

April 6, 2006

**REQUEST FOR PROPOSALS (RFP) FOR
TECHNICAL SUPPORT FOR INFODEV INTERNET PRESENCE
RFP NO. 06-389**

The International Bank for Reconstruction and Development (“The World Bank Group” or “the Bank”) invites Proposals from Offerors interested in hosting, maintaining and providing tools and applications for the effective use of the Internet for outreach and knowledge-sharing, especially infoDev’s web site (www.infodev.org), over a 24 month period as outlined in this document. Proposals must be received by the World Bank at the address specified on or before May 1, 2006.

The Solicitation Documents hereunder include:

- Annex A Instructions to Offerors
- Annex B Statement of Work
- Annex C Mandatory Requirements
- Annex D Requirements Matrix
- Annex E Price Schedule
- Annex F Proposed Contract Matrix
- Annex G Vendor Registration
- Annex H Certificate of Authority to Sign Proposal
- Annex I Format of Resume for Proposed Staff.
- Exhibit 1 Notice of Intent to Bid

Interested Offerors may obtain further information by contacting:

The World Bank
Charles I. Childs, Senior Contracts Officer
Corporate Procurement Unit, Room I3-307
1850 I Street, NW
Washington, DC 20433 (USA)
Tel.: (202) 473-8517; Facsimile: (202) 522-2088
Internet: cchilds@worldBank.org

Sincerely,

Peter R. Easley
Senior Contracts Officer

ANNEX A
REQUEST FOR PROPOSALS (RFP) FOR
TECHNICAL SUPPORT FOR INFODEV INTERNET PRESENCE
RFP NO. 06-389

INSTRUCTIONS TO OFFERORS

1. INTRODUCTION

1.1 The World Bank Group (the Bank) invites qualified firms to submit technical and financial proposals to provide services associated with infoDev's requirement for hosting, maintaining and providing tools and applications for the effective use of the Internet for outreach and knowledge-sharing, especially its web site (www.infodev.org), over a 24 month period.

1.2 A description of the Services required is described in the Statement of Work (SOW) (Annex B).

1.3 The cost of preparing a proposal, attendance at any pre-proposal conference, meetings or oral presentations shall be borne by the firm, regardless of the conduct or outcome of the solicitation process. Proposals must offer services for the total requirement; proposals offering only part of the equipment or services will be rejected.

1.4 Offerors may submit requests for clarification to this RFP by sending an email to the Contracts Officer identified in Section 1.8 below. Clarification requests must be received by the date and time stipulated in Section 2.0, Proposed Schedule. Responses will be provided to all Offerors via email. The Pre-Proposal Conference will be held on the date and time stipulated in Section 2.0, Proposed Schedule, at 1850 I Street, N.W. Washington, D. C., Conference Room I3-300, at 10:00 AM. Offerors are required to notify the undersigned by email the names and titles of the 2 people attending on their behalf by April 18, 2006. Minutes of the Pre-Proposal Conference listing questions and the related clarifications of the Solicitation Documents will be sent to the Offerors of record.

1.5 The Bank may, whether at its own initiative, or in response to a clarification requested by an invited firm, modify the solicitation documents by addendum. The Bank may, at its discretion, extend the deadline for submission of proposals or cancel the requirement in part or in whole.

1.6 A proposal may be withdrawn after submission provided that written notice of withdrawal is received by the Bank prior to the deadline prescribed for submission of proposals.

1.7 All proposals shall remain valid and open for acceptance for a period of 90 calendar days after the date specified for receipt of proposals.

1.8 Effective with the release of this solicitation, all communications must be directed only to the Contracts Officer, Charles I. Childs at (202) 473-8517 or by email at cchilds@worldbank.org. Offerors must not communicate with any other staff member of the World Bank Group regarding this RFP.

2. PROPOSED SCHEDULE

2.1 The following schedule reflects the expected completion dates but may be modified by the Bank at its sole discretion:

◆ Issue Request for Proposal	April 6, 2006
◆ Requests for Clarification Due	April 18, 2006
◆ Pre-Proposal Conference	April 20, 2006
◆ Proposal Due Date	May 1, 2006
◆ Oral Presentations	May 15, 2006
◆ Expected Contract Start Date (on or before)	June 1, 2006

3. SUBMISSION OF PROPOSAL

3.1 Technical and Financial Proposals must be submitted simultaneously but in separate sealed envelopes by the date and time stipulated in Section 2.0, Proposed Schedule. Both inner envelopes shall indicate the name and address of the Offeror. The first inner envelope shall contain the Offeror's technical proposal with copies duly marked "original" and "copy". The second inner envelope shall include the Financial Proposal duly identified as such. If the envelopes are not sealed and marked as instructed, the Bank will assume no responsibility for the misplacement or premature opening of the proposals submitted.

- (i) Technical Proposals must be submitted in one original, clearly marked as such, with five (5) additional copies. Technical Proposals (both original and copies) must be sealed in a specially marked envelope/package labeled **RFP NO. 06-389 TECHNICAL PROPOSALS**"
- (ii) Financial Proposals must be submitted in one (1) original only on the form prescribed in Annex E. Financial Proposals must be sealed separately in a specially marked envelope labeled **RFP NO. 06-389 FINANCIAL PROPOSAL – DO NOT OPEN**".
- (iii) All proposals for delivery shall be addressed as follows

Charles I. Childs
Senior Contracts Officer
C/O World Bank, Mail Stop Number I 3-307
Corporate Procurement Unit
Dulles Commerce Center, Building 100
23760 Pebble Run Drive
Sterling, VA 20166

- (iv) Offeror shall use recycled paper for all printed and photocopied documents related to the submission of this proposal and fulfillment of this contract and shall, whenever practicable, use both sides of the paper.

