

**Terms of Reference for Website Development for
the Southeast Asia Energy Transition Partnership (ETP)**

1. Purpose

This document serves as a Request for Proposals (RFP) for vendors interested in working with the ETP Secretariat, including UNOPS to develop a mobile, responsive, interactive website for the Southeast Asia Energy Transition Partnership. This includes design, maintenance and hosting services.

2. Background

Southeast Asia Energy Transition Partnership is an innovative platform for governments and philanthropies to finance technical assistance projects and aligned capital assistance to accelerate energy transition in Southeast Asia to achieve the SDG goals and Paris Agreement objectives. The initial focus is on Indonesia, Vietnam and the Philippines. ETP began its first five-year implementation period on 20th November 2020, with UNOPS serving as its fund manager and host of its secretariat.

The innovative consortium was first announced at the One Planet Summit in 2018 by the Children's Investment Fund Foundation (CIFF), the French Development Agency (AFD), Germany's Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU), and the High Tide Foundation together with additional partners such as the Government of Canada, the United Kingdom's Department for Business, Energy and Industrial Strategy (BEIS), Bloomberg Philanthropies and others. Since then the Partners invested significant efforts in the design of this unique partnership that brings together public and private sectors, as highlighted at the High Level Forum at the 2019 Climate Summit of the United Nations Secretary General.

Over the period of the next 5 years, ETP aims to (i) promote urgency and bold measures to boost leadership in and unlock finance for increased renewables in the energy mix; (ii) support capacity building and technological innovation for smart grids and sustainable infrastructure, and to (iii) convene and coordinate public and private initiatives to harness benefits from energy transition.

The multi-donor partnership foresees further growth and the members of ETP invite interested donors to join the initiative to achieve a greater impact through accelerated energy transition in the Southeast Asia region. To increase awareness of the partnership and its initiatives, a preliminary website has been developed: <https://www.energytransitionpartnership.org/>.

To enhance and upgrade its look and feel, and inform the targeted audiences of this initiative, website design services are being sought externally to provide regular content updates and maintenance.

3. Overall objectives of the website

The ETP website will be a central tool to realize ETP's communications objectives, and will be the basis from where all initiatives, campaigns, feature stories, news, events and other initiatives will be communicated to the general public. Overall, the ETP website will be the cornerstone for strengthening the level of engagement between the target audiences and ETP online content and other digital channels (such as social media). It will answer four objectives:

A. ETP will be portrayed as business-ready and competitive

Through the website, the aim is to ensure that ETP is seen by partners and stakeholders as a trusted organization for energy transition, including expanding financing for renewable energy and energy efficiency, expansion of smart grids and sustainable infrastructure, procurement and calls for proposals, and project management services. Business critical pages and content around these key areas should be structured and designed to reflect this need.

The website should convey that ETP is a first-class expert within the energy transition area, by highlighting ETP's knowledge and expertise in specific disciplines under the domain of energy transition (financing, investment, climate targets, enabling policies, de-risking energy transition projects, financing models and concepts for energy efficiency and expansion of smart grids, as well as knowledge and awareness building in energy transition). The website should also draw attention to ETP's contribution to our partners' work and to the energy transition progress in the Southeast Asian region. This objective will be supported by sophisticated data integration and data visualization.

B. The website will present ETP through the context we work in (Southeast Asia) and the people we ultimately serve

The ETP website will appeal to a general audience. It will demonstrate how our work and our expertise is impacting the progress toward low carbon economies and enabling Southeast Asia to deliver on its commitments under the Sustainable Development Goals (SDGs) and the global Paris Agreement for climate. This approach should be reflected both in the look and feel of the website, and how the user navigates to/between content.

C. The website will deliver targeted content

The website will channel the relevant content to the targeted audiences. Like many corporate websites, ETP website has a set of audiences spanning across the world, which all should have an engaging and tailored experience, when using the new website. These audiences include:

- a. Existing and potential partners: non-governmental organizations; governments; donor organizations, including UN system partners; international and national financial institutions; think-tanks, academia;
- b. Institutional investors; and private corporations active in the energy transition domain including energy efficiency services and e-mobility;
- c. Influencers, enablers and opinion leaders for the above audiences (including relevant journalists and media outlets, and key individuals within the humanitarian and development sectors);
- d. General public globally, including jobseekers and suppliers, civil society organizations;

D. The platform will accommodate a flexible and evolving visual communication

The website will feature powerful and dynamic visual imagery, audio and interactive/immersive content, to help showcase the impact and scope of ETP's work. This will include high-quality photos, videos (including 360 videos), interactive maps,

graphics, data visualizations, 'atmospheric' audio, engaging 'calls to action' and more. To help realize the above objectives, the site will also feature flexible page templates, dynamic content filtering, dynamic tagging systems, and easy-integration of web apps, new technologies and multimedia tools.

