications and Visibility Strategy of the PLEASE Project to drive substantial traffic to the website, enhancing its online visibility and reach.</p> <p>b). We could not find scope for Social Media Marketing and Management. We therefore request you to share detailed scope for Social Media Marketing.</p> <p>c). We assume that PLEASE Team or UNOPS will provide ready to use content for social media marketing. Please confirm.</p> <p>d). If bidder has to create content then please share content type (Image, Video, Text) quantum per</p>	<p>11.7.a) N/A, the requirement for social media marketing has been removed from the ToR</p> <p>11.7.b) N/A, the requirement for social media marketing has been removed from the ToR</p> <p>11.7.c) Yes</p> <p>11.7.d) No</p>

		month.	
	11. 8	3. <b>CMS AND FRAMEWORK:</b> The website will be implemented using a Content Management System and Application Question: Do you have any preferred CMS and Application Framework? If yes, then please share the same.	here is no specific preferred CMS but an open source solution is preferred
	11. 9	Will implementing the "Google Translate" suffice for the supported languages or will you need manual translation for all languages?	Yes that will suffice
	11. 10	For the non supported languages like Dzongkha would you provide the translated content?	No. This language will be omitted
	11. 11	Approximately how many number of pages content integration work Offeror should consider for each language?	There is no specific number of screens or pages defined as a requirement at this stage. A rough estimate might be between 50 to 100.
	11. 13	Approximately how many number of AV files will be there and what will be the average size of one file for each type?	This cannot be determined since this is an ongoing project and currently no specific videos are developed. However, they will be going forward.
	11. 14	Request you to please share detailed site map?	To be developed once the vendor is onboard in collaboration with the UNOPS and SACEP team
	11. 15	Please provide a list of social media platforms with which integration is intended?	Answered (2.10)
	11. 16	Do you want Offeror to consider the cost of SSL in their bid?	Yes, we request that the cost of SSL (Secure Sockets Layer) certification be considered in your bid. Ensuring the security of our website is paramount, and an SSL certificate is crucial for protecting our site's visitor information
	11. 17	Whether google analytics will be acceptable or is there any preference for it?	Google analytics suffice
	11. 18	Approximate how many such videos will be there?	This is an ongoing project, therefore, the number is not determinable
	11. 19	We assume that off-page SEO is not part of scope. Please confirm.	SEO has to be integrated in to the website

	11.20	We assume that email marketing tool will be procured by UNOPS and provided to offeror. Please confirm.	Yes
	11.21	Total how many number of users are required to be trained ?	About 35
	11.22	We assume training will be online? Please confirm	Yes, all training will be online
	11.23	We assume that all required hardware and software for automated backup will be procured and provided by UNOPS. Please confirm.	No, as stated in the ToR: <i>"The provider will be responsible for server management"</i> and <i>"Additionally, the company will maintain full backups of the website throughout the contract"</i>
	11.24	We assume that content will be the responsibility of UNOPS. Please confirm.	Yes
	11.25	<p>HOSTING AND SERVER MANAGEMENT</p> <p>a). It would be better if you can share hosting server configuration (Total Servers with Type, CPU, RAM, Hard Disk Space, Firewall etc.) along with quantity so that all offerors will be on the same page and it will be easy for you to evaluate.</p> <p>b). What is the contract period for hosting?</p> <p>c). What is the projected growth of the website in terms of content and traffic?</p> <p>d). Are there any peaks / spikes / variations for content delivery? What are the anticipated traffic patterns? (e.g. daily / weekly / seasonal spikes)</p> <p>e). How frequently will content be updated or changed on the origin servers?</p> <p>f). Which are the countries or regions for content delivery and where will be primary users located?</p> <p>g). What will be the approx. size of audio, video, images, content?. What is the estimated average size of the content?</p> <p>h). Is there a need for encoding media content</p>	<p>11.25.a) The bidder is responsible for preparing a hosting environment that meets the needs of the website as described</p> <p>11.25.b) until 31 March 2025</p> <p>11.25.c) No projection on user growth has been performed and it is not possible to predict how many people will access the website at this stage</p> <p>11.25.d) Weekly</p> <p>11.25.e) Weekly</p> <p>11.25.f) Primary users located in Sri Lanka - South Asia being the scope</p> <p>11.25.g) This is not known at this stage but there are no unusually large files required</p> <p>11.25.h) No</p> <p>11.25.i) No</p> <p>11.25.j) No specific requirements are defined but Google Lighthouse may provide an indication of general good standards in the industry</p> <p>11.25.k) No specific requirements are defined but Google Lighthouse may provide an indication of general good standards in the industry</p> <p>11.25.l) "two nines" or 99% uptime is a target. In the event of disaster recovery being required, full restoration within 24 hours is a target.</p>