3.2 Proposals must be received by the date and time stipulated in Section 2.0, Proposed Schedule. Offerors are responsible for ensuring that the Corporate Procurement Unit has received their proposal by the due date and time. Proposals received by the Corporate Procurement Unit after the due date and time may be rejected.

3.3 The “Certificate of Authority to Sign Proposals” attached hereto as Annex H must be executed by a representative of each Offeror who is duly authorized to execute contracts and bind the Offeror. Signature on the Certificate represents that the Offeror has read this RFP, understands it and agrees to be bound by its terms and conditions. The Offeror’s proposal with any subsequent modifications and counter-proposals, if applicable, shall become an integral part of any resulting contract.

4. MANDATORY/NON-NEGOTIABLE CRITERIA

4.1 The Mandatory Criteria and Evaluation Criteria are designed to assure that, to the degree possible in the initial phase of the RFP procurement process, only those Offerors with sufficient experience, the financial strength and stability, the demonstrable technical knowledge and the evident ability to satisfy the Bank’s requirements and superior customer references for supplying the services envisioned in this RFP will qualify for further consideration. Offerors are reminded that they must meet all of the mandatory requirements. Offerors cannot use subcontractors to meet Mandatory requirements. The World Bank reserves the right to verify any information contained in Offeror’s response or to request additional information after the proposal is received. Incomplete or inadequate responses, lack of response or misrepresentation in responding to any questions will affect your evaluation.

4.2 Offerors will receive a Pass/Fail rating in the Mandatory Criteria section. In order to be considered for Phase I, Offerors must meet all the mandatory criteria described in Annex C.

4.3 Offeror’s proposal must be organized to follow the format of this RFP. Each Offeror must respond to every stated request or requirement and indicate that Offeror confirms acceptance of and understands the World Bank Group’s stated requirements. The Offeror should identify any substantive assumption made in preparing its proposal. The deferral of a response to a question or issue to the contract negotiation stage is not acceptable. Any item not specifically addressed in the Offeror’s proposal will be deemed as accepted by the Offeror. The terms “Offeror”, “Vendor” and “Contractor” refer to those companies that submit a proposal pursuant to this RFP.

4.4 Where the Offeror is presented with a requirement or asked to use a specific approach, the Offeror must not only state its acceptance, but also describe, where appropriate, how it intends to comply. Failure to provide an answer to an item will be considered an acceptance of the item. Where a descriptive response is requested, failure to provide the same will be viewed as non-responsive. Where a statement of non-compliance is provided, the Offeror must indicate its reasons and explain its proposed alternative, and the advantages and disadvantages to the World Bank Group of such proposal.

4.5 The Proposed Contracts Matrix, Annex F, contains Non-Negotiable term and conditions for Offeror’s review and acceptance. The Bank will not entertain proposed changes to these Articles.

5. EVALUATION OF TECHNICAL AND FINANCIAL PROPOSAL

PHASE I

TECHNICAL PROPOSAL (60 points)

5.1 Only firms meeting the mandatory criteria will be advanced to the technical evaluation in which a maximum possible 60 points may be awarded. An evaluation committee appointed by the Bank will carry out the technical evaluation applying the evaluation criteria and point’s ratings as listed below. Only those firms considered in the competitive range will advance beyond Phase I of the detailed evaluation process to Phase II Oral Presentations and Reference checks.

PHASE I	Relevant Experience	15 points
•	Capability To Perform Tasks	25 points
•	Management and Corporate Depth of Knowledge	20 points
PHASE II	Oral Presentation	10 points
•	References	
PHASE III	Financial	30 points
	TOTAL	100 points

PHASE II

5.2 ORAL PRESENTATIONS (10 points)

5.2.1 Oral Presentation. Those Offerors in the competitive range will be required to make an oral presentation. Information from the oral presentation will also be used as part of the technical evaluation process. The Bank reserves the right to incorporate elements from oral presentations in the final Contract. The oral presentation **will not** encompass price proposals.

Oral Presentation Ground Rules. The selected Offerors as specified above must make an oral presentation to the Bank’s evaluation panel and participate in a question and answer session. The purpose of the oral presentation and question and answer session is to validate the information provided by the Offeror in their proposal and to test the Offeror’s understanding of the work that will be performed per the Statement of Work under the prospective contract, which will be a factor in the overall technical evaluation of the proposals. Each Offeror will be allowed 60 minutes to make their oral presentation. The presentations should be divided into: 30 minutes for Offeror presentation and 30 minutes for Questions and Answers.

- Presentation will begin approximately 2 weeks after receipt of proposals. The Bank will determine the date and time for each Offerors’ oral presentation. The Contracts Officer will notify Offerors of the scheduled date and time, as well as the agenda for their presentation. At its sole discretion, the Bank reserves the right to reschedule any

Offeror's presentation. Offerors must confirm their availability on that date should they be invited.

