



REQUEST FOR PROPOSAL

(RFP_2017_07)

Subject: Sustainable Development Learning (SD Learning) Platform Development

1. The United Nations System Staff College (UNSSC) Knowledge Centre for Sustainable Development hereby solicits your proposal for the above subject, in accordance with this document and annexes attached hereto. Proposals must be received by the UNSSC no later than **5 July 2017**.

2. This request for proposal (RFP) consists of this document and the following annexes:

Annex A: Terms of Reference

Annex B: Technical Requirements

Annex C: Terms and Conditions to Submit a Proposal

Annex D: Evaluation Criteria

3. Your proposal must include sufficient information in terms of scope and detail to allow the Staff College to consider whether the bidder has the necessary capability, experience, knowledge, expertise and the required capacity to perform the work specified satisfactorily.

4. Your technical and financial proposal must be submitted via email to procurement@unssc.org

5. Please note that the Staff College has VAT exemption status and can provide documentation for same. Hence, your pricing should take this status into account and be presented net of VAT.

6. You are kindly requested to acknowledge receipt of this RFP.

ANNEX A – Terms of Reference

1. Background

The United Nations System Staff College (UNSSC)

The United Nations System Staff College (hereinafter 'UNSSC') was created by the General Assembly to serve a distinct, system-wide knowledge-management and learning institution. The mission of the UNSSC is to contribute to a more effective, results-oriented and agile United Nations through learning, training and knowledge dissemination. To this end, the UNSSC designs learning and knowledge sharing initiatives, delivers courses and develops tools and services to assist UN organizations and their staff to strengthen their capability to meet the global challenges faced by the UN.

The goal of the UNSSC is to provide strategic leadership, strengthen interagency collaboration, increase operational effectiveness, encourage cooperation with stakeholders, and develop a more cohesive management culture within the UN System.

The UNSSC Knowledge Centre for Sustainable Development (UNSSC Knowledge Centre)

The UNSSC Knowledge Centre for Sustainable Development (hereinafter 'UNSSC Knowledge Centre') has been established by the UNSSC to respond to the comprehensive learning, training, and knowledge management needs of UN Staff and UN partners in the context of the 2030 Agenda for Sustainable Development and the Paris Climate Change Agreement.

The sustainable development agenda demands new approaches to knowledge and skills development for all actors. Development progress requires holistic thinking, moving beyond separate mandates and structures and exploring linkages between different thematic issues. The SDGs, a results framework, are interdependent, and require coherent efforts at all levels by governments, the UN and all stakeholders. Hence, the 2030 Agenda requires an issue-based modus operandi, fostering new partnerships to identify key problems and opportunities, leveraging diverse means of implementation, and facilitating joint action to ensure progress and maximize results. Life-long learning must therefore be seen as a key component of personal as well as organizational development. The UNSSC Knowledge Centre is committed to facilitating catalytic learning across the UN system and beyond in support of sustainable development results.

United Nations Institute for Training and Research (UNITAR)

An autonomous UN body established in 1963, the United Nations Institute for Training and Research (hereinafter 'UNITAR') is a training arm of the United Nations System, and has the mandate to enhance the effectiveness of the UN through diplomatic training, and to increase the impact of national actions through public awareness-raising, education and training of public policy officials.

UNITAR provides training and capacity development activities to assist mainly developing countries with special attention to Least Developed Countries (LDCs), Small Island Developing States (SIDS) and other groups and communities who are most vulnerable, including those in conflict situations. UNITAR covers topics in the broad areas of supporting capacity for the 2030 Agenda, strengthening multilateralism, advancing environmental sustainability and green development, improving resilience and humanitarian assistance, promoting sustainable peace, and promoting economic development and social inclusion.

UNITAR also conducts research on innovative learning approaches, methods, and tools, as well as applied research to address critical issues, such as disaster risk reduction and humanitarian emergencies.

