

**Requests for Proposals
Facilitation of electronic forum and management of
TechNet21 website**

**Duration of the contract: 1 year, renewable
Start date: 1 July, 2010**

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1. Introduction

The World Health Organization (WHO) is soliciting requests for proposals for the ongoing management and updating of the Technical Network for Strengthening Immunization Services (TechNet21) electronic forum and website.

1.1 About TechNet

The Technical Network for Logistics in Health, or TechNet, was initiated in 1989 as a professional network of experts involved in the management of immunization and other primary health care operations both at the grassroots and the global levels. TechNet serves as a forum where issues relevant to the delivery of immunization services can be discussed, debated, and clarified. TechNet has two main components- its online component and an in-person consultation held every 18-24 months.

TechNet electronic forum was started in February 1998 and currently has about 1200 subscribers.

TechNet is owned and managed by WHO in conjunction with UNICEF, through the generous support of the Bill & Melinda Gates Foundation.

1.2 Vision

TechNet's vision is: To strengthen current immunization programmes and their management by involving immunization personnel in the development and testing of new strategies, and contribute in the implementation and development of new approaches.

1.3 Mission

TechNet aims to help improve immunization services and programmes through the following:

- Providing a platform linking immunization experts, partner organizations, researchers and equipment manufacturers from around the globe;
- Linking developing country EPI officers at the national, sub-national, and district levels, immunization logistics experts and consultants, and anyone interested in immunization management;
- Providing a mechanism for sharing field experience that could contribute to the improvement of immunizations service;
- Involving current TechNet members, field experts and officers in collaborating to address emerging issues in the field of immunization service delivery;
- Providing current, useful and conclusive information through the TechNet e-forum;
- Holding regular global meetings to bring together TechNet members and national EPI officers to discuss, address, and exchange information regarding emerging immunization issues;
- Establishing new mechanisms to collaborate closely with GAVI, WHO and UNICEF by providing a valuable resource pool of experts

The TechNet is aimed at the following **audiences**:

- Logisticians and vaccine managers
- National immunization program managers
- International partner organisations both in developed and developing countries;
- Vaccine and logistics researchers
- Vaccine and immunization equipment manufacturers
- Non governmental organizations and civil society
- General international audience

Since an important part of TechNet's audience is located in developing countries, TechNet must be developed taking into account very low internet **bandwidth** users while at the same time not looking outdated for partners, donors and interested parties in high bandwidth areas. Proposals should include a clear understanding of this problem, and feedback or advice on how it can be tackled further.

2. Scope of Work

This RFP is intended to provide potential service providers with enough information to be able to create a project proposal and provide a detailed cost projection.

This request for proposals covers the following areas of work:

- 1) Overall website management and ongoing website operations/maintenance along with site upgrading, improvement and hosting (including the transition of the current website to the proposed website)
- 2) Moderation of the web-based forums in accordance with the set WHO guidelines and directives, including moderation of photo, article, tools depots and blogs.

Each area will be described in more detail below. Applicants are encouraged to provide complete proposals addressing both areas of work; however applications covering only one area (i.e. only web site management or moderation) will also be accepted.

2.1 Website management and development

TechNet is looking for a partner who will, reporting to WHO or its designate, take on the responsibility of managing the website. The following are the minimum requirements expected from respondents. We welcome proposals that include additional ideas for improving the website to make it a more relevant and used resource by members.

2.1.1 TechNet website redesign to strengthen interaction and information sharing

A key component of this area of work will be the redesign of the existing site in terms of its navigational structure. Design of the site should be flexible and forward-looking enough to accommodate future changes in the types of information presented.

In consultation with WHO, the successful respondent will be responsible for the following:

The successful bidders shall provide the following:

1. Design of site layouts including developing the hypertext structure and organizing the content for ease of use;
2. Development or re-writing of existing content, as appropriate;
3. Development or modification of existing depots, as needed
4. A powerful and flexible search function, enabling users to search the website including archives and articles by keyword.
5. The development of tools and interfaces to increase information sharing and interaction
6. Transition/migration of site from date of contract issue, management of site and forum, and seamless upgrading

2.1.2 Ongoing website operations

In addition to the enhancements and changes described above, the website should include, at minimum, the following basic features:

1. General information pages
2. Maintenance and further improvement of existing forums;
3. weekly e-mail digest of blog and forum postings, archives.
4. Maintenance and further improvement of existing Photo, Article and Tools depots, where users can upload, share and review key information
5. Links to other key immunization and/or logistics websites and resources
6. A powerful and flexible search function, enabling users to search the website by keyword.

2.1.3 Maintenance

The TechNet site must be accessible 24 hours per day x 7 days per week x 365 days per year to all users. As such, contractors will submit as part of their proposal a detailed maintenance, accessibility and contingency plan. At a minimum, it is anticipated that the contractor will respond within 24 hours to any service call of a routine nature, and within 4 hours for emergency service.

2.1.4 Hosting

The website hosting will be contracted by WHO. The contractor would be expected to work with the hosting company chosen by WHO.

2.2 Moderation

TechNet is currently operating an online discussion-based web forum, as well as three resource depots: photos, tools (software) and articles.

