Creation of a web portal for continuum of care: Part 1 on antenatal care (ANC)

Request for Proposals (RFP)
Bid Reference
ANC Web Portal 2019

Unit Name
Department of Reproductive Health and Research, Maternal and Perinatal Health and Safe Abortion Team.
The World Health Organization (WHO) is seeking offers for developing an interactive web platform to incorporate new, relevant antenatal care (ANC) recommendations, all relevant evidence, tools and related global goods, research, data and publications. Your company is invited to submit a proposal for the services in response to this Request for Proposals (RFP).

WHO is a public international organization, consisting of 194 Member States, and a Specialized Agency of the United Nations with the mandate to act as the directing and coordinating authority on international health work. As such, WHO is dependent on the budgetary and extra-budgetary contributions it receives for the implementation of its activities. Bidders are, therefore, requested to propose the best and most cost-effective solution to meet WHO requirements, while ensuring a high level of service.

WHO requires the successful bidder, the provider, to carry out the creation of a user-friendly portal which will provide access to all the Department of Reproductive Health and Research’s (RHR) guidance documents, tools and data related to WHO recommendations on antenatal care for a positive pregnancy experience. The web-based portal would be hosted by an already existing domain owned by RHR and aims to:
- present the global goods related to the guideline and country work (i.e., implementation research) being carried out by the WHO’s Department of Reproductive Health and Research and partners,
- serve as a data repository for all relevant ANC-related research, data and reports
- ensure the portal is accessible, and searchable.

Additionally, WHO is currently exploring platforms to make WHO recommendations, including ANC recommendations, and their underlying evidence more accessible. The portal would, therefore, need to plan and allow for such future integration.

The Department of Reproductive Health and Research’s Maternal and Perinatal Health and Safe Abortion Team, leads research, normative and technical support activities across maternal and reproductive health thematic areas. The team strives to be an agent of transformation for maternal and perinatal health and its core mission is to perform research and develop normative guidance and tools to ensure that pregnant women and children not only survive but find in pregnancy and childbirth enablers of their full potential. The research is guided by strategic priorities for achieving the United Nations Sustainable Development Goals (SDG, primary targets 3.1. and 3.2) and by the Global Strategy for Women’s, Children’s and Adolescent’s Health 2016-2030.

On 7 November 2016, the WHO released its comprehensive recommendations on routine ANC for pregnant women and adolescent girls. In accordance with a human rights-based approach, the guidance is intended to respond to the complex nature of the issues surrounding the practice, organisation and delivery of ANC within the health systems, and to prioritise person-centred care and well-being—not only the prevention of death and morbidity. The guideline includes recommendations related to antenatal nutrition, maternal and fetal assessment, preventative measures, interventions for common physiological symptoms (e.g. nausea, heartburn, constipation), as well as health systems interventions to improve ANC utilisation and quality of care. In addition, current WHO recommendations on malaria, tuberculosis and HIV for women during pregnancy were integrated for a consolidated package of routine ANC. It emphasizes the sustained importance and attention the global health community must employ to attain our SDG goals for maternal and newborn health.

WHO envisions that “every pregnant woman and newborn infant receives good quality care throughout pregnancy, childbirth and the postnatal period”, where quality refers to provision and experience of care from a health systems perspective. Since the recommendation’s launch there has been huge global interest to adapt and implement the new guideline and to empower countries, health care providers and women in this process, WHO is proposing to develop a centralized portal (website) where countries, and other relevant stakeholders can easily access all evidence, data,
and tools related to ANC. This portal will support the adaptation and appropriate use of WHO’s recommendations and derivative tools by making information globally available.

In order to increase access, RHR/MPA, with the support of the RFP’s winner, will work together to create an interactive website (embedded into already existing WHO platforms with enriched features). The web-based platform should make recommendations and underlying evidence more accessible, and searchable, therefore the website should be user-friendly and visually appealing. Ultimately the portal should increase the access to the evidence, implementation guidance tools, and data for all interested stakeholders (from policymakers to pregnant women). The objective of this RFP is to create a user-friendly portal to access all RHR guidance documents, tools and data related to ANC.

The provider shall be a for profit institution operating in the field of website development/creation and design. with proven expertise in user-friendly and visually appealing web sites, some experience with international organizations and/or public health topics is preferable.