The UNSSC-UNITAR SD Learning joint-project aims to build on existing expertise, networks, and leadership from both organizations in learning and training on topics related to sustainable development. Thus, **it is important for the vendor to liaise with both UNSSC and UNITAR in the implementation of the project**, cognizant that the UNSSC Knowledge Centre for Sustainable Development will provide leadership to the project.

2. Rationale

Sustainable Development Learning Platform

As the sustainable development agenda demands new approaches to knowledge and skills development for all actors, life-long learning must therefore be seen as a key component of personal as well as organizational development.

To foster life-long learning, the UNSSC Knowledge Centre and UNITAR have jointly committed to develop the **Sustainable Development Learning** (hereinafter '**SD Learning**') platform to facilitate catalytic learning across the UN system and beyond in support of sustainable development results. Through **SD Learning**, the **UNSSC Knowledge Centre and UNITAR** aim to provide more opportunities for **UN inter-agency** as well as **multi-stakeholder learning** to a broader base of UN Staff, civil society, academia, businesses, and development practitioners at the local, national, and global levels.

SD Learning is a free online platform that will feature a variety of resources on the 2030 Agenda such as videos, publications, infographics, podcasts, blogs, and news articles. It will function as a one-stop shop for all learning, knowledge sharing, and knowledge management needs of the different stakeholders working on the 2030 Agenda for Sustainable Development. **SD Learning** aims to "bring learning to where development actors are." **SD Learning** will focus on relevant thematic areas such as *Policy Innovations for Transformative Change, Development Cooperation, Policy Advice, and Middle Income Countries, Global Partnerships for Sustainable Development*, and topics to be defined in the future within the scope of the project.

SD Learning will provide access to informational, instructional and expert-level contents and integrate micro- and macro- learning. Micro-learning will include videos, articles, blogs, podcast, infographic, graphic facilitation, topic or problem-based search, and short modules of curated content. Macro-learning will include the existing courses available at the UNSSC and UNITAR which SD Learning will redirect to each organization's respective websites.

SD Learning aims to assist in strengthening multi-stakeholder learning and knowledge exchange to deliver on the implementation of the 2030 Agenda. **SD Learning** is presently hosted at www.sustainabledevelopmentlearning.com, www.sustainabledevelopmentlearning.org, and www.sustainabledevelopmentlearning.net.

Key Audiences of SD Learning

The **UNSSC Knowledge Centre and UNITAR's key audiences** for the SD Learning Platform are the following:

- Existing course participants
- Course and learning events alumni
- Partners and donors
- Prospective customers or clients
- UN staff from headquarter locations and field offices
- Development practitioners

- Members of the press
- Individuals working in governments on development topics
- Policy-makers and researchers
- Representatives from civil society organizations
- Individuals from academia such as professors, researchers and students who are working on sustainable development topics
- Individuals from the private sector who are working on partnering or delivering on sustainable development

To achieve the objectives of the SD Learning platform, a phased project of website development is envisaged, with the first phase taking place from 12 July 2017 to 12 August 2017 while the second phase will take place from 13 August to 12 October 2017. The third phase will include feedback and final implementation until 12 January 2018.

3. Front end

3.1. Home page

The home page is foreseen to include, as a minimum, six main areas:

- **Header image:** Includes an image, a free text search field to find relevant content for learning, as well as direct links to browse the catalog of content and micro- and micro-learning contents.
- **Featured categories:** Images, Articles, Videos, Podcasts, Links and Events Calendar. These categories will consist of an image, title, and a link to the content itself.
- **Featured highlight:** A limited number of additional content to be highlighted on the homepage such as, among others, upcoming UNSSC webinars, news articles, and new partners. This can be a carousel of uploaded content which are tagged as highlights.
- **Newsletter subscription:** An area on the homepage should include a tab where users can input their email address to subscribe to SD Learning newsletter.
- **Social media aggregator:** SD Learning will aggregate the social media feeds of UNSSC and UNITAR. Currently, UNSSC and UNITAR have social media activities on Facebook, Twitter, and LinkedIn.
- **Partners Area:** Logos of UNSSC and UNITAR should be featured as the owners of SD Learning on the homepage. A dedicated area should show logos of partners from different organizations which contribute to the SD Learning platform.

