



7TH NOVEMBER 2022

MALARIA CONSORTIUM

REQUEST FOR PROPOSAL (RFP) FOR PROVISION OF A DIGITAL PUBLISHING PLATFORM

REF: MC-UK-2022-015-DIGITAL PUBLISHING PLATFORM

SPECIFICATIONS AND INSTRUCTIONS TO BIDDERS

A. Malaria Consortium

Malaria Consortium is one of the world's leading non-profit organisations dedicated to the comprehensive control of malaria and other communicable diseases in Africa and southeast Asia. Malaria Consortium works with communities, government and non-government agencies, academic institutions, and local and international organisations, to ensure good evidence supports delivery of effective services, providing technical support for monitoring and evaluation of programmes and activities for evidence-based decision-making and strategic planning. The organisation works to improve not only the health of the individual, but also the capacity of national health systems, which helps relieve poverty and support improved economic prosperity.

Malaria Consortium is committed to obtaining a fair value for services received with a competitive price and timely delivery of the right product at the right quality.

B Administrative Information

1. It is the intent of this RFP to secure competitive proposals to select a digital publishing platform that will be used to publish the organisation's digital interactive publications and outputs.
2. This RFP includes:
 - a) The RFP document.
 - b) The Bidder Response Document (BRD).
3. Bids will be submitted in soft copy to tenders@malariaconsortium.org with the following reference in the subject: MC-UK-2022-015-DIGITAL PUBLISHING PLATFORM.
4. Bidders may ask for clarifications on this request for proposal up to **Tuesday, 22nd November 2022, 16.00 UK Time** by sending an email to tenders@malariaconsortium.org with the following reference in the subject: MC-UK-2022-015-DIGITAL PUBLISHING PLATFORM – QUESTIONS.
5. Bids must be received by **Tuesday, 29th November 2022**. Bids submitted after the deadline will **NOT** be accepted.
6. Malaria Consortium shall notify the winning bidders in writing. Malaria Consortium is under no obligation to release the identity or contract terms of the winning vendor.

7. Failure to supply all requested information or comply with the specified formats will disqualify the bidder from consideration.
8. Malaria Consortium reserves the right to accept or reject any or all bids, and to accept the bid deemed to be in the best interest of Malaria Consortium, and is not bound to accept the lowest priced bid submitted.
9. The award criteria shall be based on the proposal's overall response and "value for money" while taking into consideration internal requirements and regulations. The award will be determined by a committee of Malaria Consortium employees. The selection process will be as follows:
 - i) Bidders will be invited to present their product and pricing model and ask Malaria Consortium sufficient questions to allow these bidders to submit a final, fully costed proposal.
 - ii) Malaria Consortium will then select the successful bidder from the final proposals reserving the right to reject all bids.
10. The successful vendor shall receive a Framework Agreement for three (3) calendar years, which can be extended for another year upon agreement by both parties.
11. The language for communications and required documents is English.
12. Bid validity shall be for a minimum of 90 days.

C Technical Requirements & Specifications

Malaria Consortium produces a range of publications and multi-media outputs that showcase evidence, lessons and recommendations from our experience in preventing, controlling and treating communicable diseases. These public-facing outputs emphasise our expertise, seek to increase the awareness and reach of Malaria Consortium's work and profile, and encourage new sources of funding.

Malaria Consortium is now looking to secure a digital publishing solution to host [publications](#) and [communications outputs](#). This platform will enable us to continue to create interactive outputs that are visually appealing, dynamic, accessible and easy to navigate. Additionally, this digital solution will allow for in-depth user behaviour, performance monitoring and impact measurement. It should be well suited to our needs — consistent with Malaria Consortium's brand — and provide the greatest value for money in light of the below requirements.