- The presentation must be made by one or more of the personnel whom the Offeror will employ to manage or supervise contract performance. The proposed Senior Executive must be present and must, at a minimum, answer questions directed to him/her during the question and answer session. The Offeror should be prepared to answer detailed technical questions from the Bank.
- During the presentation, interaction between the evaluation team and the Offeror will be limited. The Bank's Contracts Officer will chair the meeting and ensure compliance with the ground rules. The Bank will not inform Offerors of their strengths, deficiencies or weaknesses during the presentation and the Bank will not engage in bargaining during the presentations. The presentation does not constitute discussions with Offerors.
- The Bank reserves the right to make video or audio recordings of oral presentations for its own internal use; these will not be released or made public except where required by law.

5.3 REFERENCE CHECKS

5.3.1 The Technical Evaluation Team will perform either telephonic or e-mail reference checks.

PHASE III

5.4 FINANCIAL PROPOSAL (30 points)

5.4.1 Financial proposals will be evaluated following completion of the technical evaluation, oral presentations and Reference Checks. The Offeror with the lowest evaluated cost will be awarded 30 points and others awarded pro-rated points based on the prospective Offeror's price in relation to the lowest evaluated cost

5.4.2 The Bank reserves the right to conduct BAFO if in the Bank's exclusive determination such procedure is appropriate. However, the Bank's right of BAFO as herein reserved should not be interpreted to allow negotiations on mandatory criteria. Offerors are forewarned that they must make their best offer at the time of their Proposal.

6. PREPARATION OF PROPOSAL

6.1 You are expected to examine all terms and instructions included in the solicitation documents. Failure to provide all requested information will be at your own risk and may result in rejection of your proposal.

6.2 Annex B, Statement of Work, provides a general overview of the current operation. If the Offeror wishes to propose alternatives or equivalents, the Offeror must demonstrate that any such proposed change is equivalent or superior to the Bank's established Requirements. Acceptance of such changes is at the sole discretion of the Bank.

6.3 Offeror's proposal shall include all of the following labeled Appendices:

Appendix A	Certificate of Authority to Sign Proposal
Appendix B	Completed Mandatory Requirements Matrix
Appendix C	Completed Requirements Matrix
Appendix D	Completed Price Schedule (SEALED IN A SEPARATE ENVELOPE)
Appendix E	Completed Proposed Contract Matrix
Appendix F	Completed Vendor Registration
Appendix G	Audited Financial Statement for the last 2 fiscal years
Appendix H	Copies of all Addenda Acknowledgement Form for this RFP

7. AWARD

- 7.1 Award will be made to the highest evaluated Offeror following negotiation of an acceptable contract. The award will be in effect only after acceptance by the selected Offeror of the terms and conditions and final Statement of Work.
- 7.2 Upon completion of negotiations the Bank will promptly notify the unsuccessful Offerors.
- 7.3 The performance under this contract will commence on June 1, 2006 and continue until May 31, 2008. The Purchaser may, at its option, extend this contract for up to an additional 36 months by executing three options of twelve (12) months each. The Purchaser may exercise these options upon notice to the contractor, furnished at least thirty (30) days before such extension shall take effect.

**ANNEX B
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STATEMENT OF WORK

Statement of Need

infoDev (www.infodev.org) is an international partnership of official bilateral and multilateral development agencies and other key partners, facilitated by an expert Secretariat housed at the World Bank, working to promote better understanding, and effective use, of information and communication technologies (ICT) as tools of poverty reduction and broad-based, sustainable development.

infoDev's mission is to help developing countries and their partners in the international community use information and communication technologies (ICT) effectively and strategically as tools to combat poverty, promote sustainable economic growth, and empower individuals and communities to participate more fully and creatively in their societies and economies.

infoDev pursues this mission through an integrated set of programs financed by its consortium members and administered by the *infoDev* Secretariat in active cooperation with all members and other key strategic partners, public and private.

This assignment is Stage 2 of the upgrading of *infoDev*'s web presence, www.infodev.org. In Stage 1, the *infoDev* web site was re-designed. A new, consistent look and feel was implemented throughout the site. A web-based content management system was introduced to enable the publishing of content through a simple WYSIWYG editor and web interface. A password-protected extranet was developed for *infoDev* donors, based on individual user profiles. Limited interoperability was established between the web site and existing externally hosted listservs. (More information about technologies and processes deployed in Stage 1 is included below.)

In Stage 2, *infoDev* is eager to innovate substantially in its use of a range of electronic tools and strategies (including both Web and e-mail based tools) to share information and knowledge with its clients, promote collaboration and communities of practice among a range of international development practitioners, and facilitate coordination and joint action among a range of organizations active in international development.

infoDev's goal is to bring together people passionate about how technology can be used appropriately and effectively to help tackle a variety of challenges facing communities in developing countries. The innovative use of the Internet is an integral component of how *infoDev* seeks to promote communities, dialogue and the exchange of ideas and knowledge around these topics to aid a variety of development objectives. While *infoDev* is seeking to

explore the use of a variety of 'new' Internet-based tools and technologies, and is seeking expert technical assistance and support in this RFP to help in this process, it is critically important that the user experience of infoDev's web presence remain simple, straightforward and inclusive.

infoDev possesses, within its own team, considerable experience and expertise on how to use the Internet and related information tools in innovative and interactive ways to promote dialogue and knowledge-sharing on the contribution of information and communication technologies to development and poverty reduction. Therefore, in this RFP, *infoDev* is not seeking substantial support from an outside firm for strategic advice relative to the use of these tools. This RFP focuses instead on supporting innovation that is led largely by *infoDev*'s team, by providing tool development, technical advice and support, maintenance and upgrading of web tools, *technical* innovation (particularly in the use of relatively new tools such as blogs, Wikis, and RSS feeds), site hosting and related technical services. However, *infoDev* does expect that the firm providing these services will have adequate knowledge of and expertise in the strategic elements of using the Web effectively for outreach and knowledge-sharing, so as to be an effective partner to *infoDev* in this work.

