



## **Request for Proposal (RFP): WordPress/Drupal Website Development**

ATNi (Access to Nutrition initiative)

Utrecht, The Netherlands

[tenders@atni.org](mailto:tenders@atni.org)

16 December 2024

---

### **1 Overview**

ATNi (Access to Nutrition initiative) invites proposals from qualified web development agencies for the development of a new website in WordPress (minimum 6.7.1) or Drupal (minimum v10.3.10) as a replacement of our current website found at: [accesstonutrition.org](https://accesstonutrition.org). The platform should be selected based on its ability to meet our requirements for performance, security, scalability, and user experience. The website will serve as a key communication tool for engaging with our stakeholders and target audiences, including investors, policymakers, and the food industry, and will support our mission of improving global access to nutrition and combating malnutrition.

Central to our mission is the vision to produce data as a public good. Our aspiration is to make our research on food systems markets and the food industry freely and easily accessible (and downloadable) to scholars, researchers, journalists, governments, companies, consumer organisations and other interested parties. To this end, we have built a robust data Lakehouse to store our research data and provide access via Power BI integration on our website. The new platform must emphasise a user-centric design that enhances navigation, usability, and the ability to explore and interact with our data, ensuring our insights drive meaningful impact across diverse audiences.

### **2 Our current website**

Our current website has undergone numerous changes and updates over the last ten years, accumulating various templates that have resulted in inefficiencies affecting performance, usability, and scalability. As an NGO guided by our Theory of Change, our strategic direction has evolved, and the website requires an overhaul to better reflect our priorities and approach. A redesign and rebuild provides an opportunity to realign the website with our strategy, streamline its structure, implement best practices in design and development, ensure mobile responsiveness, enhance accessibility, and create a cohesive, future-proof platform that effectively engages stakeholders and supports our mission.

### **3 Project Goals and Objectives**

The new website must achieve the following goals:

- **Strategy:** The new website reflects our strategy and Theory of Change.

- **User Experience:** Deliver an intuitive, user-friendly interface with seamless and consistent navigation.
- **Accessibility:** Ensure the website meets global accessibility standards (e.g., WCAG .2.1 / 2.2 level AA)
- **Contemporary Features:** Incorporate tools and technologies that align with current web standards and functionalities.
- **Mobile-First Design:** Ensure the site is fully responsive and accessible across all devices.
- **SEO & Analytics:** Optimise for optimal results in search engines and integrate analytics tools to monitor performance.
- **Content Management:** Empower non-technical staff to easily manage, update, and create content.
- **Roles & Authorisation:** Implement a robust role-based permission system for staff to control access levels securely.
- **Scalability & Security:** Build a future-proof, secure architecture to accommodate growth and protect sensitive data

#### 4 Scope of Work

The selected agency will be responsible for:

- **Platform Recommendation:** Advising on whether WordPress or Drupal is better suited to our needs, with a justification for the recommendation, and also taking into consideration this [page](#).
- **Design and Development:** Designing and developing a website that aligns with our branding, Theory of Change and strategy.
- **Comprehensive planning:** Provide a detailed project plan, including clearly defined approval milestones. ATNi will form a select team able to make decisions on deliverables, therefore ensuring a smooth process. Time for internal approval needs to be considered in the planning, as well as presentations on the ground in our office in Utrecht.
- **Content Migration:** Migrating content from the Research/Newsroom/Publications pages to the new platform. Previous indexes to be discussed. The remaining content migration will be handled by ATNi.
- **General Templates:** Creating templates for key pages that are flexible, easy to set up by our team, and reusable. See the annex for an overview. Potentially simplify the number of templates (in relation to the current website).
- **Template for Index page:** Provide recommendations and develop a design for rebuilding the Index page Global Index 2024, which currently incorporates iFrames connected to an external data source via Microsoft Power BI. The new solution should maintain seamless integration with Power BI while enabling the ability to track and measure user interactions (e.g., views, clicks, and engagement metrics) through tools like Google Analytics or other suitable analytics platforms. Also recommend whether migrating older indexes is feasible or provide alternative solutions.
- **Investor Portal (behind login) – basic rebuild.** Content migration by ATNi.

- Integration: Selected agency to advise on appropriate APIs (REST API / GraphQL for example) and robust security measures, for the integration of our CRM tool Creatio (API available) and access to our Lakehouse through Power BI.
- Roles and Authorisation: Configuring a role-based user management system for internal staff with secure permissions.
- SEO and Analytics Setup: Configuring Analytics, installing basic SEO tools, and other analytics as needed.
- WCAG 2.1./2.2 level AA: website must comply with the (technical) requirements. Changes needed because of an external audit should be included in the cost estimation provided.
- Testing and Debugging: Ensuring the site is secure, responsive, and performs optimally across browsers and devices.
- Training and Documentation: Providing training for internal teams on managing content, roles, and ongoing site updates.