		<p>(HSL, MPEG-DASH, H.264, H.265)?</p> <p>i). Is there a need for video transcoding, image processing, live streaming?</p> <p>j). What are the performance expectations for the web site in terms of page load times and responsiveness?</p> <p>k). Are there any specific performance benchmarks or requirements that need to be met?</p> <p>l). What is the requirement for high availability and disaster recovery?</p>	
	11. 26	<p>Evaluation Criteria</p> <p>Please confirm our below understanding for getting marks by showcasing different value projects. If we showcase one project of value above USD 100,000 and below USD 300,000 and another two projects value below USD 100,000 then shall we get full 5 marks?</p>	<p>Please check the revised ToR. Financial capability is now a qualification criteria to be evaluated on a pass or fail basis "Financial capability. Offerors should have annual sales turnover of minimum 150,000 in any one of the last five years." as highlighted in section <i>XII. EVALUATION AND SELECTION PROCESS</i> of the RFP</p>
12	12. 1	<p>Reference: Section_II Page No. 6 (7. The website's core functions encompass)</p> <p>RFP Content: 26) Email Marketing Integration: Planning for email marketing integration into the website.</p> <p><b>Clarification:</b> Requesting authority to suggest, any preferences regarding the email marketing platform or it is open as so many email marketing tools and platforms are available in the market.</p>	<p>A tab for email subscription will suffice</p>
	12. 2	<p>Reference: SSection_II Page No. 5 (6. Multilingual Accessibility:)</p> <p>RFP Content: The website must have the functionality to allow translation into the widely used languages in South Asia: Bengali, Dzongkha (Bhutanese), Hindi, Malay, Nepali, Sinhala, Tamil, Urdu. Importantly, the translation function should be prominently featured on all pages at all times,</p>	<p>Answered</p>

		<p>ensuring accessibility and inclusivity for diverse language preferences.</p> <p><b>Clarification:</b> Regarding the integration of multilingual facilities on the website to accommodate languages such as Bengali, Dzongkha (Bhutanese), Hindi, Malay, Nepali, Sinhala, Tamil, and Urdu, please clarify if you will provide the content writers for translation or if bidder should arrange for external resources?</p>	
	12.3	<p>Reference: Section_II Page No. 5 (7. The website's core functions encompass:) RFP Content: 3) Event Hosting: Enabling the creation of event pages when needed, with the ability to host forms, date countdowns, and other event-related content, supporting event management and audience engagement.</p> <p><b>Clarification:</b> Requesting authority to kindly provide more clarity regarding the targeted audience, including their roles and preferences.</p>	Answered
	12.4	<p>Reference: Section_II Page No. 7 RFP Content:10. HOSTING AND SERVER MANAGEMENT</p> <p><b>Clarification:</b> Request you to kindly clarify If the Hosting will be on the Cloud or On-Premises. If the Hosting will be On-Premises, who will provide the Hardware Infrastructure?</p>	There is no specific requirement for either cloud or on-premise hosting.
	12.5	<p>Reference: Section_II Page No. 7 RFP Content:10. HOSTING AND SERVER MANAGEMENT</p> <p><b>Clarification:</b> a)Request you to kindly clarify If the Hosting will be on the Cloud or On-Premises. If the Hosting will be On-Premises, who will provide the Hardware Infrastructure? b)Requesting to kindly confirm who will conduct the security audit. What will be the frequency of the audit,</p>	<p>12.5.a) There is no specific requirement for either cloud or on-premise hosting.</p> <p>12.5.b) There is no planned formal security audit. UNOPS IT teams will access the website and, if any vulnerabilities are discovered, will inform the supplier with evidence and justification for why it is considered a vulnerability and a requested deadline to fix</p> <p>12.5.c) The number of users is not known at this stage</p>



