

Terms of Reference
Websites Hosting and Maintenance services and related Digital
Developments

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1 INTRODUCTION

1.1 *Who we are*

The Office of the United Nations High Commissioner for Refugees (UNHCR) was established by the U.N. General Assembly in 1950 to provide protection and assistance to refugees and Internally Displaced People (IDPs). In more than five decades, the agency has helped tens of millions of people to restart their lives. Today, UNHCR is one of the world's principal humanitarian agencies. Its staff of more than 16,000 personnel is helping more than 70.8 million people in more than 138 countries. For more information, please see www.unhcr.org

In line with its mandate, UNHCR Italy works with the Italian government, other organisations and refugees themselves to promote access to rights for refugees, asylum-seekers and stateless persons. UNHCR advises key governmental counterparts as well as Parliament and other stakeholders on policy and legislative developments, and provides technical support to the authorities to ensure adequate responses to the needs of persons of concern to UNHCR in Italy.

UNHCR Italy includes, among others, a Public Information (PI) unit, engaging in awareness-raising initiatives, events and campaigns in order to broaden public support on refugee issues and disseminate information on persons of concern, and a Private Sector Partnership (PSP) unit, which endeavors to capitalize on the income from private-sector donors, through a variety of channels including Face-to-Face, Direct Mail, DRTV, Telemarketing, Online and Digital channels.

1.2 *Statement of Purpose & Objectives*

The overall objective of the appointed Agency is to help UNHCR Italy to manage:

- **Hosting and Maintenance of current websites and**
- **Development and maintenance of web services and other system integrations.**

In order to reach the target, UNHCR Italy is seeking a national or global Agency with local offices in Italy. UNHCR may also appoint a back-up supplier.

2 EXECUTIVE SUMMARY

The proposal for maintenance and development of current websites and maintenance of web services and other system integrations is required by UNHCR Italy for a 2 years period with possibility of an additional year extension (2+1 years), starting indicatively as 1st January 2020.

2.1 Technical Specifications

Please find below list of services required:

- 2.1.1 Websites maintenance and hosting
 - 2.1.1.1 Hosting and maintenance features
 - 2.1.1.2 Technical development
- 2.1.2 Development and maintenance of web services and other system integrations
- 2.1.3 Other
- 2.1.4 Emergency Plan

2.1.1 Websites maintenance and hosting

At present, UNHCR Italy manages the following websites, developed by external digital agencies or in-house by UNHCR digital team:

Website	Description	Technologies (eg. CMS, webservice, systems integrations)	Focal point/s
unhcr.it	UNHCR institutional website	Wordpress, MySql, GestPay payment gateway, CRM integration (API), email marketing platform integration (API)	PI/PSP
dona.unhcr.it	Fundraising portal	Wordpress, MySql, GestPay payment gateway, CRM integration (API)	PSP
regalisolidali.unhcr.it	E-shop (e-card, merchandising, virtual gifts, ...)	Wordpress, MySql, Woocommerce, GestPay payment gateway	PSP
Other minor websites: <ul style="list-style-type: none"> • artwithrefugees.unhcr.it • bemyschool.unhcr.it • mettiamocelointesta.unhcr.it • natale.unhcr.it • testamentosolidale.unhcr.it • unfiloinvisibile.unhcr.it • unimpresaspeciale.unhcr.it • viaggidaimparare.unhcr.it • concorso.viaggidaimparare.it • withrefugees.unhcr.it 	Campaigns websites or one-page websites	Wordpress, MySql	PI/PSP

The websites are mostly developed in WordPress with custom plugins and themes.

Fundraising websites are integrated with:

- Banca Sella e-commerce (GestPay) for online donations (one-off and regular gifts with credit cards)
- Email marketing platform
- CRM

Websites are currently hosted on a shared web server (cPanel) with these technical specifications:

- Disk: 100 GB
- Physical Memory: 16 GB
- 400 NPROC
- 200 EP
- MySQL Disk: 40 GB (with no limitations on the number of databases)
- Bandwidth: ∞
- Add-on domains, subdomains, aliases: ∞
- Email accounts, mailing lists, autoresponders, forwarders: ∞
- Ftp accounts: ∞
- SSL certificate

2.2 Technical Requirements

2.2.1 Hosting and Maintenance features

UNHCR Italy needs the following hosting and maintenance features:

- A web server in line with the above specifications or higher.
- **Capacity and scalability**: The webserver shall have the capacity of handling up to 20,000 sessions per day. In case of emergency or during campaign's peaks, the webserver must be able to handle a larger number of sessions and to be expanded on the basis of the possible functional needs identifiable in the future.
- **Admin panel, FTP and database access**: The supplier shall grant to UNHCRItaly administrators full privileges to access the hosting panel, the databases (through an online MySql database management) and all the folders/files on the webserver (FTP/SFTP read/edit access);
- **Security**: The webserver should have an appropriate firewall protection and IP filtering policy to avoid attacks and data breach; all online transactions and user's data shall be protected by HTTPS;
- **Monitoring and Backup**: The Agency shall daily backup all data, including a DB dump, and shall retain all backup copies for a minimum of 2 weeks. Access to all backup data will be granted to UNHCR Italy administrators.
- **Disaster recovery**: The Agency will implement and agree with UNHCR Italy the disaster recovery plan. Extraordinary maintenance and interruptions of the system must be notified by the supplier at least 48 hours before.