E. The website will host intranet pages visible to the Steering Committee members

These pages will enable collaborative interaction on proposals and documents, cyber secure environment for collective commenting on documentation and a secure repository of formal documents and decisions. It will involve a chat room for easy communications among the Steering Committee members facilitating access and information flow.

F. The website will host a results monitoring dashboard

These pages will profile the results-based monitoring framework of ETP, and provide indicators and targets for ETP's activities, outputs, outcomes and provide a line of sight relationship with ETP's countries climate commitments under the Paris climate agreement. These pages will reflect regular updates on ETP's progress toward its goals as well as the Partnership's advocacy goals for Paris climate goals.

4. Consultancy outputs

The **selected consultancy** is expected to deliver the following outputs as per the considerations listed below:

- **Timeline**: The contractor/consultancy is expected to provide a project timeline detailing when each step and sub-steps of the design work will occur. All work must be completed ready for handover to the ETP Secretariat within **8 (eight) weeks** of work commencing.
- **A budget breakdown**: (in the financial offer ONLY). Please, do not indicate any price in your technical offer.
- **Integrating recommended information architecture/structure into designs**: In close consultation with the ETP Secretariat, and studying the research findings and information architecture recommendations provided, the contractor will determine how best to reflect the structure proposals into a design that addresses the overall objectives of the website.
- **'Content hierarchy'** should be considered at the page level, ensuring that full responsiveness is incorporated into all aspects of the design, and that the position of in-page content - whether viewed on desktop or mobile devices - always reflects the objectives stated in sections C and D (above). Any significant proposed changes to the IA/site structure recommendations provided should be discussed with the ETP Secretariat through UNOPS before proceeding further with the designs (below).
- **Design**: The contractor will design two (different) draft visual concepts for the website, which will be presented to the ETP Secretariat for feedback and discussion. The visual concepts presented should include at least two styles of navigation, and mocks-ups of a small selection of pages, to provide a snapshot of how the overall design will look and function. These should be created for both desktop and mobile displays. Any animation

intended to be part of the design should be mocked up with a prototyping tool (such as Principle) and delivered as a standalone animated gif or video file. Following the presentation of the concepts to the ETP Secretariat, all feedback should then be incorporated.

Following agreement from the ETP Secretariat on the overall visual concept(s) that should be used, the contractor should then complete the design deliverables listed below. These may be presented in batches, to allow for feedback along the way.

On receipt of each batch of designs, the ETP Secretariat will provide feedback to the contractor regarding required changes and modifications in the proposed design. Following this, the contractor will incorporate the feedback into the designs, and then present these again as revised versions. This step may need to be repeated to ensure the ETP Secretariat is satisfied with the final versions.

- **Branding:** All designs should be compliant with the relevant sections of the UNOPS brand-book (to be provided) and in accordance with the objectives detailed in Sections C and D of this document (above). Designs should be “pixel (percentage) perfect”.
- **List of key design deliverables:**
 - Animated features (gifs, video files) of any animation that is intended to be used with any of the following deliverables. The website’s design and interface and content design must be intuitive and easy to use. The design should convey the importance of the Partnership. It should take inspiration from UNOPS branding <https://www.unops.org/> and the current ETP website: <https://www.energytransitionpartnership.org/>, (both design and navigation).
 - Design of all aspects of the website navigation, including any fly-outs, sub-menus, buttons and windows, repositories, and interactive features.
 - Design (with template) of the website homepage including all key functionalities (e.g. dynamic cross-page/content referencing).
 - The template will be cross-browser compatible for the most commonly used versions of browsers.
 - Design (with templates) of approximately four first-level landing pages for each of the main sections of the website, including any in-page functionalities.
 - Design of three template options for “feature stories”, that incorporate the latest trends in digital media storytelling and journalism (e.g. The Guardian and New York Times feature stories).
 - Design of an in-page dynamic and interactive map with several different layers of information and data integration/visualization. This will likely draw data from various donor websites and external sources.
 - Design (with template) of approximately 15 strategic pages and their functionalities. These will be identified following the revision of the site structure and information architecture phase, but are likely to include key pages relating to: management and Executive Board information, publications, ETP mission and vision statements, jobs information, business opportunities, and upcoming events and active tenders.
 - Design of two-three “generic” template options for general content.
 - Design of central news/stories/articles hub, with a page template for all news articles (including press releases, case studies, general news and announcements).

