

Invitation to Tender: Website Hosting and Maintenance Services

Terms of Reference

June 25th, 2021

1. **Introduction:** The EU-LAC Foundation is an international organization based in Hamburg, Germany. It is launching a call for tenders for the conclusion of a three-year framework contract for the provision of Website Development, Hosting and Maintenance Services. **Due Date for applications: August 6th, 2021, end of day CEST (Central European Summer Time)** - see also point #11.

2. **Background:** The EU-LAC Foundation has 62 members: the 33 states of Latin America and the Caribbean, the 28 members of the European Union, and the European Union itself. Its object is to encourage further mutual knowledge and understanding between EU, Latin America and Caribbean regions and its peoples, and to strengthening the bi-regional partnership. The EU-LAC Foundation's permanent office is located in Hamburg, Germany, and its working languages are English and Spanish.

3. **Subject of the contract:** In 2014, the EU-LAC Foundation launched its English and Spanish websites, both in desktop and mobile versions using Drupal 7. In 2020/2021, the Foundation led a complete overhaul and relaunch of its website, both in its look and feel, as well as in content refresh, including an upgrade to Drupal 9 (<https://eulacfoundation.org/en> and <https://eulacfoundation.org/es>)

The purpose of this contract is to entrust to a web development company

- 1) the website hosting and
 - 2) the maintenance/update services required by the EU-LAC Foundation, according to the specifications that will be defined for each specific project/order. Two sections are still to be overhauled into the new look & feel of the website, and will be probably the first projects to be carried out : a) the database MAPEO (<https://intranet.eulacfoundation.org/es/search/mapeo>) and b) the intranet area, where members can login and access to confidential information (<https://intranet.eulacfoundation.org/en/user/login>).
- Furthermore, another new section, the blog (<https://eulacfoundation.org/en/media/eulac-blog>), can be still further developed through allowing user's interactions, etc.

A three-year (3) framework contract will be concluded, meaning that the number of orders may fluctuate over time in response to the needs of the EU-LAC Foundation, but the price bracket proposed in the tenderer's offer will be adhered to. An extension for a fourth year may be possible, if after the first three years there is still available budget (see points #5 and #6). The contract will be non-exclusive and non-binding, i.e. neither the contractor nor the service provider are to be bound only and uniquely to the counterpart.

Website related services already paid/contracted directly by the EU-LAC Foundation:

- Google Ireland: Google Apps for Work 24-25 units
- GoDaddy: Domain name renewal eulacfoundation.org and fundacioneulac.org; as well as the .net and .org domains in both languages.
- MailChimp
- Webhosting: already paid until end of 2021

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Characteristics/main sections of the website:

- General Website:
 - Two-synchronised language website;
 - Synchronised with Mailchimp account for registration;
 - Synchronised with Twitter account;
 - Includes previous editions of EU-LAC Foundation Newsletters published via Mailchimp <https://eulacfoundation.org/en/newsletter-articles/all>
 - Video embed facility;
 - Records of visitors and downloads for statistic purposes.

- Intranet:
 - Password protected platform for the archive and distribution of documents between registered users;
 - 3 types of permission;
 - Generates automatic email-alerts for new content uploaded;
 - Tracks users' activity.

- MAPEO
 - Database with 3 search engine fields;
 - Allows registration of institutions;
 - Advanced search by keyword;
 - Tracks users' activity.

- Events calendar

- Virtual Library
 - Database with file storage;
 - General search and advanced search, which allows the search with a combination of theme, country and various keywords;
 - Allows for download of files;
 - Records weekly, monthly and all time visits as well as downloads in total and per publication.

- Traffic Statistics include:
 - Publications section;
 - Mapeo database;
 - Virtual Library database;
 - Intranet platform.

4. **Services to be provided:** The contractors must therefore provide the human and material resources necessary to provide the services of the non-exhaustive list below:

a) Web hosting (per year):

English or Spanish helpdesk for CMS related user questions;

Service desk hours of operation: Monday through Friday from 9h00 to 18h00 (Central European Time);

Hosting website, daily backup, 24/7 monitoring of server;

High quality software services to ensure good performance and use of the website, i.e. release Drupal software updates (re-plattforming in the course of the contract may be a possibility), front-end maintenance of the website when a new version of an Internet

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browser is released, etc.
SEO (Search engine optimisation) strategy;
SSL certificate;
Traffic Statistics.

b) Maintenance (rate per hour):

Service desk hours of operation: Monday through Friday from 9h00 to 18h00 (Central European Time);
Compliance with EU and German privacy and data protection regulations;
Copywriting Service;
Content Creation, leveraging from existing custom codes as needed;
Set up of RSS feed;
Blog Management;
Further synchronisation with Mailchimp account;
Synchronisation with Social Media;
Text additions, content updates;
Creation of new pages (when layout remains the same);
Adding, deleting, changing links;
Adding, deleting, changing meta tags as needed;
Adjustments to the Virtual Library database as needed;
Adjustments towards user-friendly experience (such as: print friendly view or export of search results);
Adding search options/engine to section publications;
Recommendations for higher search engine rankings;
In case of content migration, ensure proper documentation through migration scripts, etc;
Duplicate the testimonial's function in other pages;
Adjustment of users' permissions;
Adjustments to Intranet email alert system;
Development of new Intranet platform features;
Modify the list of areas of interest in Mapeo;
Adapting traffic statistics to a more reliable and user-friendly format (Mapeo, Virtual Library and Publications sections);
Adjustments to the Mapeo database;
Development of and adjustments to website forms.