2.2.2 Technical developments:

UNHCR Italy needs the following technical development:

- Keeping the websites up-to-date according to new browser versions. This implies tests and updates on a regular basis (e.g. once every 6 months if necessary);

- Keeping the websites up-to-date with new social media features/possible technical changes in the already implemented features or in case of new ones;
- Editing websites whenever UNHCR Italy staff is unable to manage the changes autonomously with the CMS;
- Development/updates/setup of WordPress plugins;
- Update of current theme and development of new ones;
- Improving the marketing conversion funnel through the optimization of the user experience (pages usability, donation form, abandoned checkouts, retargeting, customer satisfaction services...).

2.2.3 Development and maintenance of web services and other system integrations

The main integrations to be developed and managed by the digital services supplier are mainly through API and web services and consist of the following:

Integrations with the CRM

Online donations collected by dona.unhcr.it are automatically imported in PSP Italy donors database through APIs calls (save new donor, save donation, save activity, save regular donation, ...).

The API documentation will be available and provided in due time.

The web services will need constant maintenance, check and updates. This implies a strong collaborative work between UNHCR Italy, the digital services supplier and the database supplier in the spirit of always achieving better results.

For the other websites, semiautomatic data export/import procedures are still in use. In this case, the website should allow exporting a csv/xls file with pre-defined and ordered fields.

E-commerce integration with credit card service provider (Banca Sella GestPay or similar)

The management of credit card payments must be allowed both for single and recurring payments, through a web service real time integration with the credit cards service provider (such as Banca Sella Gestpay or similar) gathering safe and secure solutions such as Iframe and tokenization.

Email marketing platform integration

Automated email and communication cycle are triggered or scheduled whenever a new donation is made online or a new contact is acquired.

Integrations between websites and the e-mail marketing platform should be maintained or further developed.

Other software and/or fundraising channels integration

With the aim at integrating more and more all UNHCR Italy channels with the digital one, UNHCR Italy may require some software/digital platforms integrations to better achieve this goal (eg. integrations between digital platforms and call centres, SMS, DRTV, etc...).

2.2.4 Other

In a digital market that is evolving every day, UNHCR Italy wants to improve its digital tools taking advantage by new plugins or other products. For this reason, UNHCR Italy may require to the Agency the acquisition of new WordPress plugins, digital tools and platforms, or other relevant products.

Please indicate In Annex B - Financial form the fee (%) the Agency would apply in order to acquire these products.

2.2.5 Emergency Plan

For the nature of its mission UNHCR Italy faces natural and man-made emergencies for which fundraising or communication efforts are requested. In case a humanitarian emergency occurs, an emergency alert will be formally communicated to the supplier focal point by phone or e-mail; regardless of the day of the week (communication may happen on weekends or on official holidays).

In order to guarantee a quick response to every emergency, the supplier will be requested to:

- Update Website
- News Publishing
- Update donation box
- Customize donation form
- Activate a Light box on UNHCR.it
- Publish updating video

When an Emergency arises, the timely implementation of activities is crucial and a priority for fundraising activities.

For this reason UNHCR Italy requires from all its suppliers a prompt reaction. Please fill-in and submit Annex C - Timing

Please note that UNHCR Italy expects the supplier to be compliant with any aspects regarding the European Union's General Data Protection Regulation (GDPR).

3 REQUIREMENTS - IMPORTANT

In order to take part to the present tendering process and being evaluated from a technical point of view, bidders are kindly required to:

1. **Provide examples/best cases** of past websites developed by the Agency, pointing out objectives reached, technologies and programming languages adopted. A digital fundraising portfolio will be an asset.
2. Submit a **detailed description** of how your company intend to manage and provide services required, in standard situation. In particular, please provide a **detailed description of the hosting services/infrastructure**;
3. **Provide examples of past web services and digital integrations** developed by the Agency;
4. On the basis of information indicated in section **2.2.5 EMERGENCY PLAN** please provide a **detailed description** of how your company intend to manage the listed services in **Emergency situations** (once received information by UNHCR Italy) and submit an Emergency plan describing:
 - How you would support UNHCR Italy to cope with the emergency;
 - Personal data of the Focal points (to be contacted during weekends and holidays too);
 - List of activities/action to do before the emergency begins;
 - List of activities/action UNHCR Italy should do;
 - List of activities/action that will be implemented by the Supplier;
 - Fill in ANNEX C - Timing.

