

Request for Proposal

Website design, development, hosting and maintenance for 'Skills for Jobs' project

<i>Place</i>	Tirane
<i>Reference number</i>	19-004-S4J
<i>Type of the contract</i>	Service contract
<i>Issue date of RfP</i>	14 August 2019
<i>Deadline for submitting questions</i>	22 August 2019, 17:00 at: info.al@swisscontact.org
<i>Deadline for answering questions</i>	23 August 2019, 17: 00
<i>Application deadline</i>	10 September 2019, 16:00
<i>Number of potential successful offerors</i>	1 (one)
<i>Language of proposal</i>	English or Albanian
<i>Estimated Starting date</i>	1 October 2019
<i>Where to send applications</i>	<p>All offers will be submitted in hard-copy, sealed in a covering envelope which MUST contain the title of the applied call, to the Swisscontact Albania office: Rr. Skënderbej, Vila 49, P.O. Box 2891 Tiranë. The envelope should also include a CD/USB containing the electronic version of the full proposal.</p> <p>The application MUST contain all required documentation, otherwise may be automatically eliminated by Swisscontact without a further request for clarification and/or completion.</p>

Background

'Skills for Jobs' (S4J) is a project of the [Swiss Agency for Development and Cooperation \(SDC\)](#), implemented by [Swisscontact Albania](#). It is part of the Economic Development Domain of the Swiss Cooperation Strategy for Albania (2018-2021), with specific focus on promotion of employment opportunities and skills development.

The project focuses on 4 economy sectors with potential for growth and job creation in Albania: Tourism and Hospitality, Information and Communication Technology (ICT), Textile and Construction (with a focus on energy efficiency buildings). During the second phase the project will extend its support to other economy sectors with potential for growth and jobs.

The project is in its second phase, which started in May 2019 and will last until June 2023. During this phase, the project aims at supporting 10,000 students and 6,000 trainees.

'Skills for Jobs' (S4J) is designed with the aim to tackle major Vocational Education and Training (VET) system challenges, such as: low quality and status, insufficient financing, weak labour market orientation, poor private sector engagement and poor performance of graduates in the labour market. The project addresses these challenges by focusing on ensuring systemic change, capacity development and empowerment of key actors. Based on this approach, S4J Phase II supports partner VET providers in Albania in terms of:

- Employers' and partners relations,
- Diversification of VET offer,
- New Ways of Inclusive Learning,
- Work-Based Learning in cooperation with employers, and
- Organizational Development.

Work-based learning, the use of technology in the classroom, blended and individualized learning, making the VET offer relevant for students, trainings on industry standards and the application of a business mindset in the management of VET institutions are at the core of 'Skills for Jobs' (S4J) implementation.

Seven providers in the five selected regions benefit from the project: [the Vocational 'Hamdi Bushati' school in Shkodra](#), the [Vocational 'Kolin Gjoka' school in Lezha](#), the [Electro-technical 'Gjergj Canco' school in Tirana](#), the [Vocational 'Kristo Isak' school in Berat](#) and the [Commercial school, the industrial 'Pavarësia' school](#) and the [Vocational Training Centre in Vlora](#).

Four other VET providers will join project during the second phase. More public providers will benefit from the initiatives that the project has piloted in partner schools during the first phase.

Context and scope of work of the Request for Proposal

At 'Skills for Jobs' (S4J), we practice communication for development, aiming at raising awareness, encouraging dialogue and changing the mindset of our audiences. For this reason, having a strong, well-presented online image, aligned with the project brand identity, is a crucial part of the projects' communications strategy.

In this frame, 'Skills for Jobs' (S4J), is seeking for companies to design and develop the new website of the project. The selected contractor must also take care of hosting, technical maintenance and content upload for 12 months upon the launch of the website, as well as provide additional related services as described in the Request for Proposal.

The service provider shall work in close cooperation with the Communications Expert during the whole duration of the contract.

Creative Brief and requirements for 'Skills for Jobs' new website

1. Main messages

The website design and feeling should tie in with our main message, which is:

Creating career prospects for young people enrolled in VET, by strengthening VET institutions and building long lasting collaborations with private sector companies.

2. Website objectives

Our major website objectives are:

- Create awareness about our project and improved VET opportunities offered in Albania;
- Build a user-friendly repository for resources and materials (links, articles, videos, pdf docs, etc.);
- Advertise uniqueness of our organization to partners, interested audiences and the media.