- Work in coordination with the external communications agent of ETP Secretariat and develop a collaborative plan for ETP's website of excellent value measured by visits and hits.
- The design should be responsive, designed with mobile devices from the outset. The design should be optimized for the most common smartphone and tablets on the market with changing layout depending on screen size.
- Design of both audio and video displays for use across the site (e.g. design of video and audio playback skins and player functionalities).
- Design shall be prepared in English language in the initial offer, however as the project progresses, translation into additional languages could be considered, for example: Indonesian, Vietnamese, and Thai.
- Design of all key in-page graphics, illustrations, icons and data visualizations as required by each page/template's design.
- Design should allow us to convert social media and website visitors to email/campaign subscribers more effectively.
- Menu Design Suggestion: main menu, side menu, sub-menus, footer index menu.
- Designs of 15 to 20 in-page widgets and functionalities (or templates of these in some instances). Some examples are provided below:
 - Customizable forms
 - Information tables (dynamic/interactive)
 - Data graphs (dynamic/interactive)
 - Key facts and numbers boxes
 - "Related" news, stories, pages or publications boxes
 - Upcoming events boxes
 - Pull-out quotes
 - Photo sliders and/or photo galleries
 - Vacancies boxes
 - Social media integrations (e.g. social media 'wall' or streams) - Pinterest, Instagram, Twitter, Facebook, Flickr, YouTube and LinkedIn
- **In-page graphical elements:** The consultancy should produce all in-page graphical and illustrative elements that are intrinsic to both the individual page designs and the overall design concept. This may include, but is not limited to, icons, sketches/illustrations, infographics, maps, graphs, data visualizations etc. Graphical elements should be supplied in art package format (i.e. PSD, AI etc.) and in an appropriate web format (i.e. SVG, JPG, PNG etc.). Graphical elements should be preferably provided in vector based formats, where appropriate.
- **Mark-ups:** Once all final designs for pages, widgets and others (included in deliverables section) have been completed by the contractor, and upon agreement from the ETP Secretariat, the contractor should provide with HTML and CSS mark-ups for the entire site design. The supplied HTML 5 & CSS 3 must demonstrably support a fully reactive implementation of the designs. The contractor will be expected to demonstrate (or provide an accessible online location for ETP Secretariat to inspect) this on a tablet, mobile phone, desktop and laptop.
- **Copyright:** ETP Secretariat will have full copyright on design and contents of the website.

- **Language:** The website will be developed in English language initially. Other languages might be added later in the process, subject to the least-cost proposal requested for Indonesian, Vietnamese and Thai languages.
- **Content:** Initial content will be delivered by the customer - ETP Secretariat/External Communication Agency contracted by ETP Secretariat - through UNOPS, in a digital format before the completion of the project, and it will be integrated into the website by the provider/contractor. However, the contractor will be also required to propose content based on experience and research. The contractor will be also asked to implement cost effective options for translation of the pages to local Southeast Asian languages.
- **Structure:** It is proposed that the website will consist of the following sections:
 - Home (should be modelled after the ETP website)
 - Navigation panel
 - Bottom panel with key links, including: contact us, grants and tenders, work with us
 - About Southeast Asia Energy Transition Partnership
 - Partners and key stakeholders
 - ETP's vision
 - ETP's work
 - States and regions
 - How we work
 - Knowledge library
 - Partner section
 - News and stories
 - Events blog
 - Maps + Projects
 - Map with linkages to project database
 - Project Database (with direct feed from XML file/access)
 - Funding and Donors
 - Intranet site - key documents for partners, and an integrated chat box
- **Restricted member area (membership log-in):** The system will have a member section with restricted access on uploaded documents. Authorized users of the system can assign roles to users giving access to these documents.
- **Library:** The website will include a library section, which will be split up in separate pages based on themes rather than categories. It will be modelled with easy navigation and sophisticated searching.
- **Results dashboard:** The website will include a dedicated results dashboard that enables periodic monitoring of results and progress of ETP and its Aligned programs. The contractor will work in close consultation with ETP Secretariat on the design and features of the dashboard and its linkages to the Aligned programs information feeds for results input and output information. The dashboard will include an aggregation feature for bringing output information to outcome level.
- **Project database and a map:** The system will contain a project database, where authorized users are able to add or import entries from a CSV file. The Project Database will be searchable and filterable and displayed in a map view. The detailed view of projects will consist of imported data fields as well as manually added data fields by

authorized editors. It should be linked to the map. The map should be designed for mobile first. This page should include:

- A description of how to navigate the map, divided into states and regions.
 - Knowledge cards for more information should be included on mobile (similar to google maps) and desktop (more information can be for projects, or for states/regions).
 - Project database, organized by outcome areas of ETP, includes 'Read more' function that should link to pages as part of Our Work.
 - Includes a factbox about the outcome area for each country.
 - Includes pictures and is visually interesting.
 - Projects in the respective states.
 - News stories from that state (tagging).
 - Map should allow sophisticated zoom on mobile and desktop.
- **Contact page:** The Contact page will contain contact details and a contact form with spam protection.
 - **Search engine optimization:** The system will be optimized for search engines and allow content editors to easily edit site metatags using a graphical user interface.
 - **Spam protection:** User registration form and content submission forms accessible by anonymous users will have a spam bot protection.
 - **Google analytics:** The quotation includes the setup and/or inclusion of a Google Analytics account for the website.
 - **Customer support:** The contractor will include in this offer the following customer support: pre-launch support, pre-launch bug fixing, content management system and general maintenance/update of content, as well as reasonable availability for remote support. Support provided must include the solving of system and security related issues, which are not a direct result of intended or unintended destructive action taken by the customer or a third party given access to the system by the customer for the mentioned support period. Support provided will include extension and modifications on the website under the number of support hours offered by the provider. In case additional support regarding software or server setup is required, the contractor will be booked separately from this TOR/RFP.
 - **Hosting and server management:** To ensure best performance of the web application the software setup of the provided hosting system will be optimized for the selected content management system. The ETP Secretariat expects a hosting plan. The provider must guarantee that the webserver is located in a certified top-level data center. Optionally a global Content Distribution Network can be used free of charge to increase page load speed worldwide. The hosting fee will include support as stated above, the costs for hosting itself during the lifespan of the website, as well as for maintenance of the server and the web application. It will also include regular security updates and solving of system and security related issues.
 - **Security:** The provider is expected to provide a dedicated security procedure. For the server management, the provider will be responsible for firewall configuration as well as for regular security updates of the server software.

5. Key activities

Activities under this contract include, but are not limited to the following:

- Communicating with the ETP Secretariat through UNOPS to clarify any points on the above;
- Holding periodic consultations with the ETP Secretariat through UNOPS to reach agreement on a final website design and incorporate revisions as necessary;
- Studying communications materials provided by the ETP Secretariat/UNOPS (e.g. brand book);
- Providing timely updates to the ETP Secretariat on project progress;
- Providing overtime suggestions on the content and integrating agreed content in an attractive designs and manner into the the site, to build it overtime to a go-to facility for energy transition;
- Integrate the website with other relevant sites (such as social media) and develop the hub function of the website;
- Adhering to the work timeline as detailed in the contractor's proposal; and
- Preparing a maintenance manual for the website, enabling trouble-shooting and page updating by ETP Secretariat, as well as providing a handover material for website management.

6. Inputs

- **Contribution from the customer** - ETP Secretariat:

ETP Secretariat will:

- Suggest research documents/package: guide the contractor on key content priorities and visual branding requirements. The contractor will integrate branding guidelines (noting ETP Communications Plan), structure and information architecture recommendations, and seek and search for publicly available content to be added to the website.
- Timely aggregated feedback on revised information architecture and design mock-ups.
- Participate in periodic consultation meetings with the contractor, both before and during the life of the contract. These meetings will be held either online or in a manner deemed most appropriate by the ETP Secretariat and the contractor, and will help to facilitate good communication throughout the project.

- **Contractor's input:**

The selected consultancy will have the following responsibilities:

- **Account management:** To oversee the project (design) process from start to finish and ensure that all aspects of the design work are completed in accordance with the defined objectives and pre-agreed timeline.
- **Comprehensive web design:** To design a new ETP website that is contemporary, visually engaging, and provides a unique visual identity for the organization, but which aligns with the relevant requirements contained within the UNOPS brand book and ETP's unique branding.

- Proven experience designing sophisticated websites for global organizations and/or corporations, with an international audience/user base.
- Frequent and effective communications: It will be essential for the contractor to maintain good communications with the ETP Secretariat through UNOPS throughout the lifespan of the project, to ensure all objectives and requirements are met. The contractor should be readily available to discuss any feedback, suggestions or concerns that the ETP Secretariat might have regarding the designs.