4 Content of the Technical Offer

Your Technical proposal should be concisely presented and structured in the following order to include, but not necessarily be limited to, the following information:

4.1 Company Qualifications

- Company profile and company registration certificate (Iscrizione al registro delle imprese);
- Year founded;
- Office presence in Italy (if multi location company, specify headquarters location);
- Number of similar and successfully completed projects and/ or currently underway;
- Balance sheet;
- Self-certification that contracts are in line with the Italian law;
- Documento unico di regolarità contributiva (DURC);
- List of main clients;
- A minimum of 3 relevant references with contact details;
- Any information that will facilitate our evaluation of your company's substantive reliability, financial and managerial capacity to provide the services.

Please note that experience in the no-profit sector is deemed an important technical criteria.

4.2 Proposed Services

Please describe the services and provide all the information listed under section 3. Requirements - IMPORTANT, including Annex C duly filled-in.

4.3 Personnel Qualifications

Please provide short CVs (max 3 pages each) of core staff you propose to provide.

4.4 Vendor Registration Form (Annex D)

If your company is not already registered with UNHCR, you should complete, sign and submit with your technical proposal the Vendor Registration Form (Annex D).

4.5 Applicable General Conditions (Annex E)

Your technical offer should contain your acknowledgement of the UNHCR General Conditions for Provision of Services by signing Annex E.

4.6 RFP checklist (Annex F)

The RFP checklist serves the purpose of outlining the formal criteria of the bidding process. Please make sure that you check and fill in Annex G and send it back with your technical proposal.

4.7 Special Data Protection Conditions (Annex G)

Please indicate your acknowledgement of the UNHCR Special Data Protection Conditions (Annex H).

Important: Please note that proposals should be prepared in English (or in English and Italian) while company's qualifications are accepted in Italian.

For any additional information concerning further documentation to submit, offers evaluation, timing and modality to participate to the present tendering process please refer to the RFP document.

5 Evaluation

5.1 Technical Evaluation

The Technical offer will be evaluated using the following criteria and percentage distribution: 70% (i.e. 70 points) from the total score of 100 points. Please find hereunder the detailed scoring breakdown:

1. Company Qualifications	Information to be provided to evaluate compliance with the set criteria	Weight
General Liability and Financial soundness of the company	Scores will be given based on: <ul style="list-style-type: none"> - Company registration certificate - Last balance sheet, last year audit reports or any financial statement, public audit, risk scores given by qualified companies to enable UNHCR to assess your company's financial soundness and stability. - List of current and previous clients from non-profit sector. 	10%
Overall relevant experience/time in business	Proven evidence of experience of providing relevant services. Scores will be given based on the number of years` of experience working in the sector.	
2. Quality of Service	Information to be provided to evaluate compliance with the set criteria	Weight
Comprehensiveness/Quality/Clarity of proposal	The technical proposal has not set format, we recommend using ppt or pdf. The proposal should be submitted based on the requirements indicated in section 3.	52.5%
Innovation/creativity/quality of provided examples/best cases of past websites developed	Scores will be given based on the number of consistent and relevant projects successfully completed and currently under-way	
Quality of hosting services/infrastructure submitted	Proposal will be evaluated based on description of hosting service provided.	
Innovation/technical quality of provided examples/best cases of past web services and integrations	Scores will be given based on the number of consistent and relevant projects successfully completed and currently under-way	
Speed and efficiency in delivering services in emergency situations	Proposal will be evaluated based on the information provided as part of Annex C "Timing"	
3. Project staff	Information to be provided to evaluate compliance with the set criteria	Weight
Experience of core people who will work on the project	Scores will be given based on the average number of years of relevant experience of the staff dedicated to UNHCR	7.5%

Please do not insert any financial information in your technical proposal. Financial information and quotations are to be inserted only in your financial proposal, by filling

in Annex B. Failure to submit technical and financial offers separately may result in disqualification.

5.2 Financial Evaluation

Please provide your cost proposal for the project as per above requirements by filling in Annex B of this tender.

The financial component is 30% of the total score. The maximum number of points (30) will be allotted to the lowest price offer. All other price offers will receive points in inverse proportion to the lowest price.

UNHCR Italy expects that unit rates indicated in the financial offer form will not increase over the course of the contract period.

Scenario described may change during the course of the relevant period.

Please note that number of hours per year indicated in Annex B - Financial Form is estimated. Should quantities be less than those indicated, UNHCR Italy expects unitary prices to remain constant over the reference period (2+1 year).

6 Customer Responsibilities

UNHCR Italy will be responsible for:

- Appointing one or more dedicated project managers;
- Providing information, documents and assistance necessary to develop activities;
- Providing support and guidance needed to ensure smooth and timely communication between the supplier and offices participating in the project.
- Providing logos, materials and all needed information.

7 Key Performance Indicators

UNHCR expects to monitor the performance of the selected supplier(s) on a regular basis based on the following KPIs:

1. Relationship management with the project manager and other people involved in the project, including flexibility, initiative and pro-active approach in identifying and resolving problems, client orientation, response time and friendliness
2. Deadlines met within agreed timing.
3. Quality of services provided.
4. Quality of hosting services and infrastructure
5. Creativity in developing new websites
6. Provided suggestions regarding website developments and any other infrastructure development.
7. Speed and efficiency in delivering services in standard and emergency situations