The task consists of conceptualizing, drafting, developing and editing a portal (website) based on discussion with RHR staff. The final version will be designed to ensure that the site is easily accessible and searchable to users. All fonts and design templates should be open source, to ensure any future edits can be made internally.

The work can be performed remotely; however, the selected bidder should be available for discussions (over the phone or other internet platform) during Central European Standard Time (Greenwich Mean Time +1) office hours (9:00 to 18:00 hours).

The timeline for the work will be as follows:
Deliverable #1 - A first mock-up of the website/portal’s design and main content should be shared with RHR by 15 June 2019.
Deliverable #2 - A first version of the website should be prepared by 15 July 2019, for comments and refining.
Deliverable #3 - Final version of the website to be launched by 15 August 2019.

RHR/MPA representatives will communicate directly with the selected bidder to assist in the development of the website and provide the necessary content. Deliverables will be reviewed, and payments released based on the representatives’ judgement of completion.

Bidders should follow the instructions set forth below in the submission of their proposal to WHO.

The proposal and all correspondence and documents relating thereto shall be prepared and submitted in the English language.

The proposal should be concisely presented and structured to include the following information:

- Proposed solution
- Approach/Methodology
- Proposed time line
- Financial proposal

Information which the bidder considers confidential, if any, should be clearly marked as such.

The bidder shall submit the complete proposal to WHO in writing no later than 1 May 2019 at 18:00 hours Geneva time (“the closing date”), by email at the following address: mpa-info@who.int
Each proposal shall be marked Ref: \textit{ANC Web Portal 2019} and be signed by a person or persons duly authorized to represent the bidder, to submit a proposal and to bind the bidder to the terms of this RFP.

WHO may, at its own discretion, extend the closing date for the submission of proposals by notifying all bidders thereof in writing.

Any proposal received by WHO after the closing date for submission of proposals may be rejected.

The offer outlined in the proposal must be valid for a minimum period of 90 calendar days after the closing date. A proposal valid for a shorter period may be rejected by WHO. In exceptional circumstances, WHO may solicit the bidder’s consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. Any bidder granting such an extension will not, however, be permitted to otherwise modify its proposal.

The bidder may withdraw its proposal any time after the proposal’s submission and before the above mentioned closing date, provided that written notice of the withdrawal is received by WHO via by email as provided above, before the closing date.

No proposal may be modified after its submission, unless WHO has issued an amendment to the RFP allowing such modifications.

No proposal may be withdrawn in the interval between the closing date and the expiration of the period of proposal validity specified by the bidder in the proposal (subject always to the minimum period of validity referred to above).

WHO may, at any time before the closing date, for any reason, whether on its own initiative or in response to a clarification requested by a (prospective) bidder, modify the RFP by written amendment. Amendments could, \textit{inter alia}, include modification of the project scope or requirements, the project timeline expectations and/or extension of the closing date for submission.

All prospective bidders that have received the RFP will be notified in writing of all amendments to the RFP and will, where applicable, be invited to amend their proposal accordingly.

Before conducting the technical and financial evaluation of the proposals it has received, WHO will perform a preliminary examination of these proposals to determine whether they are complete, whether any computational errors have been made, whether the documents have been properly signed, and whether the proposals are generally in order. Proposals which are not in order as aforesaid may be rejected.

Please note that WHO is not bound to select any bidder and may reject all proposals. Furthermore, since a contract would be awarded in respect of the proposal which is considered most responsive to the needs of the project concerned, due consideration being given to WHO’s general principles, including economy and efficiency, WHO does not bind itself in any way to select the bidder offering the lowest price.

WHO may, at its discretion, ask any bidder for clarification of any part of its proposal. The request for clarification and the response shall be in writing. No change in price or substance of the proposal shall be sought, offered or permitted during this exchange.

WHO reserves the right to:

\begin{itemize}
  \item[a)] Award the contract to a bidder of its choice, even if its bid is not the lowest;
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b) Award separate contracts for parts of the work, components or items, to one or more bidders of its choice, even if their bids are not the lowest;

c) Accept or reject any proposal, and to annul the solicitation process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to the affected bidder or bidders and without any obligation to inform the affected bidder or bidders of the grounds for WHO's action;

d) Award the contract on the basis of the Organization’s particular objectives to a bidder whose proposal is considered to be the most responsive to the needs of the Organization and the activity concerned;

e) Not award any contract at all.

