
REQUEST FOR PROPOSALS (RFP)



Subject: **New web platform**

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Deadline to submit your proposals: June 22, 2021

Contact: jelle.goossens@rikolto.org, heleen.verlinden@rikolto.org

This is an invitation for proposals for the services of redesign, development and maintenance of the Rikolto web platform, including SEO optimisation, all done in line with the latest trends of the industry (design, tech, data protection).

1. Organisation profile

Rikolto is an international NGO with more than 40 years' experience in partnering with farmer organisations and food chain stakeholders across Africa, Asia, Europe and Latin America. Rikolto runs programmes in 16 countries worldwide through seven regional offices. We're a close-knit network of accessible and knowledgeable colleagues, willing to share experience and eager to inspire others.

2. Website Functionalities

Current website

Rikolto has one web platform, underpinning all of our websites.

- 🌐 Our international website (www.rikolto.org) and seven websites of our regional offices (click 'Rikolto worldwide' in the top left corner for an overview);
- 🌐 A number of specific websites related to fundraising actions or specific projects in Belgium that cannot always reside under the Rikolto brand, with varying degrees of customisation:
 - acties.rikolto.be // actions.rikolto.org
 - www.meerdanmijnkassaticket.be
 - www.goodfoodatschool.be
 - www.rikoltoclassics.be

Currently, our CMS is Drupal 7, which faces end of life soon. We are looking to build a new web platform. We are **open to use any Content Management System** that provides the following key functionalities and requirements.

We foresee to do the **content migration** manually.

Functionalities

News articles: Articles of varying length, enriched with images and embeds of video, audio.

Articles can be linked to one or multiple projects and focus topics, so they appear on the corresponding project and focus topic pages.

Articles have one or multiple authors.

Example: all articles in our News & Insights section: <https://www.rikolto.org/en/news>

Standalone pages: Pages on the organisation and staff, landing pages for events, overview pages linking to subpages.

Example: <https://www.rikolto.org/en/about-us> and underlying pages.

Focus topic pages: These pages provide: a quick overview of our involvement on a particular focus topic (inclusive business, sustainable cocoa,...); the partners involved, the achieved results and contact information; the specific projects associated with the topic; the news updates associated with this focus topic.

Example: <https://www.rikolto.org/en/focus-areas/sustainable-cocoa>

Project pages: A project page provides the background story of a specific project, along with the key figures, results, partners, investors and contact information. In the updates-section it lists the news articles associated with the project.

Partners and investors can be involved in multiple projects.

Example: <https://www.rikolto.org/en/project/way-towards-living-income-ghanaian-cocoa-farmers>

Donation page: A versatile page to process online donations (we already have an account with Mollie).

Additional requirements

- 🌐 Responsive design of the website (mobile, tablet, and desktop);
- 🌐 Multisite set-up on the same code base, so that improvements can be shared across sites;
- 🌐 Flexible and user-friendly page builder with a variety of content block types to facilitate visual storytelling;
- 🌐 Site search
- 🌐 Ease in copying content across sites (for translations or adapted versions);
- 🌐 Multilingual support. Current languages used: English, Dutch, French, Vietnamese, Indonesian. The [Vietnamese](#) (EN-VN) and [Indonesian](#) (EN-ID) websites use multiple languages. Some content in English can be shared across all websites using English.
- 🌐 Social media share buttons;
- 🌐 Call to action widget that can be defined for each page and news article, calling to donate, subscribe to a newsletter or register for an event.
- 🌐 SEO: Creating and defining the structure of the website so that it corresponds to SEO principles;
- 🌐 Development of the website with a system that enables later customisation of categories and website sections;
- 🌐 Webforms: Mainly for registrations for events and webinars. It should be possible to link the forms to our Salesforce CRM to the [API](#) (We have an Enterprise license). For example: When someone registers for an event, the information is stored in Salesforce as an incoming lead.
- 🌐 Mailchimp newsletter signup;
- 🌐 Possibility to process online donations + export/import this information in our CRM;
- 🌐 Web analytics functionality to track visitors, conversions, and events.
- 🌐 Browser compliancy: current version -1
- 🌐 Defining the best accompanying hosting package (peak capacity of 4K visitors/day).

Security

- ⊕ We will have several user forms storing personal data;
- ⊕ SSL;
- ⊕ Protection from DDoS attacks;
- ⊕ We need advice and support from your side about the levels of security regarding hosting, plugins, firewalls etc.

Legal

- ⊕ Our privacy statement can be found here: <https://www.rikolto.org/en/privacy-statement-rikolto-international-son>
- ⊕ A cookie consent option should be implemented (if needed) in accordance with the applied technology for web analytics, etc.

Our (website) goals:

- ⊕ Attract partners & donors by providing inspiring content on our work centred around our focus topics.
- ⊕ Provide transparency & accountability to our stakeholders, to all individual and institutional donors.
- ⊕ Build relationships by providing options to get involved through newsletter subscription, online donations, event registration, getting in touch with colleagues,...

Target Audience

- ⊕ Food system actors (retail, food processing, farmer coops, academics,...) who like to learn how to make supply chains more transparent, equitable and sustainable.
- ⊕ Current and potential partners, donors and supporters wanting to learn how their collaborations and contributions generate an impact.

Design Requirements

Responsive design.

Clear, simple, in line with our [Rikolto house style guide](#).

Hosting and maintenance

Website support and maintenance for the period of 12 months from the date of final delivery and launch.

3. Project Budget & Timeline

We expect the needs definition to be started up towards the end of 2021, and the full website development and launch to take place in the course of 2022. A detailed timing can be established in accordance with the selected party.

We foresee a budget of €35,000-45,000 (incl. VAT) for this assignment.

4. Instructions for submitting

Please include in your proposal:

- 🌐 Financial offer - Costs should include VAT;
- 🌐 Explanation of methodology;
- 🌐 Applied technologies (backend, frontend, hosting, caching,...)
- 🌐 At least three references, or provide contact details;
- 🌐 Agency portfolio with relevant work;
- 🌐 Suggested timeline.

Is there, according to you, something we forgot in this request for proposal? We're happy to be inspired!

Submit your proposal to Heleen Verlinden via email: heleen.verlinden@rikolto.org latest on Tuesday 22 June 2021.

Clarification requests

Should you need any additional information or clarification, please make sure to send them to Jelle Goossens via email: jelle.goossens@rikolto.org

Award Criteria

Proposals provided by the interested parties will be evaluated upon the competitiveness of the overall price offered and references (best value for money).

Rikolto reserves the right to organise online meetings and seek additional information from the agencies/companies that have sent their quotations prior to finally selecting.

By issuing this RFP, Rikolto is not bound in any way to enter into any contractual or other arrangement with any potential applicant.