3. Target Audience

- Partner VET providers.** Through a facilitation approach, our project supports VET institutions improve their management, increase quality enrolment, enrich their offer and provide continuous professional development for their staff. *A professional web presence for the project will enforce the message that these institutions are backed up by the best experts in the field on their way to improvement.*
- Teachers.** We support teachers to grow professionally and adapt a new mindset and technologies in their daily work. *Our website should advertise the spirit of innovation and growth.*
- Students and Parents.** We want to show students and parents that vocational education offers great career prospects for them / their children in S4J supported regions in Albania. *Our website must transmit this message through real, powerful, images and stories.*
- Local government, policy makers, VET agencies, VET institutions and other VET providers.** *Our website must act as a tool for these institutions to access information regarding piloted initiatives and examples of good governance.*
- Donors.** We are responsible for managing the resources provided by the donor community in an efficient and transparent way. *Our website should clearly show the efforts we invest in building sustainable solutions for better labour market inclusion.*

- f. **Businesses.** We would like to strengthen private sector involvement in VET and *use the website to encourage such initiative.*
- g. **Partners.** We are continuously expanding our partnership network to national and international skills development projects, NGOs, donors, VET related organizations and private sector companies. *The website should act as a vehicle to strengthen our image and network.*
- h. **Potential Employees.** The strength of our efforts relies on the quality of our people. We would like the website to attract job applications from qualified individuals. *The website should advertise the uniqueness of our offering.*
- i. **Media.** We have been featured in a variety of local TV channels and magazines. *We would like the website to attract positive media attention and enable interested parties to download our press kits.*
- j. **The general public.** We want to improve the perception of general public regarding the VET sector in Albania. *Our website must help in achieving this goal.*

4. Website feeling

We LOVE a website that is...

- Easy to use;
- Clear and short information;
- Minimalist, but creative design;
- Encourages user engagement.

We HATE a website that has ...

- Many colours, fonts and distracting images;
- Too much information;
- Unformatted texts and heavy images.

5. Technical specifications

a. Navigation structure¹

The website will contain the following navigation structure:

- a. **Homepage**
- b. **What we do**
- c. **News**
- d. **Publications**
- e. **Work with us**
- f. **Contact us**

Main menu detailed below:

- **Homepage** (interactive, rich in images)
 - Mission - what we do (images / 1 sentence);

¹ Suggestions on page and website structure are welcomed.

- Results - target values businesses in network, teachers trained, students in app;
- Beneficiaries – logos / names / map;
- Latest news & activities.
- **What we do** (interactive, rich in images)
 - What we do (S4J approach, 5 main pillars);
 - Beneficiaries (interactive map, short profiles of institutions, links);
 - Partners (donor, implementor, national, international partners, links);
 - Results to date (text + timeline with key milestones);
 - Team (photos, short bio, contact info);
 - Partners (individuals & organizations);
 - Swisscontact worldwide (short info, links);
 - FAQ.
- **News and Stories** (news / blog format):
 - Articles;
 - Events;
 - Press Releases;
 - Stories from the field, etc.
- **Publications** (repository for materials):
 - Newsletters (content, links);
 - Fact sheets (pdf);
 - Infographics (jpg);
 - Videos (all formats);
 - Annual reports (pdf);
 - Case Studies (pdf);
 - Analysis (pdf);
 - Concept notes (pdf);
 - Resources
 - Toolkits (PDF or zip folders);
 - Link to [MesoVET](#) platform.
- **Work with us:**
 - Join our team;
 - Opportunities for collaboration.
- **Contact us** (contact info, links).

b. Website features²

The website should contain the following features.

Design

- Clean looking;
- Minimalist style;
- Limited nr of fonts;
- Well-Formatted Content;
- Looks easy to use;
- Use of certain colours and shapes to attract attention in an elegant way;
- Use people-based photography (real photos video footage from S4J beneficiaries).

² *Suggestions on additional website features are welcomed.*

Notes: We would like to feature a mixture of people-based photography. A hard drive with project photos and video footage will be supplied. No stock photos or videos should be used. Where people photography is concerned, a mixture of ages, genders and professions should be represented.