More information about *infoDev* is available on its program web site at <http://www.infodev.org>

Statement of Work

infoDev is seeking a firm ("Contractor") to host, maintain, and provide a set of online tools and related technical support for the effective use of the Internet, especially its web site (www.infodev.org), over a period of 24 months, as a mission critical tool in support of *infoDev*'s various activities, objectives and needs, with a specific focus on innovative, easy-to-use tools for collaboration and knowledge-sharing.

Specifically, the Contractor will need to support the implementation, use and maintenance of the *infoDev* web presence, of which the *infoDev* web site (www.infodev.org) is the most important and prominent, as well as related, project-specific sites available on separate URLs and various Internet outreach activities, in a variety of ways.

Specific requirements include:

1. Web content management and authoring system/tool

- The Contractor must provide a web-based tool with easy-to-use administrative interface that allows for the easy uploading, vetting and management of web site content by users with no or very little knowledge of HTML (but which will not constrain the use of by *infoDev* staff and consultants with advanced knowledge of HTML and related web languages/technologies). From the perspective of the user, *infoDev* believes in "simple tools for simple tasks", and the content management system should support this philosophy. *infoDev* does not need a highly-elaborate content management system, and considers ease-of-use more important than complexity of features.
- *infoDev* is NOT planning any major redesign of the current look and feel of its website. Therefore, if the Contractor proposes a new and different content management system from the one currently used by *infoDev* (Syntax), it should enable an easy and smooth transition from the current system.

- This web-based tool must be usable using common Internet browsers included on the standard World Bank desktop without requiring the use of specialized or proprietary 'plug-ins'.
- This tool must allow for the easy uploading and maintenance of non-HTML content (including files in a variety of formats: .jpg, .gif, .pdf, .etc.) into a document/resource library.
- This tool must allow *infoDev* to easily apply various usage permissions to certain pages, sections and individual documents on the web site. This will allow *infoDev* to restrict access by visitors to the site, as well as developers of site content, to certain pages, sections and/or documents on the site based on various criteria. It is important to note that *infoDev* requires some basic 'extranet' functionality on its site, e.g. password-protected sections of the site to enable communication between *infoDev* and various partners, especially the various donor agencies with which it works. It is also important to note that certain developers of content for the site should only be able to post content to limited portions of the site, as appropriate.
- This tool must include easy-to-use functionality to upload and manage various 'news' items on the web site (on the current web site, these are called 'highlights') that can then be syndicated to other sites (using RSS or similar technologies).
- This tool must allow *infoDev* to easily designate 'quick links' to various web content from the *infoDev* home page, by-passing existing site hierarchy, as well as to designate various quick URL re-directs (e.g. www.infodev.org/newtopic) as needed.
- This tool must allow the 'staging' of new content for vetting/approval by a designated 'approver' before new content is available for viewing on the live web site.
- Detailed statistics will be kept for the web site, and will be available to *infoDev* administrators online.
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2. Web design and content development

- The Contractor will need to assist *infoDev* (and its partners and consultants, as appropriate) with the development of tools, templates and procedures for the preparation of content in a variety of formats for display and utilization on the web, including tools and procedures for distributed publishing and collaborative content development.
- Where web content is to be developed outside *infoDev* but integrated into the *infoDev* web site (by outside firms and individuals working on specific projects, for example), the Contractor will provide the necessary technical assistance to *infoDev* (and these firms/individuals, as appropriate) in making sure that the content can be easily integrated into the existing *infoDev* web site or hosted under a related domain.
infoDev is not looking for a fundamental re-design of the look and feel of its current web site. That said, it is expected that there will be some adjustments to the information architecture and look and feel of its site as new content and functionality is added.

3. Community and interactive tools

- The Contractor must provide, host and maintain a variety of 'community tools' to be used by *infoDev*, including functionality that will allow for blogging, on-line discussion boards, RSS feeds, wikis, calendars, tagging, project workspaces and other collaboration tools, as needed. Specifically, *infoDev* anticipates requiring tools and support for 3 to 5

blogs at any one time, one wiki, and one online discussion board with an unlimited number of threads.

- Over the course of the contract, *infoDev* will specifically require support for development of common templates, tools and guidelines for a series of 10 to 15 online policy toolkits on specific subjects, and interactive "knowledge community" features to support and enhance these policy toolkits. Its explicit goal will be to develop common, reusable templates for these toolkits, with some flexibility on the specific mix of tools employed in each, depending on its audiences and content, but with a high degree of commonality in back-end construction and in look-and-feel. *infoDev* will also require technical assistance in migrating to these new templates a few already-built non-standard toolkits and websites that it has previously sponsored, including the Health and ICT Knowledge Map (currently built using a Cold Fusion database), the Municipal Networks toolkit (currently built using PLONE) the e-Government toolkit (currently built using PLONE), and the IDISC (Incubators) website (currently flat HTML files). This transition of already-built sites to a standard *infoDev* platform is an exceptional, one-time requirement. Going forward, all such toolkits and sub-sites will be built using a standard platform and tools.
- The Contractor must provide a tool for the syndication of content from the *infoDev* site to partner organizations (through RSS or a similar technology) as well as the incorporation of syndicated content into the *infoDev* site.
- The site should include robust and easy-to-use search tools.