SD Learning can use cookies to enhance the user experience in future visits. In addition, it must offer users the possibility to subscribe to relevant alerts such as the newsletter or RSS, when they subscribe. SD Learning users must also be able to share contents of the website through their social media and email.

3.2. Institutional area

SD Learning must allow for a set of pages to describe the institutions, its mission, structure and operation.

3.3. UNSSC and UNITAR Products

UNSSC and UNITAR deliver a number of standard courses around sustainable development, as well as learning opportunities such as side events during the High-Level

Political Forum, SD Talks (<http://sdtalks.unssc.org/en>), and UN Summer Academy (<http://www.unssc.org/featured-themes/un-summer-academy>) and UN Reflection Series (<http://www.unssc.org/featured-themes/un-reflection-series>)

4. Back end

In addition to the back end functionalities required to manage the content described above, it is envisaged that SD Learning enables the following back end functionalities:

4.1. Newsletters and notifications to users

Users must have the possibility to subscribe to a newsletter and RSS. UNSSC and UNITAR may consider solutions which require integration with an external newsletter service (such as Mailchimp or Mailerlite) to articulate this feature.

4.2. Data analysis

The vendor must integrate Google Analytics in SD Learning to monitor and report on usage of all content across the website.

5. Related branding and communication pieces

The vendor should develop a specific branding proposal for SD Learning following the branding guidelines of UNSSC and UNITAR. Depending on the final graphic proposal, the vendor may be required to update and align templates that users can download from SD Learning to the branding guidelines of UNSSC and UNITAR.

6. Technical specifications

The website must be built using a Drupal CMS and be compatible with UNSSC ICT infrastructure and available servers (Windows 2008 R2, IIS 7.5) and should have features found in **Annex B**.

7. Service requirement

Under the **supervision of the Head of Office of the UNSSC Knowledge Centre for Sustainable Development, in liaison with UNITAR**, the selected vendor shall perform the following services in phases:

Phase I (12 July 2017 to 12 August 2017)

- Development of SD Learning homepage which will feature the existing knowledge products of the UNSSC Knowledge Centre and UNITAR on sustainable development;
- Development of SD Learning landing page (e.g. sign up for newsletter, become a SD Learner and redirect to course registrations found in UNSSC and UNITAR's websites, and entering user details whenever they download content);
- Graphic design for the homepage banner, theme icons, and navigation icons.

Travel to the UNSSC Knowledge Centre for Sustainable Development office in Haus Carstanjen at Martin-Luther-King-Str. 8, 53175, Bonn, Germany **between 12 July to 12 August 2017** is required for Phase I. Additional travels to the UNSSC Knowledge Centre between 13 August 2017 to 12 January 2018 may also be required, as deemed necessary. It is required that the vendor has an office in Germany to facilitate discussions and build trust. Individual meeting with short-listed vendors to clarify matters referring to the RFP may be scheduled.

Phase II

- Content and technical features implementation found in Annex B and a training package should be delivered no later than **31 August 2017**.

Phase III

- Feedback and final implementation until **12 January 2018**.

8. Deliverables

The selected vendor shall deliver the following:

- A fully functioning **SD Learning website** with features found in **Annex B**;
- A training package of 1 full day to the UNSSC Knowledge Centre staff as owners of the SD Learning website which shall include administering and maintaining the website;
- 15 hours per month of support services for web development;
- A graphic design package for the website and for communication purposes such as the homepage banner, theme icons, and navigation icons;

9. Timeframe

Homepage with graphic design banners and icons and landing page should be delivered **no later than 12 August 2017**.

Technical features found in Annex B should be delivered **no later than 30 September 2017**.