13. Essential product functionality

The essential product functionality of the system is set out by "Malaria Consortium's External Relations department:

i. Customisability

The platform will be customisable to fit Malaria Consortium's brand, allowing for at least one theme (ideally with the option for additional themes/sub-brands) and a number of styles to enable consistency across our different outputs, such as our main brand, project brands and campaigns. These themes will allow us to set colours, fonts, and top-of-article heading style. The platform must additionally offer freedom to build on our existing design, should we wish to adjust themes/skins or develop additional ones during the contract

period. These adjustments should be covered by the Framework Agreement and not considered additional costs. The digital outputs must meet our brand guidelines and make the most of our existing colour palettes. For content hosted externally, customisable URLs are essential.

ii. Content

The platform will be used to feature an unlimited number of digital publications and outputs for our campaign-related and flagship content, such as position statements, advocacy reports, learning papers, photo stories and blog posts. Therefore, it will comfortably display longer text alongside dynamic and interactive graphic elements — such as charts, maps, timelines, videos etc. — to create a rich, fully-immersive user experience. Content can be updated retrospectively as necessary.

iii. Formatting

The platform must allow formatting of text so that it can easily be read, with:

- narrow text columns that facilitate comfortable reading (i.e. the reader's eye does not tire from travelling across the screen too much)
- the option of being divided into a number of sections that can be formatted differently (e.g. sections with a differently coloured background and text)
- the ability to display images optimally and set focus points for image display
- the option of adding separate boxes to distinguish pull quotes, case stories and explainers.

Pages should be easy to navigate with an anchored menu that is accessible at any point. They should be accessible and easy to read with a clear flow of information.

iv. Hosting

The platform must allow Malaria Consortium either to host or embed content on its website. Should this not be possible, URLs must be customisable to mimic a Malaria Consortium page.

v. Integration

The platform must integrate with Malaria Consortium's website, malariaconsortium.org, and fit convincingly with the look and feel of our website. Any design flourishes, such as animated elements, must be smooth and unobtrusive. The platform will, therefore, fully integrate with Malaria Consortium's content management system, social media platforms (Facebook, Instagram, LinkedIn and Twitter). Monitoring and evaluating reader engagement will be an essential component of the platform, to help improve content generation and distribution. The platform should, therefore, also fully integrate with existing monitoring and evaluation tools, such as Google Analytics, allowing for deeper analysis.

vi. Responsiveness

The platform will be automatically responsive to a variety of screen sizes to work efficiently across all devices, including mobile, tablet and desktop.

vii. Usability, access and support

Malaria Consortium will have multiple user access and users will be able to develop and manage the platform with minimal support from developers. Sufficient training and tutorials will be available and included in the cost of the platform. In the event of technical issues, timely telephonic support will be available.

viii. Longevity of publications

It will be possible to export publications (preferably as separate files) should the contract be terminated for any reason in the future. Exported files must remain interactive.

14. Additional desirable product functionality

- i. Removal of platform branding from publications, or unobtrusive branding from the publishing platform, if removal is not possible.
- ii. Data visualisation dashboards providing performance overview.
- iii. Built-in SEO tools.
- iv. Real-time collaboration and review.
- v. Content can be scanned by screen readers to make them accessible to visually impaired readers.
- vi. Searchable content within publications (as with PDFs).
- vii. Accessibility options for users with lower bandwidth (i.e. Loads quickly on poor internet connections that some of our country offices experience).
- viii. Elicit feedback from readers on each publication’s page in an unobtrusive way (e.g. polls and/or surveys).

Project timeline

- November 2022: Tender process completed.
- December 2022: Proposals evaluated.
- January 2023: Winning bidder selected and contract finalised.
- February 2023: Platform launched.

D Payment Terms

- 15. Malaria Consortium will make payment 30 days after presentation of a certificate of completion and invoice as per agreed delivery and payment schedule in the final contract, which will also have relevant cancellation and penalty clauses for late/poor delivery.
- 16. All payments shall be made in British Pounds Sterling (GBP) by bank transfer.
- 17. The evaluation criteria as outlined in section E will be used to evaluate bids.

