

# Online Platform Development - RFP

Palestinian Information and Communication Technology Incubator –  
PICTI



Med Pearls

July 2021

Request for Proposal – Online Platform Development

## Request for Proposal

Dear Sir /Madam:

We kindly request you to submit your proposal for **“Setting up the Med Pearls Online Platform”**.

Please be guided by the instructions mentioned hereto, in preparing your proposal.

Proposals must be submitted on **[Sunday, August 22<sup>nd</sup>, 4 pm – Palestine Time]** and via email to the address below:

Palestine Information and Communication Technology Incubator  
[info@picti.ps](mailto:info@picti.ps)

Your Proposal must be expressed in **English**, and valid for a minimum period of **90 days**.

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches the address above on time. Proposals that are received by PICTI after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your Proposal by email, kindly ensure that they are signed, stamped and in the .pdf format, and free from any virus or corrupted files.

The offeror shall mark the email letter as follows:

Subject of the message should include: **“Setting up the Med Pearls Online Platform”**.

Body of the message should include: **Name of the offeror/service provider**.

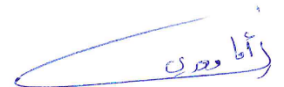
Archive files should be marked as: **Technical Proposal and Financial Proposal**.

Received proposals shall be reviewed and evaluated based on completeness of the Proposal and compliance with the requirements mentioned in the RFP.

The Proposal that meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.

Thank you and we look forward to receiving your proposal.

Sincerely yours;



Mrs. Amani Muady  
General Manager

PICTI, Palestine  
[July 14<sup>th</sup>, 2021]

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## About Med Pearls Project

Med Pearls is a cross-border project aiming at internationally positioning the Mediterranean as an integral destination of quality and excellence for Slow Tourism (ST), by accelerating innovative initiatives built from public & private cooperation. ST invites travelers to enjoy tourism at a reduced pace. An approach to tourism which is sustainable and responsible, which allows to discover new destinations while respecting them and having direct contact with local communities.

The project is co-financed by the European Union under the 2014-2020 ENI CBC “Mediterranean Sea Basin Programme”. It is implemented in Spain, Italy, Greece, Egypt, Jordan and Palestine, through a partnership of 8 complementary organizations, over a period of 36 months. The project will deliver a network of 26 new ST products/experiences; the so-called “**Med Pearls**”.

### **Med Pearls Objectives:**

- To switch a more sustainable and competitive tourism model based on innovation, diversification, deseasonalization and inclusiveness while contributing to the local economy development.
- To enhance the international visibility and reputation of the Mediterranean as an integral destination of quality and excellence.
- To foster the creation of new Slow Tourism products coming from local tourist agents and integrating cutting-edge ICT innovativeness, developed by Mediterranean start-ups and entrepreneurs.

## Description of Requirements

<b>Project Name</b>	“The Mediterranean as an Innovative, Integral and Unique Destination for Slow Tourism Initiatives”
<b>Brief Description of the required services</b>	PICTI is seeking a service provider to set-up and develop the proposed website and fill it in with content and promotional materials
<b>The overall objective of the online platform</b>	Setting-up an online platform to inform, promote & commercialize the Mediterranean region as a Slow Tourism quality destination. It will inform about ST spirit & practices, project destinations, details about Pearls and its promotional materials and links to DMCs sites facilitating the purchase of the tourism products (holiday package).
<b>Target audience of the online platform</b>	The main target audience of the online platform are: <ul style="list-style-type: none"> <li>• Tourists and visitors who are looking forward to engaging in a rich touristic experience in the Med Pearls pilot areas, in a first step.</li> <li>• Destination Management Organizations (DMO) linked to the selected areas (directly or indirectly)</li> <li>• Experience providers</li> <li>• Specialized tour operators</li> <li>• Online booking platforms</li> <li>• Tourism media, especially those focused on sustainable and slow tourism</li> <li>• Others.</li> </ul>