## **5 Project Deliverables**

- A fully functional website built on WordPress or Drupal, based on the selected platform.
- Custom templates for defined key pages.
- Documentation of design, technical specifications, and content workflows.
- A user guide for staff to manage content and user roles.
- Access to admin panels, hosting information, and all source files.

## **6. Proposal Submission Guidelines**

Proposals must include the following:

- Company Background: Provide an overview of your company, including relevant experience in WordPress or Drupal development.
- Portfolio: Showcase a portfolio of similar projects that highlight your expertise and capabilities.
- Proposed Project Timeline: Include a detailed timeline with key milestones, starting from 1 March 2025.
- Itemized Cost Breakdown: Provide a clear breakdown of all costs, ensuring alignment with the maximum budget and detailing each budget line.
- Team Structure and Roles: Describe the team that will be working on the project, including their roles and relevant experience.
- References: Include contact information for three references from past clients with similar projects.
- Declaration of Honor:

Proposals must include a signed Declaration of Honor (see Annex for template) confirming that:

1. The agency is not involved in any ongoing legal disputes that could impact the delivery of this project.
2. All information provided in the proposal is accurate and truthful.

3. The agency agrees to comply with the terms and conditions outlined in this RFP.

The selected agency will be asked to adhere to and sign our Conflict of Interest and Code of Conduct & Ethics policy (both can be found on our website).

## **7 Proposal Evaluation Criteria**

To be considered for evaluation, agencies must meet the following mandatory requirements:

- **Knockout criteria**

1. Experience and Expertise: Demonstrated experience in WordPress or Drupal development with a strong portfolio of similar projects.
2. References: Provision of at least three references from past clients with similar projects.
3. Budget Compliance: A detailed proposal that stays within the allocated maximum budget of €85,000 (including VAT), with transparent cost breakdowns.
4. Timeline Feasibility: Commitment to the proposed timeline, including clear milestones, starting from 1 March 2025.
5. Complete Proposal Submission: Inclusion of all required elements:
  - Company background.
  - Portfolio of similar projects.
  - Detailed project approach (e.g., Agile / Waterfall) & timeline.
  - Itemized cost breakdown.
  - Team structure and roles.
  - Declaration of Honor.
6. Security Measures: Explanation of how the agency will address security requirements, particularly in relation to API integration (e.g., REST API or GraphQL).
7. Service Level Agreement (SLA): Proposal of a comprehensive SLA, including hosting, proactive/reactive maintenance, and rates for optional requests.
8. Project Approach: Clear description of the agency's project management methodology (e.g., Agile or Waterfall) and rationale for its suitability.

- **Evaluation Criteria**

Agencies meeting the knockout criteria will be further evaluated on:

1. Experience and Expertise: Depth and breadth of relevant experience.
2. Alignment with Project Goals: Demonstration of understanding and alignment with the Scope of Work and organizational objectives.
3. Team fit. Provide short introductions on who is going to work on this project.
4. Creativity and Innovation: Originality and effectiveness of the proposed solution.
5. Cost-Effectiveness: Value offered relative to the budget, with transparency in pricing.

6. Post-Launch Support: Quality of post-launch support and ability to provide on-the-ground training if required.
7. Security Measures: Robustness of proposed security measures for protecting data and ensuring compliance.
8. Timeline and Milestones: Feasibility of the proposed timeline and adherence to key milestones.

## **8 Budget**

We have a maximum budget of €85,000 (including VAT) for this project. As a publicly funded NGO, we do not have any flexibility on this budget ceiling. The agency awarded the project is expected to provide at least 30 days of warranty after the final delivery to fix bugs, implement version updates if needed and monitor performance. We also request agencies to:

- Detail their proposals within the maximum budget, providing clear one-time costs following the scope of work above:
- Mandatory: provide a Service Level Agreement (SLA) that includes:
  - Monthly hosting services and associated costs.
  - Monthly costs for proactive and reactive maintenance and support.
  - Separate rates for optional or additional requests outside the scope of the standard SLA.

## **9 Timeline**

- RFP Issuance date: 16 December 2024
- Questions deadline 16 January 2025
- Proposal submission deadline: 23 January 2025
- Evaluation period: 23 January – 16 February 2025
- Presentations of maximum 5 shortlisted agencies: 17 February – 21 February 2025
- Decision and contracting: 24 February – 7 March 2025
- Project kick-off: 17 March 2025
- Expected completion: 30 June 2025

## **10 Submission Instructions**

Please submit your proposal electronically on or before 18:00 on 23 January 2025 to [tenders@atni.org](mailto:tenders@atni.org) with the subject line: "RFP Submission – ATNi Website Design & Development".