WHO has the right to eliminate bids for technical or other reasons throughout the evaluation/selection process. WHO shall not in any way be obliged to reveal, or discuss with any bidder, how a proposal was assessed, or to provide any other information relating to the evaluation/selection process or to state the reasons for elimination to any bidder.

NOTE: WHO is acting in good faith by issuing this RFP. However, this document does not oblige WHO to contract for the performance of any work, nor for the supply of any products or services.

At any time during the evaluation/selection process, WHO reserves the right to modify the scope of the work, services and/or goods called for under this RFP. WHO shall notify the change to only those bidders who have not been officially eliminated due to technical reasons at that point in time.

WHO reserves the right at the time of award of contract to extend, reduce or otherwise revise the scope of the work, services and/or goods called for under this RFP without any change in the base price or other terms and conditions offered by the selected bidder.

WHO also reserves the right to enter into negotiations with one or more bidders of its choice, including but not limited to negotiation of the terms of the proposal(s), the price quoted in such proposal(s) and/or the deletion of certain parts of the work, components or items called for under this RFP.

Within 30 days of receipt of the contract, the successful bidder shall sign and date the contract provided to it by WHO, and return it to WHO according to the instructions provided at that time. If the bidder does not accept the contract terms without changes, then WHO has the right not to proceed with the selected bidder and instead contract with another bidder of its choice.

All bidders must adhere to the UN Supplier Code of Conduct, which is available on the WHO procurement website at the following link: http://www.who.int/about/finances-accountability/procurement/en/

The contract between WHO and the selected bidder ("the Contract") will, unless otherwise explicitly agreed in writing, include the provisions as set forth below, and by submitting a proposal in response to this RFP, the bidder agrees and accepts these provisions and the other terms of this RFP:

1. **Compliance with WHO Codes and Policies.** By entering into the Contract, the Contractor acknowledges that it has read, and hereby accepts and agrees to comply with, the WHO Policies (as defined below).

In connection with the foregoing, the Contractor shall take appropriate measures to prevent and respond to any violations of the standards of conduct, as described in the WHO Policies, by its
employees and any other persons engaged by the Contractor to perform any services under the Contract.

Without limiting the foregoing, the Contractor shall promptly report to WHO, in accordance with the terms of the applicable WHO Policies, any actual or suspected violations of any WHO Policies of which the Contractor becomes aware.

For purposes of the Contract, the term "WHO Policies" means collectively: (i) the WHO Code of Ethics and Professional Conduct; (ii) the WHO Policy on Sexual Exploitation and Abuse Prevention and Response; (iii) the WHO Code of Conduct for responsible Research; (iv) the WHO Policy on Whistleblowing and Protection Against Retaliation; and (v) the UN Supplier Code of Conduct, in each case, as amended from time to time and which are publicly available on the WHO website at the following links: http://www.who.int/about/finances-accountability/procurement/en/ for the UN Supplier Code of Conduct and at http://www.who.int/about/ethics/en/ for the other WHO Policies.

2. **Zero tolerance for sexual exploitation and abuse.** WHO has zero tolerance towards sexual exploitation and abuse. In this regard, and without limiting any other provisions contained herein:

(i) each legal entity Contractor warrants that it will: (i) take all reasonable and appropriate measures to prevent sexual exploitation or abuse as described in the WHO Policy on Sexual Exploitation and Abuse Prevention and Response by any of its employees and any other persons engaged by it to perform any services under the Contract; and (ii) promptly report to WHO and respond to, in accordance with the terms of the Policy, any actual or suspected violations of the Policy of which the contractor becomes aware; and

(ii) each individual Contractor warrants that he/she will (i) not engage in any conduct that would constitute sexual exploitation or abuse as described in the WHO Policy on Sexual Exploitation and Abuse Prevention and Response; and (ii) promptly report to WHO, in accordance with the terms of the Policy, any actual or suspected violations of the Policy of which the contractor becomes aware.