		<p>If there is a security audit?</p> <p>c)Kindly provide the total number of users and concurrent users.</p>	
	12.6	<p>Reference: Section_II Page No. 9 (IX. TIMELINE*)</p> <p>RFP Content: Website Launch - Within 30 days after the signing of the official contract</p> <p><b>Clarification:</b> Please confirm, What are the parameters that will be developed or some part of the website for Website Launch within a one-month timeline. Requesting to allow at least 2 months website launch from the date of signing of the contract.</p>	<p>As per the timeline of the RFP, the website development is expected to start as soon as possible after contract signature and the service provider must be able to have the website live/launched no later than 10 June 2024.</p>
	12.7	<p>Reference: Section_II Page No. 3 (VI. Requirements in Detail)</p> <p>RFP Content: This project manager must be available during standard working hours to facilitate communication and collaboration with the UNOPS Project Manager and the Communications Specialist of the PLEASE Project.</p> <p><b>Clarification:</b> Kindly confirm, What is the standard working hours to facilitate communication and collaboration with the UNOPS Project Manager and the Communications Specialist.</p>	<p>9 AM to 5 PM Sri Lanka time</p>
	12.8	<p>Reference: Section_II Page No. 5 (7. The website's core functions encompass:)</p> <p>RFP Content: 2) Audio-Visual Content Hosting: Offering ample capacity for hosting audio-visual materials, including images and videos, to effectively convey project details and impact.</p> <p><b>Clarification:</b> Requesting authority to kindly provide more clarity for audio-visual content on the following:</p> <ul style="list-style-type: none"> <li>Who will be responsible for providing the audio-visual content? What type of content are we aiming to produce? What will be the expected volume of content needed?</li> </ul>	<p>Answered</p>

12.9	<p>Reference: Section_II Page No. 8 (VII. REQUIRED SKILLS AND EXPERIENCE:) RFP Content: Key professional staff qualifications and competence needed for the assignment:</p> <p><b>Clarification:</b> Requesting to provide clarity on the following: a) Where resources should be deployed onsite or offsite? b) Can the CVs be replaced? What will be the profile &amp; total no. of resources to be proposed for this project?</p>	<p>12.9.a) The proposed team will be working online. No physical presence is required</p> <p>12.9.b) As per the Schedule of requirement section “VII. REQUIRED SKILLS AND EXPERIENCE:” the minimum mandatory team requirement is: a project manager, a lead developer, a junior developer and a graphic designer.</p>
12.10	<p>Reference: Section_II Page.No- 3 - 1. Project Management RFP Content: The service provider is required to appoint an authorized and proficient project manager before project commencement.</p> <p><b>Clarification:</b> Please suggest when the Project manager shall be deployed.</p>	<p>No physical deployment is required, all work is to be done online. The team, including the project manager are expected to start immediately after contract signature in order to meet the timeline for the website createion. The website development is expected to start as soon as possible after contract signature and the service provider must be able to have the website live/launched no later than 10 June 2024.</p>
12.11	<p>Reference: Section_IIPage.No- 3 - 2. Design RFP Content: The service provider assumes responsibility for the visual design and user experience of the website.</p> <p><b>Clarification:</b> Clarification on who will be responsible for providing content of the website &amp; verification authority.</p>	<p>SACEP and UNOPS</p>
12.13	<p>Reference: Section II Page No- 6. Point No-29 RFP Content: Post-Launch Support: Committing to rectifying any bugs or errors found on the site after launch, free of charge.</p> <p><b>Clarification:</b> We understand that rectifying any bugs or errors found on the site within the contract period is free of cost. Please confirm.</p>	<p>a) Yes free of cost</p>
12.14	<p>14. Reference: Section II Page No- 6. Point No-32 RFP Content: User Guidance and Training:</p>	<p>Virtual</p>

		<p><b>Clarification:</b> Please confirm whether the training will be physical or virtual.</p>	
	12. 15	<p>Reference: Section II Page No- 6 (VII. REQUIRED SKILLS AND EXPERIENCE:) RFP Content: Excellent analytical skills and high-level written and oral communication skills in English and Sinhala.</p> <p><b>Clarification:</b> Requesting to kindly accept the resources having Excellent analytical skills and high-level written and oral communication skills in English only.</p>	The schedule of requirement revised states that “ Sinhala is welcomed, but not mandatory. ”
	12. 6	<p>15. Reference: Section II Page No- 10 (XI. PAYMENT MILESTONES:) RFP Content: Milestone 1 - Website Development - 30%, Milestone 2 - Website Launch - 50% Milestone 3 - End of Website Maintenance and Final Handover of Source Code - 20%</p> <p><b>Clarification:</b> Requesting to modify the timeline as per the following: Milestone 3 - End of Website Maintenance and Final Handover of Source Code - 20% to be paid in 4 quarters (equally) from the date of website launch</p>	Please check the revised Schdule of requirement. The payment will be made per 4 milestones.
13	13. 1	<p>RFP Content: Organizational capacity and previous experience</p> <p><b>Clarification:</b> We understand that the bidders/ sellers having any one project experience will be awarded full points. Kindly confirm. If not please provide the list of no. of projects required along with the awarding parameters.</p>	Please check the revised terms of reference
	13. 2	<p>General Queries: We understand anything beyond the scope of work mentioned is considered as change request and a separate billing shall be done for the same.</p> <p>Requesting to provide the timeline for signing of the contract between both buyer &amp; seller.</p>	The new deadline for submitting your proposal is 18 March 2024 at 14:00 PM, Colombo, Sri Lanka time.