E RFP Evaluation Criteria

18. To be considered eligible for evaluation, the bidding organization must prove/provide the following:

Minimum Criteria (non-adherence disqualifies a bid from further consideration)
<ul style="list-style-type: none">• Copy of business registration documents (proof of legal operation in the country of registration)
<ul style="list-style-type: none">• Signature to confirm compliance with Malaria Consortium’s policies
<ul style="list-style-type: none">• Acceptance of Malaria Consortium’s payment terms
<ul style="list-style-type: none">• Completed Bidder Response Document
<ul style="list-style-type: none">• One copy of audited accounts and annual report for the previous year

19. For the proposal to be considered technically compliant, the proposer must achieve a minimum score of 50%. Proposals that do not meet the minimum score will be given no further consideration. In addition, clarity and completeness of presentation will be considered during the evaluation.

Evaluation Criteria	Weight
Understanding of and responsiveness to Malaria Consortium’s requirements as outlined in section C of this RFP.	50%
Experience: <ul style="list-style-type: none"> • Range and depth of relevant experience • Resources available to deliver as required 	20%
Bidder’s transparent and competitive costing and pricing model for the required procurement and delivery services	30%

Malaria Consortium Terms and Conditions of Purchase

1. Definitions and Interpretation

These terms and conditions (**the Conditions**) form part of the contract between the supplier (the Supplier) and Malaria Consortium ("**Malaria Consortium**"), in relation to the purchase order or Agreement (**the Order**) (the Order and the Conditions are together referred to as **the Contract**). Terms not otherwise defined herein shall have the meaning given to them in the applicable Order.

2. Quality and Defects

- 2.1 The goods and or services shall, as appropriate:
- a) correspond with their description in the Order and any applicable specification.
 - b) comply with all applicable statutory and regulatory requirements.
 - c) be of the highest quality and fit for each purpose held out by the Supplier or made known to the Supplier by Malaria Consortium.
 - d) be free from defects in design, material, workmanship and installation; and
 - e) be performed with the best care, skill and diligence in accordance with best practice in the Supplier's industry, profession or trade.
- 2.2 Malaria Consortium (including its representatives or agents) reserves the right at any time without the provision of prior notice to audit the Supplier's records, inspect work being undertaken in relation to the supply of the Goods and Services and, in the case of Goods, to test them.

3. Ethical Standards

- 3.1 The Supplier shall observe the highest ethical standards during the performance of its obligations under this Contract including international labour standards promoted by the International Labour Organisation including in the areas of child labour and forced labour.
- 3.2 The Supplier, its suppliers and sub-contractors shall comply with all environmental, public health & safety, and product safety statutory and regulatory requirements and standards, shall not in any way be involved in the manufacture or sale of arms or have any business relations with armed groups or governments for any war related purpose.
- 3.3 The Supplier shall comply with the following Malaria Consortium Policies, copies of which are available on the Malaria Consortium website and at <https://www.malariaconsortium.org/pages/governance/policies.html>: Anti-bribery Policy, Anti-Fraud and Anti-Corruption Policy, Anti-Money Laundering and Terrorist Financing Policy, Code of Conduct, Safeguarding Policy and Whistleblowing Policy.

4. Delivery / Performance

- 4.1 The Goods shall be delivered to, and the Services shall be performed at the address and on the date or within the period stated in the Order, and in either case during Malaria Consortium's usual business hours, except where otherwise agreed in the Order. Time shall be of the essence in respect of this Condition 4.1.
- 4.2 Where the date of delivery of the Goods or of performance of Services is to be specified after issue of the Order, the Supplier shall give Malaria Consortium reasonable written notice of the specified date.
- 4.3 Delivery of the goods shall take place and title in the Goods will pass on the completion of the physical transfer of the goods from the Supplier or its agents to Malaria Consortium or its agents at the address specified in the Order.
- 4.4 Risk of damage to or loss of the Goods shall pass to Malaria Consortium in accordance with the relevant provisions of Incoterms rules as in force at the date the Contract is made or, where Incoterms do not apply or are not stated in the Order, risk in the Goods shall pass to Malaria Consortium on completion of delivery.