Web design activities (rate per hour):

Creation of new elements of website structure;
Graphic editing/creation;
Creation of new pages;
Installing plugins/scripts;
Site makeover/redesign;
Database creation/updating;
Adding ecommerce, social media graphics.

For all aboved-described services, it is desirable that the solutions jointly developed provide the Foundation's staff the possibility to self-service and self-enhancement of the features, mainly through the CMS. Also, given that our Website is built on Drupal, the provider shall demonstrate extensive experience on that field.

5. **Duration:** This framework contract will be concluded for a period of (3) three years from the date on which it enters into force (expected start date is September 2021). This

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contractual period and all other periods specified in the contract are calculated in calendar days unless otherwise indicated. An extension for a fourth year may be possible, if after the first three years there is still available budget (see point #6).

6. Estimated Budget: The maximum cumulative value of all specific orders to be placed during the above-mentioned period is EUR 70.000 (seventy thousand Euros), net of taxes.

7. Prices (Service Fees):

- a) The contract currency is the euro (EUR);
- b) As an international organisation, the Foundation will be exempted from German VAT, once the Headquarters Agreement with the Federal Republic of Germany is signed and effective.
- c) Cross border services within the EU shall be invoiced without VAT to the EU-LAC Foundation (reverse taxation);
- d) Services from outside the EU shall be invoiced according to their local fiscal practice for services electronically supplied abroad.
- e) Prices must be firm and not subject to revision during the duration of the contract;

The tenderers must submit as part of their tender, the “Proposal Template” duly filled and signed (Annex 1), and converted to PDF. They must also submit Annex 2 (see below), also duly signed and as PDF.

8. Invoicing and Payments:

- a) The service provider shall invoice the EU-LAC Foundation for its services only after delivery and formal approval by the EU-LAC Foundation staff;
- b) Payments shall be made in Euros (EUR);
- c) The EU-LAC Foundation shall pay the contractor by electronic bank transfer, within fifteen working days of successful work acceptance and after submission of the invoice.

9. Subcontracting: The contractor shall not subcontract without prior written authorisation from the EU-LAC Foundation nor cause the contract to be de facto performed by third parties.

10. Criteria: There are three types of criteria under this call for tenders: (i) exclusion criteria, (ii) selection criteria, and (iii) award criteria:

Exclusion criteria

In order to demonstrate their eligibility, tenderers must submit as part of their tender, the “Declaration of honour on exclusion criteria and absence of conflict of interest” duly filled and signed (Annex 2).

Selection criteria

Tenderers should have the necessary financial, technical and professional capacity to perform its obligations under the contract. In particular, the tenderer must:

- a) Be a company duly established either in the EU or LAC region, under the laws of the country of its incorporation;
- b) Have at least eight-year experience in website development and setting up complex databases;
- c) Working fluency in English and /or Spanish;
- d) Knowledge on the latest Drupal versions, Mailchimp, and other relevant IT tools and skills;
- e) Guarantee availability of service and contact during Central European Time business hours.

Award criteria

The tenders determined to be consistent with the requirements laid down in the exclusion criteria and selection criteria above will be evaluated according to the following scores:

Technical Award Criteria	Weighting (out of 100)
Best Price-Quality ratio of Products/Services offered	50
Similar services experience (e.g. developing with Drupal)	30
Best guaranteed response time	20

11. Submission: Tenders should be submitted in either English or Spanish by post or e-mail not later than **August 6th, 2021, end of day CEST (Central European Summer Time)**

CALL FOR TENDERS Website Hosting & Maintenance Services

EU-LAC Foundation

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Germany

jetchart@eulacfoundation.org

12. The period of validity of the tender, during which tenderers may not modify the terms of their tenders in any respect, is (2) two months from the final date for submission.

Submission of a tender implies acceptance of all the terms and conditions set out in this tender specification, where appropriate, waiver of the tenderer's own general or specific

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terms and conditions. Submission of a tender is binding on the tenderer to whom the contract is awarded for the duration of the contract.

All costs incurred during the preparation and submission of tenders are to be borne by the tenderers and will not be reimbursed.

Contacts between the EU-LAC Foundation and tenderers are prohibited throughout the procedure save in exceptional circumstances and under the following conditions only:

- Before the final date for submission of tenders:
 - * At the request of the tenderer, the EU-LAC Foundation may provide additional information solely for the purpose of clarifying the nature of the contract. Any requests for additional information must be made in writing only to jetchart@eulacfoundation.org
Requests for additional information received less than (2) two working days before the final date for submission of tenders will not be processed.
 - * The EU-LAC Foundation may, on its own initiative, inform interested parties of any error, inaccuracy, omission or any other clerical error in the text of the call for tenders.

- After the opening of tenders
 - * If clarification is required or if obvious clerical errors in the tender need to be corrected, the EU-LAC Foundation may contact the tenderer provided the terms of the tender are not modified as a result.
 - * The EU-LAC Foundation may negotiate with tenderers the tenders they have submitted, in order to adapt them to the requirements set out in the contract notice, tender specifications or any additional document and in order to find the tender offering best value for money. During negotiations equal treatment of all tenderers will be ensured.

This invitation to tender is in no way binding on the EU-LAC Foundation, whose contractual obligation commences only upon signature of the contract with the successful tenderer. Up to the point of signature, the EU-LAC Foundation may either abandon the procurement or cancel the award procedure, without the candidates or tenderers being entitled to claim any compensation. This decision must be substantiated and the candidates or tenderers notified.

If you present an offer, you will be duly informed of the outcome of this procurement procedure by e-mail. It is your responsibility to provide a valid e-mail address together with your contact details in your tender and to check it regularly.