



ISRIC
World Soil Information

Request for Proposal (“RFP”)

ISRIC website redesign, development, and optimization

Closing date: 6 November 2024

Background

ISRIC–World Soil Information (hereinafter referred to as “ISRIC”) is an independent science-based foundation with a mission to serve the international community as a custodian of global soil information. We support the use of soil information to address global challenges through capacity strengthening, awareness raising and direct cooperation with users and clients.

ISRIC is seeking suitably experienced website design and development providers (referred to as, singular the “Bidder” or plural as “Bidders”) to design, build and develop a new website for the organisation as per the attached Terms of Reference (“ToR”).

Section 1

1 Instructions to Bidders

1.1 Introduction

ISRIC invites interested Bidder or Bidders to submit their technical and financial proposal (the “Offer”) for consideration for the provision of the services detailed within this document.

1.2 Experience

The Bidder or Bidders must be qualified to provide the requested work, by meeting the criteria set out in the 2.1 below.

1.3 Submission of documents

The Bidders are required to submit the documents listed in section 2 below.

The deadline for submission is 23:59 CET on 6 November 2024.

Interested Bidders should submit their Offers by email to: Silvana Summa at silvana.summa@isric.org.

1.4 Questions arising from documents

Questions that may arise from the Request for Proposal (RFP) should be directed to the email address given in section 1.3 above, no later than 18 October 2024 at 17:00 CET.

1.5 Indicative timeline

The table below provides a summary of the timelines with tentative deadlines:

Action	Deadline
RFP release date	9 October 2024
Deadline to request for additional information	18 October 2024
Responses to Bidder questions	21-23 October 2024
Deadline for submission of Offers	6 November 2024
Presentations by selected Bidders	13-20 November 2024 (tentative)
Notification of selected Bidder	22 November 2024
Start date of selected Bidder	December 2024 (negotiable)

Section 2

2 Essential criteria for qualification

2.1 The following information shall be submitted by the bidder(s) as part of the Offer:

A. Past and possibly current experience and network

Bidders shall have at least five (5) years of demonstrable experience in website design, development, and search engine optimisation (SEO).

Previous and possibly current experience with international foundations and/or organisations will be considered an advantage.

Bidders must be based in the Netherlands and operate from their own offices while collaborating with the ISRIC team as needed.

B. Technical expertise

Bidders should indicate the profiles and experience of key staff members who will be involved in the eventual project management, design, development, and optimisation of the website through sample CVs and/or links to profiles on professional networking sites such as LinkedIn.

C. Methodology and approach

The Offer should outline the intended methodology and/or approach to be taken in delivering the design, development, and optimisation of the website.

D. Financial proposal

The Financial Proposal should reflect the overall financial proposal of the Bidder, considering the costs incurred to perform the full range of activities included in this document, in accordance with the described ToR below.

The Bidder should provide the level of management fees and costs that it will charge for the full range of activities to be performed, as well as the proposed methodology for their calculation.

Terms of Reference (“ToR”) - Website design and development

A. Overview and objectives of the assignment

ISRIC has issued an RFP to identify, select and contract providers to redesign, build and develop the current ISRIC website (www.isric.org) to ensure that it is: effective, modern, engaging and built with responsive web design that takes fully into account user experience.

The new ISRIC website should be more visually appealing to users and serve as the window to the organisation, providing insights and expert content related to its projects, products, and initiatives. Helping better position ISRIC within the sector and among its stakeholders.

The website redesign and development project will start in December 2024 and is expected to be completed in June 2025.

B. Application requirements

- The website should have a modern and engaging design. Its design should incorporate and reflect ISRIC branding. The user experience should be engaging, yet the website design should be practical and strategic, focusing on content.
- The website should be easily accessible for all users, allowing them to find the information they need and receive recommendations for related content. The target audiences include current and potential partners and donors, educational institutions, organisations in the international development sector, media, current and potential employees, and general visitors.
- The website needs to be responsive, accessible to visitors in areas with limited bandwidth, and accommodate access from a range of devices. In addition, the website should comply with the Web Content Accessibility Guidelines (WCAG) version 2.1 released by the World Wide Web Consortium.
- The website is expected to integrate with existing and future platforms at ISRIC, both in terms of design and functionality. Examples include the ISRIC World Soil Museum website (<https://wsm.isric.org/>) and World Soil Reference Collection web application (<https://isis.isric.org/>), which are currently being redesigned.

C. Security and maintenance

- The website must be developed using open-source software tools and the code should be open source and available using Git. ISRIC owns a GitLab self-hosted environment.
- The website will use open data publicly available and online. ISRIC already have API's and other public sources of data that should be used.
- Possible updates on the existing API's can be aligned and co-developed with ISRIC team.
- Providers should be responsible for providing deployment strategy and proper containerization with the support of ISRIC staff.
- After the final release of the website continued support and maintenance should be provided for a period of at least 12 months, subject to renewal on a yearly basis.
- Ideally, as part of the project, if hosting is outside WUR it should be put in place with:
 - guaranteed uptime of 99.9% and backed by an appropriate service level agreement (SLA).
 - full [disaster and/or data] recovery to a back-up centre with site restoration within 60 minutes or less and data replication of 15 minutes or less.

- comprehensive distributed denial of service (DDoS) mitigation service/solution to identify, mitigate and circumvent malicious cyberattacks.

D. Additional requirements

- The website should align with ISRIC technology under the guidance of ISRIC staff.
- A Git repository for the source code must be created and used during the development phase. This will be supported by ISRIC.
- The selected CMS should simplify the process of updating content on the website. It should therefore be easy to use and allow CMS users to live-preview draft pages, assign different user roles, create pre-set templates, update menus, resize images and tag/categorise content.
- All data must be stored inside the EU.
- The selected CMS should provide the ability to add/embed resources (e.g. multimedia files, iframes) in a page.
- Ideally, the selected CMS should allow the creation of microsites.
- Migrate content from the present CMS to new CMS of choice, ensuring design, template, plugin and extension consistency. Transfer SEO settings, setup URL redirects and train selected ISRIC staff in using CMS.



ISRIC
World Soil Information