3. **Tobacco/Arms Related Disclosure Statement.** The Contractor may be required to disclose relationships it may have with the tobacco and/or arms industry through completion of the WHO Tobacco/Arms Disclosure Statement. In the event WHO requires completion of this Statement, the Contractor undertakes not to permit work on the Contract to commence, until WHO has assessed the disclosed information and confirmed to the Contractor in writing that the work can commence.

4. **Anti-Terrorism and UN Sanctions; Fraud and Corruption.** The Contractor warrants for the entire duration of the Contract that:

i. it is not and will not be involved in, or associated with, any person or entity associated with terrorism, as designated by any UN Security Council sanctions regime, that it will not make any payment or provide any other support to any such person or entity and that it will not enter into any employment or subcontracting relationship with any such person or entity;

ii. it shall not engage in any illegal, corrupt, fraudulent, collusive or coercive practices (including bribery, theft and other misuse of funds) in connection with the execution of the Contract; and

iii. the Contractor shall take all necessary precautions to prevent the financing of terrorism and/or any illegal corrupt, fraudulent, collusive or coercive practices (including bribery, theft and other misuse of funds) in connection with the execution of the Contract.
Any payments used by the Contractor for the promotion of any terrorist activity or any illegal, corrupt, fraudulent, collusive or coercive practice shall be repaid to WHO without delay.

5. **Breach of essential terms.** The Contractor acknowledges and agrees that each of the provisions of paragraphs 1, 2, 3 and 4 above constitutes an essential term of the Contract, and that in case of breach of any of these provisions, WHO may, in its sole discretion, decide to:

   i. terminate the Contract, and/or any other contract concluded by WHO with the Contractor, immediately upon written notice to the Contractor, without any liability for termination charges or any other liability of any kind; and/or

   ii. exclude the Contractor from participating in any ongoing or future tenders and/or entering into any future contractual or collaborative relationships with WHO.

WHO shall be entitled to report any violation of such provisions to WHO’s governing bodies, other UN agencies, and/or donors.

6. **Use of WHO Name and Emblem.** Without WHO’s prior written approval, the Contractor shall not, in any statement or material of an advertising or promotional nature, refer to the Contract or the Contractor’s relationship with WHO, or otherwise use the name (or any abbreviation thereof) and/or emblem of the World Health Organization.

7. **Assurances regarding procurement.** If the option for payment of a maximum amount applies, to the extent the Contractor is required to purchase any goods and/or services in connection with its performance of the Contract, the Contractor shall ensure that such goods and/or services shall be procured in accordance with the principle of best value for money. "Best value for money" means the responsive offer that is the best combination of technical specifications, quality and price.

8. **Audit.** WHO may request a financial and operational review or audit of the work performed under the Contract, to be conducted by WHO and/or parties authorized by WHO, and the Contractor undertakes to facilitate such review or audit. This review or audit may be carried out at any time during the implementation of the work performed under the Contract, or within five years of completion of the work. In order to facilitate such financial and operational review or audit, the Contractor shall keep accurate and systematic accounts and records in respect of the work performed under the Contract.

   The Contractor shall make available, without restriction, to WHO and/or parties authorized by WHO:

   i. the Contractor’s books, records and systems (including all relevant financial and operational information) relating to the Contract; and

   ii. reasonable access to the Contractor’s premises and personnel.

The Contractor shall provide satisfactory explanations to all queries arising in connection with the aforementioned audit and access rights.

WHO may request the Contractor to provide complementary information about the work performed under the Contract that is reasonably available, including the findings and results of an audit (internal or external) conducted by the Contractor and related to the work performed under the Contract.
9. **Publication of Contract.** Subject to considerations of confidentiality, WHO may acknowledge the existence of the Contract to the public and publish and/or otherwise publicly disclose the Contractor’s name and country of incorporation, general information with respect to the work described herein and the Contract value. Such disclosure will be made in accordance with WHO’s Information Disclosure Policy and shall be consistent with the terms of the Contract.

Any and all of the contractor's (general and/or special) conditions of contract are hereby explicitly excluded from the contract, i.e., regardless of whether such conditions are included in the contractor's offer, or printed or referred to on the contractor's letterhead, invoices and/or other material, documentation or communications.

We look forward to receiving your response to this RFP.

Yours sincerely,

Department of Reproductive Health and Research, Maternal and Perinatal Health and Safe Abortion Team