4. E-mail and listserv

- The Contractor will provide listserv hosting, as well as the ability to employ a variety of basic e-mail functionality using the *infodev.org* domain. Note: This will not include the use of e-mail on the *infodev.org* domain by *infoDev* staff, but will include the use of e-mail re-directs and auto-responders at various *infodev.org* e-mail addresses.
- *infoDev* requires functionality so that on-line forms on its web site can be easily integrated with its e-mail newsletters and listservs to provide basic functionality such as web-based subscription, unsubscription, etc.. *infoDev* also requires the ability to support an unlimited number of email redirects and autoresponders. It is expected that *infoDev* will require support for no more than 5 to 8 e-mail newsletters at any one time.

5. Documentation and training

- The Contractor will provide documentation related to use of the content management and project management tool by the *infoDev* team (and consultants) and best practice guidance related to the use of all of the tools identified in this Scope of Work.
- The Contractor shall train at least 2 *infoDev* staff in the administration of the web site, including general maintenance and support of all on-line tools used on the site.

6. Hosting of additional content on other *infoDev*-managed URLs

- The Contractor will, in several cases, provide managed hosting for *infoDev* sites on separate, project-specific URLs, including the ICT Regulation Toolkit (<http://www.ictregulationtoolkit.org/>). It is expected that, during the life of the contract, there will be no more than 5 or 6 of these separate, project-specific sites. The majority of project-specific or theme-specific sites will be organized as sub-sites under the main *infoDev* site (e.g. www.infodev.org/access) The managed hosting arrangement shall

provide a minimum 100GB per month hosting bandwidth, include an up-time of at least 99.95%, 24x7 technical support, and full backup of content.

7. Content migration

- The Contractor will need to demonstrate and implement a clear and successful plan for the migration of existing *infoDev* web content to the new hosting arrangement (more information on existing technologies used on the *infoDev* web site is available below).
- Prior to termination of the contract, the Contractor will assist with and provide guidance related to the migration of content, tools and technologies used on the *infoDev* web site to the new hosting provider, as necessary and appropriate.

8. Hosting and technical maintenance

- The Contractor will be responsible for the hosting and technical maintenance of the site.
- This includes (but is not limited to) the licensing, maintenance and upgrading of various tools utilized on the site, as well as ensuring guaranteed up-time accessible by users at an acceptable speed and implementing an acceptable back-up strategy and solution.
- This also includes the maintenance of usual and customary web site usage statistics, accessible via a web-based tool in a format easily accessible to *infoDev* staff.
- The Contractor will provide *infoDev* with usual and customary assistance related to the use and transfer of current and new domain names for the *infoDev* web site.
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Proposed Schedule of Deliverables

The following is an illustrative list of the expected deliverables under this contract, and the anticipated delivery schedule. However, Offerors are expected to agree with or suggest amendments to this list and schedule of deliverables which would, in their view, better serve the underlying objectives of *infoDev* in commissioning this work. Thus, the following list is *indicative* of the general scope of work, outputs and timing expected by *infoDev*, in order to provide guidance to Offerors.

Indicative Schedule of Deliverables

Deliverable	Due (from date of Contract)
1. Half-to-full-day planning meeting with <i>infoDev</i> team on how to advance the interactive/knowledge community/shared learning aspects of <i>infoDev</i> 's web presence	Two weeks
2. Migration of existing <i>infoDev</i> main site, IDISC, and Regulatory Toolkit sites to new host	Two weeks
3. Detailed decision memo on tool development and design recommendations	Four weeks
4. Draft revision of design and information architecture for <i>infoDev</i> website, including	Ten weeks

at least 2-3 options for infoDev consideration	
5. Completed build and testing of new information/interaction tools (e.g. blogs, RSS feeds, wikis (?) etc.) decided upon in planning meeting, including common templates for policy toolkits, building on lessons from Regulation toolkit	Twelve weeks
6. Migration of non-standard infoDev online toolkits/websites to new format	Twelve weeks
7. Adaptation of existing Content Management tool to support revised website structure	Twelve weeks
8. Completed build of extranet/project management spaces	Fourteen weeks
9. Training materials, and first round of training workshops, for <i>infoDev</i> staff	Fourteen weeks, and at time of each major feature enhancement to site for life of contract
10. Strategy memo and recommendations for increasing traffic to <i>infoDev</i> sites, along with detailed analysis of last 3 month's traffic to site	Sixteen weeks, and every 3 months thereafter for life of contract
11. "strategy update" meetings with infoDev to review adequacy of approach and recommend new tools/activities	Every three months through life of contract
12. Routine maintenance, trouble-shooting, training, strategy guidance and incremental improvements to website(s)	Ongoing through life of contract
13. Managed hosting of all infodev sites, with a minimum 100GB per month hosting bandwidth, include an up-time of at least 99.95%, 24x7 technical support, and full backup of content.	Ongoing through life of contract
4. Ongoing training, traffic analysis, strategy advice, maintenance and hosting as detailed in # 9,10,11,12, 13 above	Ongoing for life of contract

Expected Level of Effort

infoDev estimates and expects that the *approximate* level of effort required to carry out the indicative list of tasks listed above would be in the range of 120 to 150 person/days total over the course of the 2 years .