Development & Functionality

- Development from scratch (no templates!);
- Customized CMS (WordPress or other; user friendly);
- Compatible across all devices;
- Interactive homepage & elements;
- Easy to Crawl, Rank, Index;
- Google Ranking (Search Console) implemented;
- Google Analytics implemented;
- Organic SEO implemented;
- Facebook pixel installed;
- Provide solutions for file optimization (automatic or monthly maintenance)
- Automatic monthly backup.

Accessibility & interactivity

- Accessible to all users;
- Compatible across all devices;
- Browser consistency;
- Effective navigation;
- Website keyword search;
- Good error handling;
- Usable forms.

Interactivity

We would like the general user to engage in the following activities on our website:

- Subscribe to our newsletter;
- Follow us on social media channels (Facebook, Instagram, LinkedIn, Twitter);
- Download resources.

Hosting & Security

- Fast load times;
- Affordable and reliable hosting solution;
- Optimal disc space and bandwidth;
- No email hosting required;
- Use of current domains (owned by S4J):
 - www.aftesiperpune.al
 - www.skillsforjobs.al
- Security certificate implemented.

Additional features

- Newsletter subscription tool;
- Possibility for flash, video animations and other interactive formats;

- Interactive timeline with project milestones, interactive article with photos / listicle ([click here for example](#)).

Post-development services

- Upload content for launch (*TBC no. of pages and amount of content*);
- Provide solutions for saving & linking content from current website to new website;
- Provide tutorials (video or PPT) and training for easy use.

Post-launch maintenance

- Technical support & maintenance for (at least) 12 months;
- Content upload & maintenance for (at least) 12 months;
- Performance reports for (at least) 12 months (incl. monthly user reports, page views, SEO, etc.) and recommendations for improvement;
- In case contract is not renewed upon termination: Transfer of website hosting, materials, domain and provision of additional technical support required.

c. Reference websites³

Future schools - <https://www.thefutureproject.org/futureschools/>

We like the 'Future schools' section: easy explanation of the project, approach and impact + Instagram and YouTube feed. => an inspiration for our website

Convoy of Hope - <https://www.convoyofhope.org/>

We like the impact section in homepage and 'what we do' feature (simplicity in displaying areas of work).

WWF - <https://www.worldwildlife.org/>

We like the simplicity in displaying the 6 areas of work and news section in the homepage.

Acumen - <https://acumen.org/>

We like the minimalist design, light animations and the freezing top menu.

Swisscontact worldwide - <https://www.swisscontact.org/en/home.html>

There are certain features of the website that we like, such as the interface of [this page](#).

Deadlines and deliverables

#	Deliverables	Deadline
1	Finalization of Design, Development + Content Upload + Transferring of content on current website to new website	10 Dec 2019
2	Post-launch maintenance	10 Dec 2019 – 09 Dec 2020

³ More suggestions are welcomed.

Submission Requirements

- Latest Business Registration Certificate;
- Company VAT certificate;
- Technical proposal: Brief introduction, including a general demonstration of understanding the scope and complexity of the required work and a methodology for the development of the website and provision of supporting services (max 3 pages);
- Company profile and previous experience:
 - The company should have at least of 3 years of experience in related field;
 - The company should prepare an overall description of the company, including a brief history, years of operation, list of the key team members that will engage in the requested tasks, their short Bio-s highlighting key similar projects;
 - The company should provide three to five comparable live websites, designed and developed by the firm, including the domain, client contact information (contact person, telephone number, email and physical address), short description of the website features and additional services offered by your company, year of development, current staff involved in the process and screenshots of the Home Pages interface. Companies may be contacted for references.;
- Timeframe: Include the detailed time frame for each step of the process, indicating also resources and commitment required from S4J (if needed);
- Pricing and Budget: The proposal should contain a total cost of the project, as well as a detailed “line item” breakdown of costs for the above requested services. Any additional costs/charges (such as: hardware, software, subscriptions, installation, licensing, training, traveling expenses, etc. not envisaged in this document) must be clearly defined. The prices should be in ALL or CHF, and please indicate VAT and/or other taxes.

Evaluation Criteria

Proposals that meet the requirements, as stated above, will be evaluated with the following criteria:

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| • Technical proposal: | 40% |
| • Previous experience/similar project: | 30% |
| • Financial Proposal: | 30% |