6. Application procedure

Applicants are required to submit (i) a short profile of their company with a portfolio of similar work, and (ii) a quotation for this TOR with a breakdown showing:

- Web design and development
- Responsive Design
- Data migration from the current ETP website (link above)

7. Evaluation process

Submissions will be evaluated in consideration of the following evaluation criteria:

- The work presented through the firm portfolio will be evaluated to assess the quality of the company's work;
- Experience and qualifications of the team proposed to deliver the work by the company. This part of the evaluation will be based on the CVs of the individuals comprising the team that need to be share by the firm in their proposal;
- Experience in developing sites;
- Timeline to deliver the objectives of the assignment based on the deadlines provided in this document;
- Experience working in the development sector producing high quality outputs;

8. Evaluation criteria

Eligibility and Formal Criteria: evaluated on Pass/Fail basis and checked during Preliminary Examination;

Criteria	Documents to establish compliance with the criteria
1. Offeror is eligible as defined in Instructions to Offerors, Article 4	<ul style="list-style-type: none"> • Form C: Offeror Information Form • Form D: Joint Venture Partner Information Form, all documents as required in the Form, in the event that the Proposal is submitted by a Joint Venture. • Form E: Proposal Submission Form
2. Completeness of the Proposal. All documents and technical documentation requested in Instructions to Offerors Article 10	<ul style="list-style-type: none"> • All documentation as requested under Instructions to Offerors Article 10, Documents Comprising the Proposals

have been provided and are complete	
3. Offeror accepts UNOPS General Conditions of Contract as specified in Section VI	<ul style="list-style-type: none"> Form E: Proposal Submission Form

Qualification criteria – evaluated on Pass/Fail basis;

Criteria	Documents to establish compliance with the criteria
1. Financial capability. Liquidity: the ratio Average Current assets / Current liabilities over the last 2 years must be equal or greater than 1. Offerors must include in their Proposal audited balance sheets covering the last 2 exercises.	<ul style="list-style-type: none"> Copy of audited financial statements for the last two years
2. Offeror should be in continuous business of supplying similar services as specified in the Schedule of requirements during the last 3 (three) years prior to Proposal opening.	<ul style="list-style-type: none"> Certification of incorporation of the Offeror Form J: Performance Statement Form

Technical criteria – evaluated based on a cumulative analysis methodology;

Criteria	Documents to establish compliance with the criteria
<p>Evaluation will be conducted based on the cumulative analysis of Technical and Financial Proposals with a weighting of 70%-30% (Technical Proposal-Financial Proposal)</p> <p>The total number of points which an Offeror may obtain for its proposal is as follows:</p> <ul style="list-style-type: none"> Technical Proposal = 70 points Financial Proposal = 30 points <p>The maximum number of technical points is detailed in the below <u>Technical Proposal Evaluation sections</u>.</p> <p>To be substantially compliant, Offerors must obtain a minimum threshold of 70% of total points.</p>	<ul style="list-style-type: none"> Form G: Technical Proposal Form Form I: Format for Resume of Proposed Personnel Form J: Performance Statement Form

Technical Proposal Evaluation sections:

Section number/description		Points Obtainable
1.	Offeror's qualification, capacity and expertise	20
2.	Proposed Methodology, Approach and Implementation Plan	30
3.	Key Personnel proposed	20
Total Technical Proposal Points		70

Section 1: Offeror's qualification, capacity and expertise		Points
1.1	Brief description of the organization, including the year and country of incorporation, and types of activities undertaken, including relevance of specialised knowledge and experience on similar engagements done in the past.	10
1.2	General organizational capability which is likely to affect implementation: management structure, financial stability and project financing capacity, project management controls, extent to which any work would be subcontracted.	10
Total points for section		20

Section 2: Proposed Methodology, Approach and Implementation Plan		Points
2.1	Description of the Offeror's approach and methodology for meeting or exceeding the requirements of the Terms of Reference	10
2.2	Details how the different service elements shall be organized, controlled and delivered, including the quality assurance	10
2.3	Implementation Plan including Timeline	10
Total points for section		30

Section 3: Key personnel proposed and Past Portfolio		Points
3.1	Composition and structure of the team proposed. Are the proposed roles of the management and the team of key personnel suitable for the provision of the necessary services, including the qualification of key personnel proposed	5
3.2	Past portfolio - please share the list of the past project that has been executed, and link to the website	10
3.3	Gender consideration	5

	The composition and structure of the team proposed puts gender balance into consideration	
Total points for section		20