<b>Person to supervise the work of the service provider</b>	Project Officer.
<b>Location of Work</b>	Remote
<b>Expected duration of work</b>	Maximum of 10 Months.
<b>Frequency of Reporting</b>	Every 2,5 months.
<b>Starting date</b>	Tentatively in September 2021 / Max in October 2021
<b>Completion date</b>	Depending on Starting Date.
<b>Implementation Schedule indicating breakdown and timing of activities/sub activities</b>	Required.
<b>Names and curriculum vitae of individuals who will be involved in completing the services</b>	Required.
<b>Currency of proposal</b>	Euro.
<b>Validity period of proposals</b>	90 days.
<b>Payment Terms</b>	<p>Payment schedule proposed by PICTI:</p> <ul style="list-style-type: none"> <li>• 25% after achieving deliverable 1 and submitting inception report.</li> <li>• 25% after achieving deliverable 2 and submitting interim report.</li> <li>• 25% after achieving deliverable 3 and submitting interim report.</li> <li>• 25% after achieving deliverable 4 and submitting final report.</li> </ul>
<b>Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment</b>	Project Officer.
<b>Criteria for Contract Award</b>	Highest Combined Score (based on the 70% technical offer and 30% price weight distribution).
<b>Criteria for the Assessment of Proposal</b>	<ul style="list-style-type: none"> <li>• Technical Proposal (70%).</li> <li>• Financial Proposal (30%).</li> </ul>
<b>PICTI will award the contract to:</b>	One service provider.
<b>Contact Person for Inquiries (written inquiries only)</b>	Project Management Department. PICTI. info@picti.ps
<b>Documents to be submitted in RFP</b>	<ul style="list-style-type: none"> <li>• Filled-in and signed form for submission of proposal.</li> <li>• Business licenses and other certificates (if any).</li> <li>• Financial statements (income and balance sheet statements for the last 2 years).</li> <li>• A letter of interest which outlines previous experience in implementing similar projects.</li> <li>• A work plan including the proposed work schedule and the person responsible for each activity.</li> <li>• Personal CVs of the project team.</li> </ul>

- |  |  |
|--|--|
|  | <ul style="list-style-type: none"><li>• The service provider's portfolio of previous projects.</li><li>• Financial proposal.</li></ul> |
|--|--|

## Form for Submitting Service Provider's Proposal

(This Form must be submitted only using the Service Provider's Official Letterhead)

[Location]

[Date]

To: [Name and Address of PICTI's focal point]

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to PICTI in compliance with the requirements defined in this RFP dated [date], and all of its attachments:

### A. Qualifications of the Service Provider

<b>Brief About Company Profile</b>	
<b>Full Registration Name</b>	
<b>Year of Foundation</b>	
<b>Legal Status</b>	
<b>Legal Address</b>	
<b>Actual Address</b>	
<b>Bank information</b>	
<b>Contact person name</b>	
<b>Contact person email</b>	
<b>Contact person phone</b>	
<b>Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations (If any);</b>	
<b>Business Licenses – Registration Papers, Tax Payment Certification, etc.</b>	
<b>Latest Audited Financial Statements (2019 – 2020).</b>	
<b>Track Record performed within the last 5 years related with the object of this RFP.</b>	
<b>Other relevant information</b>	

### B. Proposed Methodology for the Completion of Services

The Service Provider must describe how it will address/deliver the demands of the RFP; while demonstrating the proposed methodology, expected deliverables and implementation schedule for each deliverable/output.

#### **Must include:**

- Letter of interest/letter of proposal, which briefly describes the organization's profile (date of creation, size, number of staff/consultants, description of key staff/consultants) and approach to the performance of work (up to 2 pages).

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- Technical proposal detailing the proposed work plan.
- A timeline detailing how the required results will be achieved/completed within the required timeline.

### C. Qualifications of Key Personnel

The Service Provider must provide:

- Names and qualifications of the key personnel that will perform the services; description of roles of key personnel.
- CVs demonstrating qualifications and experience.
- Written confirmation from each team member that they are available for the entire duration of the contract.

### Financial Proposal

The service provider is required to prepare financial proposal in a separate document from the rest of the RFP.

The financial proposal must provide a detailed cost breakdown per deliverable.