		Requesting to extend the date of submission to atleast 14 days from the date of release of the Clarification.	
	13.3	As we not yet got the response of the Queries, Please could you provide us one week extension that is 11th March 2024, It will help us to create a responsive proposal.	The new deadline for submitting your proposal is 18 March 2024 at 14:00 PM, Colombo, Sri Lanka time.
		We respectfully seek an extension to the current submission deadline. While fully understanding the RFP's parameters, we believe that additional time is crucial to craft a proposal surpassing the high standards expected. Our commitment to delivering quality aligns with both organizations' values. We trust that this extension will enable us to provide a comprehensive and thoughtful response, contributing to the project's success. Thank you for considering our request. We eagerly anticipate contributing our best work to UNOPS initiatives.	The new deadline for submitting your proposal is 18 March 2024 at 14:00 PM, Colombo, Sri Lanka time.
		The timeline of the project states the that website should be launched in 30 days -- is this a hard requirement? May we propose a timeline if it ensures that the entire website will be launched to have all features (e.g., 90 days development of the website start upon contract awarding + 12 months maintenance)?	UNOPS intends to award this contract no later than the 19th of April 2024. The website development is expected to start as soon as possible after contract signature and the service provider must be able to have the website live/launched no later than 10 June 2024.
14		Question: Only Lead Developer, Junior Developer, and Graphic Designer are specified in Section II: Schedule of Requirements pdf, Section "Key professional staff qualifications and competence needed for the assignment". However, Project Manager is also added in RFP_Section_III_Returnable Bidding Forms.pdf's Section "Table 2: Cost breakdown per component".  Would you kindly let us know if Project Manager	Yes

		needs to be added to the team or not?	
15		Table 2: Cost breakdown per component" table "Unit of measurement (Days)" to be added and Number of personnel/quantity Deleted.Please provide us updated table. Kindly to the attachment for more information.	
16	16.1	We understand that our client has previously registered with a domain. As a result, domain costs should not be included in the financial proposal. Please confirm.	Should be
	16.2	We also assume that we will only assist to host the application on the hosting environment. Web Hosting costs should not be included in the financial proposal. Please confirm.	Provision of hosting is required as part of the bid (requirement #10 in the ToR), and this includes the financial costs in doing so
	17	Question: Kindly clarify my queries for the bid:- · How many Social Media handles needs to be handles · Monthly requirements for no. of creatives, video, GIFs, reels etc. · On-site/-Offsite Resources · How much content they require on monthly basis. · Do they need blogs as well for website. · What is there basic objective regarding social media?	N/A
18	18.1	Event Hosting: Enabling the creation of event pages when needed, with the ability to host forms, date countdowns, and other event-related content, supporting event management and audience engagement.” Q: What is the scope of the features of the events content? Is management of event registration, subscription and unsubscribe forms, and control of the number of people attending the event required?	Yes

	18.2	<p>Document Repository: Ensuring an easily navigable and searchable document repository, categorizing content by country, grant, grantee, projects, and keywords.”</p> <p>Q: Are you referring to a documentation repository as in content created on the web, or do you want to have a section to store documents (such as PDFs) with tags like country, projects, etc.?</p>	A section to store documents such as PDFs with tags or other means to make them searchable by the properties mentioned
	18.3	<p>24) Member Section: Implementing a section with restricted access for uploaded documents, where authorized users can assign roles to other users.” and “37) User Registration: The system will allow unlimited user registration for the administration of the CMS.”</p> <p>Q: The members section is intended just for editor or administrator users who can access the back office to manage the website, or is it required that a public user can register and access a private area?</p>	The members section is intended just for editor or administrator users
	18.4	<p>Email Marketing Integration: Planning for email marketing integration into the website.”</p> <p>Q: Are you planning and integration with an external service like Mailchimp or Brevo?</p>	Mailchimp
	18.5	<p>Website maintenance: The contracted web development company will facilitate content updates, primarily through the CMS user interface, ensuring user-friendly management, including features like online voting modules. In cases where changes are not achievable via the CMS, they will provide assistance.” and “14. Website maintenance policy: Maintenance does not include website redesign or development. Documents and graphics, such as logos and images, will be provided by the PLEASE team.”</p>	During the web maintenance phase, the focus is primarily on facilitating content updates through the CMS, ensuring the website remains user-friendly and up-to-date. This includes tasks such as adding or modifying content, and implementing features like online voting modules that can be handled via the CMS interface. Assistance will be provided for changes that cannot be achieved through the CMS. The maintenance phase does not cover new developments or redesigns but includes resolving issues that may require development work within the scope of maintaining the website's current functionality and features.