4.5 Malaria Consortium shall not be deemed to have accepted any Goods or Services and shall retain its right to reject such Goods and Services until Malaria Consortium has had reasonable time to inspect them following delivery and/or performance by the Supplier and signed to confirm acceptance.

4.6 Malaria Consortium shall be entitled to reject any Goods delivered or Services supplied which are not in accordance with the Contract. If any Goods or Services are so rejected, at Malaria Consortium's option, the Supplier shall forthwith re-supply substitute Goods or Services which conform with the Contract. Alternatively, Malaria Consortium may cancel the Contract and return any rejected Goods to the Supplier at the Supplier's risk and expense and the Supplier shall repay to Malaria Consortium any amount paid in relation to such Goods or Services.

5. Indemnity

The Supplier shall indemnify Malaria Consortium in full against all liability, loss, damages, costs and expenses (including legal expenses) awarded against or incurred or paid by Malaria Consortium as a result of or in connection with any act or omission of the Supplier or its employees, agents or sub-contractors in performing its obligations under this Contract, and any claims made against Malaria Consortium by third parties (including claims for death, personal injury or damage to property) arising out of, or in connection with, the supply of the Goods or Services or a breach of Clause 2.

6. Price and Payment

Payment in arrears will be made as set out in the Order unless otherwise stated in the contract and Malaria Consortium shall be entitled to off-set against the price set out in the Order all sums owed to Malaria Consortium by the Supplier.

7. Supplier's Warranties

7.1 The Supplier warrants to Malaria Consortium that:

- a) it has all necessary internal authorisations and all authorisations from all relevant third parties to enable it to supply the Goods and the Services without infringing any applicable law, regulation, code or practice or any third party's rights.
- b) it will not and will ensure that none of its employees will accept any commission, gift, inducement or other financial benefit from any supplier or potential supplier of Malaria Consortium; and
- c) the Services will be performed by appropriately qualified and trained personnel, with the best care, skill and diligence and to such high standard of quality as it is reasonable for Malaria Consortium to expect in all the circumstances.

8. Force majeure

8.1 Neither the Supplier nor Malaria Consortium shall be liable for any failure or delay in performing its obligations under the Contract to the extent that such failure or delay is caused by an event that is beyond that party's reasonable control and was not reasonably foreseeable at the date of the Order (a "Force Majeure Event") provided that the Supplier shall use best endeavours to cure such Force Majeure Event and resume performance under the Contract.

8.2 If any Force Majeure Event prevents the Supplier from carrying out its obligations under the Contract for a continuous period of more than 30 days, Malaria Consortium may terminate the Contract immediately by giving written notice to the Supplier.

9. General

9.1 The Supplier shall not use Malaria Consortium's name, branding or logo other than in accordance with Malaria Consortium's written instructions or authorisation.

9.2 The Supplier may not assign, transfer, charge, subcontract, novate or deal in any other manner with any or all of its rights or obligations under the Contract without Malaria Consortium's prior written consent.

9.3 Any notice under or in connection with the Contract shall be given in writing to the address specified in the Order or to such other address as shall be notified in writing from time to time. For the purposes of this Condition, "writing" shall include emails and faxes.

9.4 If any court or competent authority finds that any provision of the Contract (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision shall, to the extent required, be

deemed to be deleted, and the validity and enforceability of the other provisions of the Contract shall not be affected.

9.5 Any variation to the Contract, including the introduction of any additional terms and conditions, shall only be binding when agreed in writing and signed by both parties.

9.6 A person who is not a party to the Contract shall not have any rights under or in connection with it.