Offerors are required to propose in detail, and explain, the level of effort that they think is appropriate and necessary for the assignment. See Annex D Level of Effort

infoDev foresees a variety of roles and responsibilities related to its web presence and related outreach activities. In order to explicate these roles, infoDev has identified the following critical job categories and roles. These job categories and roles are meant to be indicative, not prescriptive. (It is recognized that there may be overlap between some of these categories and roles, and that firms may structure themselves using different job titles.)

Interactive Tool Strategist

Provides high level and targeted strategic advice related to infoDev's Internet presence and related outreach. Minimum of 3 years experience performing in a similar position.

Project Manager

Oversees the relationship between the firm and infoDev related to infoDev's web presence and related outreach, serving as the primary point of regular on-going official contact for infoDev. Minimum of 3 years experience in similar position.

Programmer/Developer

Develops and maintains the interface and interaction between the front and back end of a website, providing related programming and scripting expertise.

Information Architect

Helps direct the organization, design and presentation of infoDev's Internet presence and outreach to provide intuitive access and ease of use that meets the needs of both infoDev and the users of infoDev knowledge products and services on the Internet (typical sorts of activities would include needs analysis, content identification and organization, navigational mapping, and physical layout,).

Responsible for day-to-day activities related to infoDev's web presence and related outreach, including basic troubleshooting, help and support for infoDev staff and consultants developing content for the infoDev web site, etc.

Additional Requirements

infoDev's requirements and expectations relative to this work are detailed below.

Hosting, maintenance and technical support

The current *infoDev* web site uses the open source content management system SyntaxCMS, which is built using PHP and MySQL and is licensed under the Common Public License.

- *infoDev* needs to be able to host/manage multiple sites as easily (and inexpensively) as possible and appropriate. This means *infoDev* needs to identify and agree -- together with its partners and consultants-- on a common set of tools to be used as part of its web development efforts.
- *infoDev* prefers the use of widely used and easy-to-use 'off-the-shelf' web technologies, including those related to web authoring, content management, and project management.
- Ideally these technologies should require little/no custom programming, although they should be modifiable, should *infoDev's* needs not be accommodated by the

technologies used. Where customization is required, this customization should be able to be completed in a reasonable and expeditious manner; it should not rely on esoteric or proprietary programming skills that are not widely available in the marketplace.

- While *infoDev* in general prefers the use of open source solutions, this is not a requirement. What is required is interoperability among the various technology solutions utilized by *infoDev*.
- The technologies used to develop and support the *infoDev* web site should allow for the content and functionalities used on the *infoDev* web site to be easily ported to other hosting arrangements, should this be required (as, for example, could occur at the end of a specific project or contract with a web hosting provider).

Usability, look-and-feel

- The format and usability of the *infoDev* web site are of critical importance.
- Whenever possible, and as a general rule, web content should be available for fast download by users in developing countries with slow Internet connections, using commonly used, popular Internet browsers with a minimum of extra browser plug-ins (ideally none). To facilitate usage by the broadest possible audience, the site should be largely HTML-based and should not rely on proprietary technologies such as Java, Flash, etc. on the client side in order for users to be able to access the site.
- *infoDev* is developing standard guidelines related to look-and-feel and usability of *infoDev* web sites and its interactive policy toolkits and other online training and community sites. These guidelines need not be a straightjacket, but should nonetheless mandate a pretty 'tight fit', allowing for some diversity of presentation and user experience, and permitting exceptions where warranted by the specific needs and goals of individual web projects, while at the same time preserving a generally consistent presentation of common components of a user's web browsing experience (navigation, color palette, page structure, *infoDev* and product identity, etc.).
- Such guidelines include:
 - No use of frames
 - Presented largely (if not exclusively) via HTML
 - No use of plug-ins required (with the exception of the Adobe Acrobat Reader)
 - Compliant with W3 web standards, cross-browser compatibility
 - No horizontal scrolling
 - No frames
 - Top and left areas of screens used for navigation and identity (*infoDev* and product)
 - Consistent identity and design conventions
 - Good affordance: little/no innovation on user interface, use standard navigation conventions
 - Accessible to users with disabilities (<http://www.w3.org/WAI/>, <http://www-306.ibm.com/able/guidelines/web/accessweb.html>)
 - Accessible to users in low bandwidth environments
 - Standard page width

The content management system for the *infoDev* web site should allow for these guidelines to be implemented.

ANNEX C
REQUEST FOR PROPOSALS (RFP) FOR
TECHNICAL SUPPORT FOR INFODEV INTERNET PRESENCE
RFP NO. 06-389

MANDATORY CRITERIA

Contractors will receive a Pass/Fail rating on this section. In order to be considered for Phase I, Contractors must meet all the mandatory criteria described below. All questions should be answered on this form or an exact duplicate thereof. The World Bank reserves the right to verify any information contained in Offeror's response or to request additional information after the proposal is received. Incomplete or inadequate responses, lack of response or misrepresentation in responding to any questions will affect your evaluation.