The moderation services are required to provide the following:

2.2.1 Web forum and blog areas

- In collaboration with WHO, identify and invite contributions and viewpoints making discussion lively and useful.
- Proactively identify topics/areas that could be useful for subscribers and propose and facilitate interactions.
- Review and approve all postings within a 24 hour period
- Classify posts according to subject matter
- Seek clarification from WHO on any questionable content prior to posting
- On an bi-annual basis, review postings to-date and suggest a realignment of categories as needed to better reflect topic areas
- Produce a weekly digest, highlight the discussions taking place on the forum and blogs over the past 7 days, including the posting of any new articles or tools
- Guide discussion in such a fashion that message threads are productive and informative
- On request from site users, assist with posting comments in the discussion forum
- Following international meetings, ensure key presentations and content is online and available through the forum or appropriate depot

- Facilitate topic specific discussion from time to time.

2.2.2 Moderation of Photo, Article and Tools depot

- Review, verify and approve postings in the three depots within a 24 hour period, ensuring information entered is accurate and complete
- Follow-up with authors/content providers if any key information is incomplete, or there are any problems with the files
- Add keywords and other file information as necessary to ensure depots are searchable and up-to-date
- Add any additional resources sent via email to the appropriate depot
- Review, verify and approve postings on any new features added to the website in future e.g. meeting room.

2.3 Timeline

Proposed Timeline and key dates for Web site part of the contract are as follows:

By end of June:	Contract issued to successful bidder
1 July 2010:	PHASE ONE: Site management Migration of site management to successful bidder. Contractor assumes responsibility for day-to-day operations of current TechNet site and moderation of forum (if applicable) from June through to launch of new enhanced site
July- August 2010	PHASE TWO: Design Complete review of existing site by Contractor. Contractor prepares detailed project overview and design concept, including workplan and draft mock-ups for presentation to WHO.
September-October:	PHASE THREE: Development Following approval from WHO on the project overview, design concept and workplan, contractor begins development work.
End October/Early November:	PHASE FOUR: Beta and user testing
By end of November 2010:	PHASE FIVE: New enhanced site goes live

Moderation would start from the beginning of the contract for a duration of one year.

3. Criteria for selection

3.1 Experience

It is vitally important that the successful bidder demonstrate their expertise in designing interactive sites. Previous experience in creating and moderating web forums and/or other social networking sites would be an asset. Preference will be given to proposals that use a comprehensive content-management system approach leading to seamless interface design and ability easily make modifications in future.

Bidders are encouraged to suggest ideas that 'build on' and enhance existing TechNet website especially the depots (as much as possible) rather than starting afresh.

The bidder should have good understanding of the role of TechNet as well as a sense of its future potential.

The successful bidder should also demonstrate an understanding of working with not-for-profit organizations in an international setting, ideally with an understanding of the unique needs of public health/ immunization community.

For the **website management** component, respondents should include in their submission:

COMPANY BACKGROUND

- A cover letter demonstrating your understanding of the site and its purpose
- Overview of your planned approach for the site redesign and for any site improvements
- Brief note on how the contractor plans to transition from the existing TechNet website.
- Overview of your company's experience and history, including client lists and awards, if any
- Biographies of the principals, project team and possible subcontractors, including the experience and past employment for proposed team. (Information should be provided only on individuals who would be assigned to the TechNet project). These should include, at minimum, biographies for those filling the following roles: Project Manager, Programmer, Graphic Designer, Writer and Moderator
- Please provide at least three client references, including both email and telephone contact details for each

SAMPLE WORK

- Sample web design work (highlighting web site redesign and navigation structure development)

PROCESS AND TIMELINE

- Description of project approach and way of working

- Detailed timeline, including intermediate milestones and indicating when key deliverables can be expected

For the **moderation** component, respondents should:

- Submit a document outlining how the moderator will ensure productive participation from members especially developing country members.
- Samples of previous writing work, especially in summarizing issues.
- Description of the moderator's work schedule, including assurances of timely response to all queries, and back-up plan in case of illness or vacation
- Evidence that the moderator has a general understanding of immunization logistics or the proven ability to acquire such knowledge in a timely fashion.

3.2 Cost

The successful bidder will provide a favorable and complete pricing package based on the criteria outlined in this proposal. Cost effectiveness is an important criteria in the selection process.

Bidders responding to this RFP should provide a cost breakdown covering the minimum requirements outlined in this document.

Proposals over \$75,000 will not be accepted, unless they are accompanied by a per-item pricing list, with a rationale for additional costs. Respondents proposing budgets above this level must supply a detailed justification, and should note that their proposals may be subject to additional review.

3.3 Further information

Any requests for further information or clarification regarding this RFP should be addressed to: Dr. Rudi Eggers, eggersr@who.int

Please allow up to 72 hours for response to any queries.

3.4 Submission

Respondents to this request should submit their proposals via email, to Dr. Rudi Eggers, eggersr@who.int by June 15th, 2010. All proposals will be reviewed by June 16th, and any requests for further information or clarifications sent out at that point.. Contract is expected to be awarded by end June. The contractor is expected to be ready to begin work early July, 2010.