Official UNSSC and UNITAR logos and other partner logos will be provided by the UNSSC Knowledge Centre to the vendor.

ANNEX B – Technical Requirements

Content management

- Hybrid content management consisting of both automatic and manual publication of content from UNSSC and UNITAR. One main section of SD Learning will consist of articles, blogs, and learning briefs that are organic and posted manually on SD Learning. A smaller section of SD Learning will aggregate published articles from the UNSSC and UNITAR websites, and other sources from partners which are relevant to sustainable development.

General website requirements

- Provide a link to the homepage from every page on the website
- Include an About Us page
- Provide an easy-to-find way for users to contact the UNSSC Knowledge Centre and UNITAR
- Include a search function to help users to easily locate information
- Provide contact information at the footer of the website
- The website should be in English, with a possibility of integrating UN languages when required
- Ensure ease of navigation through the website with clear and visible buttons
- Ensure clean and user-centred design with sufficient white space
- Ensure that the website loads quickly adapting to user's connectivity
- Ensure that it is responsive to mobile devices and browsers
- Ensure consistency and branding across all webpages
- Allow integrating of learning packages such as HTML5 (eg. <http://sisho-interactive.com/live/unssc/v4/>)
- Allow embedding of third-party websites
- Include RSS feature on different contents
- Include a searchable database of contents on the website
- Indicate the file type and size for downloadable files
- Include social media platform integration for content sharing

Technical features

- Acknowledge with an automated response whenever a user submits either a completed form or subscribes to the newsletter
- Clearly and consistently distinguish required data entry fields from optional data entry fields
- Document and enforce sites content management roles, procedures, and style guides
- Establish a plan and schedule to review and archive old content
- Set up an analytics program to gather information about users' behaviour and review data
- Consult records officer to determine the retention schedule of content
- Follow best practices for search engine optimization
- Include analytics and reporting on website visit and bounces and geographical locations of users
- Include a site map
- Include hosting
- Include maintenance and support

ANNEX C – Terms and conditions to submit a proposal

I. Submission of Proposals

The UNSSC Knowledge Centre for Sustainable Development (hereinafter UNSSC) and the vendor (hereinafter VENDOR) shall be guided by these terms and conditions in the submission of proposals:

Proposals must be submitted in English and shall be expressed in the form described in the table below:

| | |
|---|---|
| 1. COMPLETED, UPDATED AND SIGNED CV / P11 or COMPANY PROFILE | For individual consultants: provide a comprehensive CV or a P11 form clearly identifying the experiences directly related to design and delivery of online courses, expertise in the topic area(s), and relevance applying the topic area(s) to the UN context (http://www.unssc.org/sites/unssc.org/files/p11un.doc) For companies: please provide company profile clearly identifying the experiences directly related to design and delivery of online courses, expertise in the topic area(s), and relevance applying the topic area(s) to the UN context |
| 2. TECHNICAL REQUIREMENTS | Please provide proof of at least 5 years of experience in developing websites and provide list of website portfolio that you have developed. Please provide links to your website portfolio which demonstrate similar features found in Annex B. |
| 3. FINANCIAL PROPOSAL | Your financial offer must be expressed in USD, excluding VAT. The financial proposal must indicate the following separately: 9.1. Website development with graphic design 9.2. Maintenance and hosting costs for 6 months (June 2017 to December 2017) 9.3. Technical support for web development (15 hours per month) 9.4. Training package (1 full day) |

Vendors must provide all information required under this RFP and clearly and concisely respond to all points set out in this RFP. Any proposal which does not fully and comprehensively address this RFP may be rejected. However, unnecessarily elaborate brochures and other presentations beyond those sufficient to present complete and effective proposals are discouraged.

Following submission of the proposals and final evaluation, the UNSSC will have the right to retain unsuccessful proposals. It is the proposer's responsibility to identify any information of a confidential or proprietary nature contained in its proposal, so that it may be handled accordingly.