<i>MANDATORY CRITERIA</i>	<i>OFFEROR'S RESPONSE</i>
<p>1.1 Offerors must have prior experience in providing clients with appropriate and cost-effective design advice, tool development and maintenance on highly-interactive, content-intensive Web projects.</p>	<p>Reference #1: Reference #2: Reference #3: Reference #4: Reference #5:</p>
<p>1.2 Offeror must have one or more staff with at least five years of experience in providing strategic advice, tool design and development, implementation guidance and training for clients planning and executing highly-collaborative and knowledge-intensive Internet strategies, including knowledge and experience in incorporating cutting-edge tools and approaches such as RSS feeds, wikis, blogs, etc.</p>	<p>Yes/No Provide names and Describe experience</p>
<p>1.3 Offeror have one or more staff with at least three years experience with designing the mix of community and collaboration tools and distinctive information architecture associated with highly information-intensive and interactive web sites.</p>	<p>Yes/No Provide names and Describe experience</p>
<p>1.4 Offeror must have one or more staff with experience in Internet outreach strategies, including outreach to existing on-line communities and user groups, search engine optimization, targeted use of e-mail and adwords, etc..</p>	<p>Yes/No Provide name(s) and Describe experience</p>

1.5 Offeror must have one or more staff with demonstrated experience in design of complex web products geared toward simple and inclusive user experiences.	Yes/No Provide name(s) and Describe experience
1.6 Offeror must submit a complete set of audited financials for the previous two fiscal years that demonstrates it has been operating in a positive position (i.e. generated an operating profit in both of the last two fiscal years).	Yes/No
1.8 Offeror must agree to all the non-negotiable clauses in the Contract Matrix, Exhibit F.	Yes/No

**ANNEX D
REQUEST FOR PROPOSALS (RFP) FOR
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Offeror’s proposal must be organized to follow the format of this RFP. Each Offeror must respond to every stated request or requirement and indicate that Offeror confirms acceptance of and understands the World Bank Group’s stated requirements. The Offeror should identify any substantive assumption made in preparing its proposal. The deferral of a response to a question or issue to the contract negotiation stage is not acceptable. Any item not specifically addressed in the Offeror’s proposal will be deemed as accepted by the Offeror. The terms “Offeror” and “Contractor” refer to those companies that submit a proposal pursuant to this RFP.

Where the Offeror is presented with a requirement or asked to use a specific approach, the Offeror must not only state its acceptance, but also describe, where appropriate, how it intends to comply. Failure to provide an answer to an item will be considered an acceptance of the item. Where a descriptive response is requested, failure to provide the same will be viewed as non-responsive. Where a statement of non-compliance is provided, the Offeror must indicate its reasons and explain its proposed alternative, if applicable, and the advantages and disadvantages to the World Bank Group of such proposal.

Section		OFFERORS RESPONSE
1	<p>PAST PERFORMANCE</p> <p>Explain your experience in working on similar projects with organizations comparable to <i>infoDev</i> and the World Bank Group (mission, clients, activities, user profiles, international reach)</p>	
1.1	Explain your experience with providing appropriate and cost-effective tool development and support, design advice and innovation on highly interactive, content-intensive Web projects	
1.2	Explain your experience with building, hosting, maintaining and continuously improving content-rich, interactive, community Web sites and related Internet tools for clients.	

2	<p>CAPABILITY TO PERFORM TASKS</p> <p>Make available 5 resumes of staff with experience in design, building, hosting and/or maintenance of Web sites and related Internet initiatives. These should be standard resumes, not biographical information only. Provide a chart with information on consultants broken out by Experience in Strategy and Design; Experience in Site Building and Maintenance; Experience in Client Service and Training; International Experience, particularly with international development organizations, and Core Skills and Competencies.</p>	
2.1	<p>Provide information on your specific strengths in online tool design and development, and innovation in use of the Internet (supported by specific examples of past and existing web sites, Internet initiatives, etc.)</p>	
2.2	<p>Provide evidence of previous clients' satisfaction with your work on similar projects (including links to Web sites and other online tools developed for clients)</p>	
2.3	<p>Provide information on how you keep your staff up to date on innovative uses of the Web and Internet technologies and related subjects</p>	
2.4	<p>Provide detail on your overall approach and philosophy for using a mix of Web-based and Internet tools (including email and RSS) for the promotion of content-rich, collaborative on-line communities</p>	
3	<p>MANAGEMENT</p> <p>Describe how you will allocate staff to all aspects of this assignment, and how you will assure that appropriate staff members are always available for mission-critical and time-urgent tasks and for prompt response to requests from the client.</p>	
4	<p>KEY PERFORMANCE INDICATORS</p> <p>Provide general information on how you evaluate and measure your effectiveness, timeliness, completeness and innovation in responding to clients' needs for cutting-edge Web strategy, design, construction and maintenance</p>	
4.1	<p>Provide specific information on how you will monitor and evaluate your <i>technical</i> performance under this contract, including up-time of site, speed and accuracy of technical support and site changes, etc.</p>	
4.2	<p>Explain your approach to helping clients increase the traffic to and interactivity of their web presence and how you will monitor success on these efforts</p>	
5	<p>QUALITY INDICATORS</p> <p>Provide information on how you will monitor and assess the quality of your work (including relevance to the client's specific needs, technical excellence, and responsiveness to trends in the broader online environment)</p>	
5.1	<p>Explain your strategy and mechanisms for assuring a "seamless" relationship and response for the client even when different members of your team are working on this project.</p>	

6	TECHNOLOGY	
	Explain how you use technology to serve your clients better and to embody and demonstrate to your clients the innovative uses of technology that you are advocating in their own projects.	