## **11 Questions and Clarifications**

For any questions or clarifications, please contact Patrick de Regt at [patrick.de.reg@atni.org](mailto:patrick.de.reg@atni.org) before 16 January 2025.



## **12 Additional Information**

We recently refreshed our identity and use the acronym ATNi (Access to Nutrition initiative) as our brand name. We currently use accesstonutrition.org as our url, but also have atni.org (currently we redirect to the previous url) at our disposal. The brand book, personas and up-to-date website statistics are available on request, as well as access to the Investor Portal. See the annex for more information about the functionalities of the various templates.

## **13 Disclaimer**

The decision to award this assignment rests solely with the management of ATNi. We reserve the right to accept or reject any proposal without obligation to provide an explanation. Correspondence regarding the selection process or decision will not be entertained.

Annexes

- Functionalities
- Declaration of Honor

## Annex Functionalities

### Main Navigation

The website should include a clear and user-friendly main navigation menu with at least the following key sections (*view this overview as a starting point for discussion*):

1. Homepage: A welcoming and engaging landing page that highlights the organization's mission, key initiatives, and recent updates.
  2. Resources:
    - Overview of current and past indexes, presented in an organized and accessible format.
    - Includes filtering and search capabilities for easy navigation.
  3. Research: A dedicated section showcasing in-depth studies and findings.
  4. Publications: A repository of downloadable reports, white papers, and related materials, categorized for user convenience.
  5. Methodology: A page explaining the frameworks, approaches, and tools used in the organization's work.
  6. Newsroom:
    - A dynamic space for press releases, news articles, and media resources.
    - Social media integration for sharing.
  7. Change Agents: Basic pages providing information about the organization's partners and allies.
  8. About Page: Detailed information about the organization, its mission, vision, and team.
- 

### Page Templates

1. Homepage Template:
  - Hero section with a prominent call-to-action.
  - Highlights of recent publications, news, and featured resources.
  - Integration with social media feeds.
  - Optional: Integration of Lakehouse through Power BI
2. Resources Page Template:
  - Filterable and searchable database of indexes.
  - Option to sort by year, region, or topic.
  - Integration with data visualization tools (e.g., Power BI).
3. Research Page Template:

- Structured layout to present research themes and individual studies.
  - Downloadable attachments and links to related resources.
4. Index page Template
    - Hero section with prominent headline
    - Integration of Lakehouse.
    - Visual elements like infographics or diagrams.
    - Search and filter functionality.
    - Download buttons for each publication.
  5. Company scorecard Template
    - Overview of logos of companies, linking to scores in previous indexes
    - Integration of Lakehouse.
  6. Publications Page Template:
    - Categorized display of publications.
    - Search and filter functionality.
    - Download buttons for each publication.
  7. Methodology Page Template:
    - Visual elements like infographics or diagrams.
    - Space for textual explanations.
    - Links to related research or resources.
  8. Newsroom Page Template:
    - List of news articles, blogs and press releases with thumbnails.
    - Embedded multimedia content (e.g., videos or images).
  9. Change Agents Page Template:
    - Simple layout for showcasing partner and ally profiles.
    - Space for logos, brief descriptions, and links.
  10. About Page Template:
    - Comprehensive layout for organizational history, team bios, and contact information.
    - Option for embedded videos or interactive timelines.
  11. Investor Portal Template
    - Simple layout.
    - Rebuild of existing template(s)





## Annex Declaration of Honor

[Agency Name]

[Agency Address]

[Date]

To:

[Your Organization's Name]

[Your Organization's Address]

Subject: Declaration of Honor for the RFP Submission

We, **[Agency Name]**, hereby declare and confirm the following:

1. **Accuracy and Integrity:**

All information provided in our proposal submitted for the RFP titled **ATNi website Design and Development** is accurate, complete, and truthful to the best of our knowledge.

2. **Legal Compliance:**

We confirm that our agency is not involved in any ongoing legal disputes, investigations, or proceedings that could impact our ability to successfully complete the project as outlined in the RFP.

3. **Adherence to Requirements:**

We acknowledge and agree to comply with all terms, conditions, and requirements specified in the RFP, including but not limited to the project timeline, deliverables, and budget constraints.

4. **Ethical Standards:**

We affirm that our agency adheres to the highest ethical standards and will operate transparently and professionally throughout the project lifecycle.

This Declaration of Honor is made in good faith and with the full knowledge and understanding of its implications.

**Authorised Representative:**

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Contact Information:

Email: \_\_\_\_\_

Phone: \_\_\_\_\_