No Commitment

This RFP does not commit UNSSC to consider any proposal, to award a contract or to pay any costs incurred in the preparation or submission of proposals, or any costs incurred in making necessary studies for the preparation thereof, or to procure or contract for services or goods.

The UNSSC reserves the right to reject any or all proposals received in response to this RFP and to negotiate with any of the vendors or other firms in any manner deemed to be in the best interest of the organization.

This RFP contains no contractual proposal or offer of any kind; any proposal submitted will be regarded as an offer by the vendor and not as an acceptance by the vendor of any proposal or offer by the UNSSC. No contractual relationship will exist except pursuant to a written contract document signed by the authorized official of UNSSC and by an authorized officer of the successful vendor(s).

Criteria for Evaluation

All proposals will be evaluated in accordance with the provisions of the UN Financial Regulations and Rules and established procedures of the UNSSC, and the evaluation criteria specified in Annex D.

Payment Terms

The UN Financial Regulations and Rules preclude advance payments or payment by letters of credit. Such provisions in a proposal will be prejudicial to its evaluation by the UNSSC. The normal terms of payment by the UNSSC are 30 (thirty) days (or similarly discounted payment terms if offered by vendors) upon satisfactory performance of services, acceptance thereof by the UNSSC and certification by the UNSSC of the contractor's invoice. Vendors must therefore clearly specify in their proposals the payment terms being offered.

Validity of Proposals

All Proposals shall remain valid and open for acceptance for a period of at least 30 days from the designated closing date indicated for receipt of proposals in this RFP. Vendors must confirm in their proposal that it will remain valid for this period. Once a proposal has been accepted during this period, the prices quoted in the proposal must remain unchanged for the entire period of the resulting contract unless otherwise specified in this RFP or unless the UNSSC agrees otherwise in writing.

Rejection of Proposals

The UNSSC reserves the right to reject any proposals that, inter alia:

- i. are received after the deadline stipulated in the RFP;
- ii. are not properly marked or addressed as required in the RFP;
- iii. are unsolicited;
- iv. contain an alternate proposal; or
- vii. are otherwise not in compliance with the RFP.

Ethical Standards

All UN vendors shall adhere to the highest ethical standards, both during the procurement process and throughout the performance of a contract.

Copyright

Except as is otherwise expressly provided in writing in the Contract, the United Nations shall be entitled to all intellectual property and other proprietary rights including, but not limited to, patents, copyrights, and trademarks, with regard to products, processes, inventions, ideas, know-how, or documents and other materials which the Contractor has developed for the United Nations under the Contract and which bear a direct relation to or are produced or prepared or collected in consequence of, or during the course of, the performance of the Contract. The Contractor acknowledges and agrees that such products, documents and other materials constitute works made for hire for the United Nations.

To the extent that any such intellectual property or other proprietary rights consist of any intellectual property or other proprietary rights of the Contractor: (i) that pre-existed the performance by the Contractor of its obligations under the Contract, or (ii) that the Contractor may develop or acquire, or may have developed or acquired, independently of the performance of its obligations under the Contract, the United Nations does not and shall not claim any ownership interest thereto, and the

Contractor grants to the United Nations a perpetual license to use such intellectual property or other proprietary right solely for the purposes of and in accordance with the requirements of the Contract.

At the request of the United Nations, the Contractor shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring or licensing them to the United Nations in compliance with the requirements of the applicable law and of the Contract.

By submitting an offer to this request of proposal, the vendor accepts the copyright conditions set in the paragraph above

ANNEX D - Evaluation Criteria

The offers will be evaluated on the basis of the evaluation criteria set in the table below:

| | | |
|---------------------------|--|---------------------------|
| TECHNICAL PROPOSAL | Portfolio of websites developed by the vendor; At least 5 years of experience in developing websites; Demonstration of technical skills to fulfil requirements found in Annex B. | 70% of total score |
| FINANCIAL PROPOSAL | | 30% of total score |