LEVEL OF EFFORT

Offeror is required to fill in the number of labor hours required to complete the required tasks:

Item	Tasks	Hours	Labor Category
01	Strategic Advice, overall design and planning		
02	Web Content management and authoring system/tool		
03	Project and Process Management tool		
04	Community and interactive tools		
	Provide host and maintain community tools to be used by infoDev		
	Support for common templates		
	Tool for syndication of content		
05	E-mail and listserv		
	Provide Listserv hosting and variety of basic e-mail functionality		
06	Documentation and training		
	Provide documentation related to content management and project management tool		
	Train at least 2 infoDev on administration of Web site		
	Train all appropriate staff and consultants on tools		
07	Hosting of additional content on other infoDev-managed URLs		
	Managed hosting of infoDev sites (5 or 6 project specific sites)		
08	Content Migration		
09	Hosting and Technical maintenance		
*10	Other		

* Add detail if item 10 above is used

**ANNEX E
REQUEST FOR PROPOSALS (RFP) FOR
TECHNICAL SUPPORT FOR INFODEV INTERNET PRESENCE
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PRICE SCHEDULE

- (a) This Price Schedule Form must be completed in its entirety.
- (b) The entire Price Proposal must be placed in a separate envelope pre-addressed and marked **RFP NO. 06-238 FINANCIAL PROPOSAL – DO NOT OPEN – ATTENTION: Charles I. Childs**
- (c) The Financial Proposal envelope is herewith submitted in accordance with the instructions given in the Request for Proposal.
- (d) The completed Price Schedule Form constitutes Offeror's Financial Proposal and fully responds to Request for Proposal No. 06-238 I commit my Offeror to be bound by this Financial Proposal for carrying out the range of services as specified in the solicitation package.

ITEM NO	DISCRIPTION	Hours	Labor Category	PRICE
01	Strategic advice, overall design and planning			
02	Web Content Management and authoring system/tool			
03	Project and process management tool			
04	Community and interactive tools			
05	E-Mail and listserv			
06	Documentation and Training			
07	Hosting of additional content on other InfoDev-managed URLs			
08	Content migration			
09	Hosting and technical maintenance	Per Month		
*10	Other			

* Add detail if item 10 above is used.

ANNEX F
REQUEST FOR PROPOSALS (RFP) FOR
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CONTRACT MATRIX

Matrix will be provided as a separate attachment.

ANNEX G
REQUEST FOR PROPOSALS (RFP) FOR
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RFP NO. 06-389

VENDOR REGISTRATION

As part of the Proposal it will be necessary that offeror go to the World Bank Vendor Registration Web Site www.worldbank.org/apandprocurement fill out application and provide the World Bank provided application number as part of your proposal.

World Bank Vendor Application Number _____

If your firm is an approved World Bank Vendor please provide your Vendor ID number _____. If it has been more than two years since award of you Vendor ID number please go to the Web site and up-date your firm's information.

**ANNEX H
REQUEST FOR PROPOSALS (RFP) FOR
TECHNICAL SUPPORT FOR INFODEV INTERNET PRESENCE
RFP NO. 06-389**

CERTIFICATE OF AUTHORITY TO SIGN PROPOSAL

I, _____, certify that I am
_____ of _____; that I have
signed this Proposal for and on behalf of _____ and that the
signing of this Proposal is within the scope of my powers.

(Signature)

(Seal)

(Printed Name and Title)

(Date)

**ANNEX I
REQUEST FOR PROPOSALS (RFP) FOR
TECHNICAL SUPPORT FOR INFODEV INTERNET PRESENCE
RFP NO. 06-389**

RESUME

Name of Staff: _____

Title: _____

Years with Firm: _____ Nationality: _____

Certifications: _____

Education/Qualifications: (Summarize college/university and other specialized education of staff member, giving names of schools, dates attended and degrees-professional qualifications obtained. .

Employment Record/Experience

1. Relevant training taken that is applicable to the requirements of this RFP
2. Relevant experience that is applicable to the requirements of this RFP.

(Starting with present position, list in reverse order, every employment held. List all positions held by staff member since graduation, giving dates, names of employing organization, title of positions held and location of employment. For experience in last five years, detail the types of activities performed, degree of responsibilities, location of assignments and any other information or professional experience considered applicable to the requirements of this RFP.

I, the undersigned, certify to the best of my knowledge and belief, this bio-data is accurate.

Signature of Staff Member or Firm Representative

Date (Day/Month/Year)



The World Bank
INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT
INTERNATIONAL DEVELOPMENT ASSOCIATION

1818 H Street N.W.
Washington, D.C. 20433
U.S.A.

**TECHNICAL SUPPORT FOR INFODEV INTERNET PRESENCE
RFP NO. 06-389**

NOTICE OF INTENT TO SUBMIT A PROPOSAL - Exhibit 2

(return to CChilds@worldbank.org)

A. Submission of this form with signature will confirm your intent

_____ to submit a Proposal

_____ not to submit a Proposal

B. Do you want to be contacted for future Requests for Proposals?

___Yes ___No

C. If you respond with a “not to submit a Proposal”, please write a brief reason(s) below.

Vendor Name: _____

Contact Person: _____

Title: _____

Email Address: _____

Signed: _____

Date: _____