		Q: What is expected during the web maintenance phase? Is it limited to content updates and configuration modifications, or is it expected to include new developments or the resolution of issues requiring development?	
	18.6	Content Organization and Repository: Q: What criteria will be used for categorizing content? Q: Are there specific requirements for content organization based on country, grant, grantee, projects, and keywords?	18.6.a) 18.6.b)
	18.7	User Training and Support: Q: What is the current skill level of the team in using CMS admin interfaces? Q: How often would you like learning sessions to be conducted? Is it planned to have some integration with external systems? What is the expected average monthly traffic volume?	18.7.a)  18.7.b)(There is an approximate 35 number os users that need training, the training sessions will take place online and tentatively with the following frequency: once a week during the testing phase and bimonthly during the contract period. The duration of a training is not anticipated to last more than 60-19 minutes)  18.7.c) 18.7.d)
19	19.1	For multi-language translation availability, do we need a language-speaker on staff for any languages besides English? If yes, which language(s)?	
	19.2	To maintain multiple languages, is there any opposition to using AI-assisted translation tools like OpenAI's GPT4 Model/Google Gemini for the initial translation, then a final round of manual proofing and editing by a person who speaks the language?	UNOPS will not be able to provide the translations.. If there is a mechanism that will give the user the access to read the content in a preferred language, that would be ideal. A plug-in maybe. We are open to suggestions
	19.3	For the Requirements in Detail section 7, "Event Hosting: Enabling the creation of event pages when needed, with the ability to host forms, date countdowns, and other event-related content, supporting event management and audience engagement."	Hybrid Regsitation Just listing down the registrants No

		<p>What type of events do the team plan to host (virtual, in person, etc.)?</p> <p>Are the forms for registration or other uses?</p> <p>What other uses would the forms serve?</p> <p>If virtual events are anticipated, do you need a streaming platform for virtual events?</p>	
	19.4	Is there a particular Analytics platform the UNOPS team uses, or would like to use? (i.e. Google Analytics, Matomo Analytics, Meta Pixel, SiteImprove)	No. Please suggest
	19.5	For asset storage like images, videos, and docs, does the team prefer using a private server to store all media assets or an external storage service with a CDN like Amazon S3 or DigitalOcean Spaces?	There is no specific requirement for how to store such assets
	19.6	What are the job roles of the SACEP team members who will receive training?	Specialists in project management, environment, M&E, finance and communications
	19.7	For us to better understand when our project manager should be available, what are the standard working hours and time zone(s) of the UNOPS Project Manager and the Communications Specialist of the PLEASE Project?	9 AM to 5 PM Sri Lanka time, Monday to Friday
	19.8	What social media platforms does UNOPS currently use that is part of this project? Are there additional platforms the team would like to use?	N/A
	19.9	What level of management is expected on social media, simply posting content or also community management? Or, where can we find the "Community and Visibility Strategy" of the PLEASE project	This requirement has been taken out of the revised terms of reference.
	19.10	What type of information is to be included in the monthly reports?	<p>Statistics in terms of:</p> <p>Page Views</p> <p>Average Time on Page</p> <p>Average Session Duration</p> <p>Pages per Session</p> <p>Bounce Rate</p> <p>Traffic Sources</p> <p>Social Referrals</p>



			<p> New Visitor Sessions  Returning Visitor Sessions  Device Type  Conversion Rate  Exit Rate  Top Pages  Top Exit Pages  Event Tracking  User demographics based on age, sex, city, country, region, interests  Keywords  Peer view analysis of other websites - able to insert options to compare and contrast  SEO management dashboard - SEO management for each content piece </p> <p>In addition, if there are any technical suggestions by the vendor and if there were any technical errors that were solved by the vendor.</p>
	19.11	Regarding Beta Testing, who is the PLEASE PIU team and what are they responsible for? What does PIU stand for?	Project Implementation Unit - implementing the project
	10	Would you be able to share any sitemap, or inventory of the pages and sections needed to be developed for the website? This will help us create an accurate financial proposal.	Please be informed that detailed sitemap and specific inventory information will be shared with selected bidder. We encourage you to prepare your proposal based on the information provided in the tender documents, and we look forward to potentially sharing more detailed requirements with you in the subsequent phase.