<b>Deliverables</b>	<b>Percentage of Total Price</b>	<b>Amount (exc.VAT)</b>
<b>Delivery of output 1</b>	25%	
<b>Delivery of output 2</b>	25%	
<b>Delivery of output 3</b>	25%	
<b>Delivery of output 4</b>	25%	
<b>Total</b>	100%	

### Financial Notes to be taken into Consideration

- The maximum available value for the contract is 75.000,00 EUR.
- The financial offer must be a lump-sum all charges and taxes included.
- Offers exceeding the maximum available budget or offers abnormally low, will be discarded. It will be considered abnormally low an offer below the available budget in a percentage higher than 30%.
- In the event of a delay as per the contract schedule for which the contractor is solely responsible, the contracting authority may deduct an amount for Liquidated Damages at a rate of one percent (1%) per week of delay, subject to a maximum of ten percent (10%) of the Initial Contract Price.



## Terms of Reference

**Project Name:** The Mediterranean as an Innovative, Integral and Unique Destination for Slow Tourism Initiatives.

**Post Title:** Setting-up of the Med Pearls Online Platform.

**Country/Duty Station:** Remote.

**Starting Date of the Assignment:** September 2021 / October 2021

**Ending Date of the Assignment:** Depending on Starting Date

**Duration of the Assignment:** 10 Months.

**Main Objective of the Assignment:** Setting-up of a promotional website for delivering a great travel Experience on unique adventures in various touristic destinations allowing tourists and visitors to live the experience and have direct contact with nature. The platform also offers valuable information on best Slow touristic destinations in the 6 countries mentioned-above.

### **Examples of other European Projects websites with similar purpose**

<https://www.wildsea.eu/>

<https://www.charmingvillages.eu/>

**Scope of Work and Expected Outputs:** The service provider shall produce a high-quality interactive online platform with knowledge materials that will bring together all players with all the relevant services and information at one place. The service provider must guarantee that the online platform has user-friendly interface. The scope of the work includes:

- Web architecture.
- Visual design of the web.
- CMS (Content Management System) for managing content of the web (textual, visual and documental).
- Web development for the front office and the back office.
- Access functionality for the different roles that may access to the web
- SEO (Search Engine Optimization) study for the web and its implementation.
- Any arrangements to get the required space in a web server and acquire the web domain at least for 1 year on behalf of the project.

The service provider will perform 2 usability tests with potential real users (1<sup>st</sup> with mockup version + 2<sup>nd</sup> with the web already developed).

The volume of content expected to be included in the website is about 140 images, 40 videos and 60 pages of narrative content.

The contractor will get professional translations of these original texts in English to German and French, also to be included in the web. Cost of the translations must be included in the financial offer.

The contractor will upload all the content: texts in the 3 languages, videos and images provided by the contracting party).

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The development of the website should be considered in 2 main phases:

- Web ready to promote the territories and the Slow Tourism concept.
- Full website with the catalogue of products to be promoted.

### Specific Requirements for the Online Platform:

- Detailed work plan and approach to the development of the online platform.
- The online platform must run in the most commonly used web browsers (Google Chrome, Edge, Safari, Internet Explorer, Mozilla Firefox).
- The online platform should work across most operating system platforms and mobile platforms with a responsive design (iOS, Android, Windows, MacOS)
- The online platform should be light and contain some graphical information and should encourage people to use it. Content should be structured clearly and conveniently and broken down into sections, categories and subcategories.
- The online platform should be interactive and allow visitors to share their tourism experience by uploading some content on the platform, including pictures.
- The online platform navigation and content should be created in English, French and German.
- All of the elements should serve the purpose of communicating information to the user in the clearest and best-structured way.
- Administration and moderation of the web-platform content should be implemented through a Content Management System (CMS), which is a secure web interface with authorized access and a set of necessary functions and mechanisms for adding, modifying, deleting and structuring information located on the web-platform.
- The online platform should have a simple, understandable and logical structure, enabling the user to navigate around the platform as quickly as possible.
- There should be a header at the top of each page. This is in order to give the user access to the main browsing and search tools, as well as to enable the user to go to the home page by clicking on the online platform logo. A language switch, if any, will also be displayed on the header:
  - Logo.
  - Main navigation bar with drop-down sub-bars.
  - Additional navigation bar.
  - Search box.
  - Language switch.
- There should be a footer at the bottom of each page. This is in order to provide the user with additional browsing tools (the main navigation bar should be repeated there), as well as some support information, contact details, and so on:
  - Contact details.
  - Website map.
  - Support information about the project.
  - Links to similar websites.
  - Links to the social networks on which the project is presented (if any).
- The platform should be designed for several user categories:
  - Visitors.
  - Administrators.
- Search Engine Optimization. Users should be able to find the platform (information on it) by using search engines. To that end, the online platform needs to be optimized internally to make it easier to find in Internet searches.

### Team composition requirements

The service provider must have a team with the following roles and qualifications:

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- Web-Developer:
  - Extensive experience in web development.
  - Advanced IT knowledge.
  - Advanced knowledge of the web CMS chosen for development.
  - Education in Economics, Mathematics, Social Sciences, Computer Studies, Management, PR, Communications, Linguistics or another related field.
  - Language command.
- Graphic Designer:
  - Experience in web development and design.
  - Education in Website Design, Computer Graphics, or another related field.
  - Language command.

Considering the amount of content to be handled and inserted in the platform, it is recommended (although not compulsory) to have a Content specialist. Otherwise, the service provider needs to explain who within the experts will be responsible for these tasks.

The service provider must also define in their proposal who will be the contact point concerning implementation and/or any contractual aspects.

**Additional and differential value**

The service provider is encouraged to propose additional features or improvements to the basic requirements in this RfP that will be evaluated up to 30 points.

Some examples of differential value could be: to have the Arabic version (or other languages version) of the website, include SEM campaign or social media campaigns within the scope of work, microsite proposal for temporary promotional campaign/launching action, etc.

## Minimum Evaluation Criteria

Technical Criteria:

Summary of Technical Proposal Evaluation Form	Score Weight	Maximum Points Obtainable
<b>Expertise of the Service Provider</b>	25%	80
<b>Proposed Methodology of the Service Provider</b>	50%	160
<b>Qualifications of the Key Personnel</b>	25%	80
<b>Total</b>	100%	320

Assessment of Technical Proposal Form 1		Maximum Score	Service Providers		
			A	B	C
<b>Expertise of the Service Provider</b>					
1.1	Organization/company officially registered (minimum 2 years – 20 points, over 3 years – 30 points).	30			
1.2	Experience in the creation of at least one interactive web-platform: <ul style="list-style-type: none"> <li>- 1 web-platform- 30 points;</li> <li>- 2 web-platforms- 40 points;</li> <li>- 3 or more web-platforms- 50 points.</li> </ul>	50			
<b>Overall Score on Form 1</b>		80			

Assessment of Technical Proposal Form 2		Maximum Score	Service Providers		
			A	B	C
<b>Proposed Methodology of the Service Provider</b>					
2.1	How well-elaborated is the Concept Note, including expected deliverables and implementation schedule?	60			
2.2	How efficient the timeline is regarding the achievement of expected results?	30			
2.3	How impactful are the additional and differential features or value proposed?	30			
2.4	How relevant and professional are the previous works?	40			
<b>Overall Score on Form 2</b>		160			

Assessment of Technical Proposal Form 3		Maximum Score	Service Providers		
			A	B	C
<b>Qualifications of the Key Personnel</b>					
	<b>Web-Developer</b>				

3.1	Experience in web development (2 years – 15 points, 3 years and more – 20 points).	20			
3.2	Education in Economics, Mathematics, Social Sciences, Computer Studies, Management, PR, Communications, Linguistics or another relevant related field (Bachelor's degree or equivalent – 5 points, Master's – 10 points, PhD or higher – 15 points).	15			
3.3	Language command (English) – 10 points.	10			
<b>Graphic Designer</b>					
3.1	Experience in graphic design production/publishing (2 years – 10 points, 3 years and more – 20 points).	20			
3.2	Education in Website Design, Computer Graphics, or another related field.	10			
3.3	Language command (English) – 5 points.	5			
<b>Overall Score on Form 3</b>		80			