



BANQUE D'INVESTISSEMENT ET DE DEVELOPPEMENT DE LA CEDEAO
ECOWAS BANK FOR INVESTMENT AND DEVELOPMENT
BANCO DE INVESTIMENTO E DESENVOLVIMENTO DA CEDEAO

REQUEST FOR PROPOSAL (RFP) **ECOWAS Bank for Development and** **Investment (EBID) Website Design**

March 2024



1. ABOUT EBID

1.1. Mission and Corporate Objectives

The ECOWAS Bank for Investment and Development (EBID or the Bank) is the Development Finance Institution of the 15 Member States of the Economic Community of West African States (ECOWAS). Created in 1975, EBID's mission is to promote an integrated, inclusive, sustainable, and resilient subregion through the financing of national and regional development projects and programmes.

As such, the corporate objectives of EBID are to:

- Contribute to attaining the objectives of the Community by supporting infrastructure projects relating to regional integration or any other development projects in the public and private sectors; and
- Assist in the development of the Community by funding special programmes.

Within the scope of the corporate objectives, EBID cooperates with national and sub-regional development organisations operating within the ECOWAS sub-region. In the same vein, EBID cooperates with other international organisations and institutions with similar objectives, who are involved in the development of ECOWAS.

1.2. Operational Activities

Since commencing operations in 1979, EBID has financed and invested approximately US\$4 billion in countless programmes and projects from various diverse sectors across the ECOWAS sub-region. The Bank has been operating primarily in the following areas:

- Infrastructure and Basic Amenities
- Rural Development and Environment (irrigation, flood control, rural water supply, agriculture and food security, livestock, fisheries, ecosystem protection, renewable energy, capacity building etc.)
- Social Sector (vocational training, education, health, support to decentralisation, municipal facilities etc.)
- Industry (agro-industry, mining industry, technology transfer, technological innovation etc.)
- Services (financial services, services related to information technology, financial engineering, hotels, etc.)

Consequently, EBID has an extensive network of stakeholders not just in their Member States, but globally, with whom they constantly must communicate and engage



through diverse channels and platforms about their mission, operational activities, and programmes.

2. BACKGROUND AND OBJECTIVES

2.1. BACKGROUND

EBID is looking to enhance its digital presence by designing a new website. The new design should reflect the bank's evolving services, objectives, vision, and mission. The current website requires migration to a new server/hosting service, whilst ensuring uninterrupted operations during and after the migration.

2.2. OBJECTIVES

- Design a new corporate website for EBID to improve the interface and user experience, ensuring that it is modern, intuitive, and multilingual (accessible in English, French and Portuguese).
- Migrate the new website without disrupting current features, services, and dependencies. Ensure a unified platform that supports trilingual content.
- Implement a content management solution for optimized content management in all three languages.

This should include:

- A display system in the back office that allows content to be uploaded once and automatically configured for the trilingual content of the site.
- Support for handling trilingual graphics and multimedia content, ensuring that language-specific versions can be easily managed and displayed appropriately.
- The proposal and implementation of a solution to secure the website and perform extensive penetration tests after the redesign to test the security of the site.
- The proposal and implementation of a system for regular automatic backup of the site (databases, applications and tools, documents, and site configuration settings) to guarantee a recovery without delay in the event of a problem.
- The preservation of existing URL structures for the website versions in all three languages to maintain SEO consistency and efficiency. Make sure that the SEO strategy comprehensively covers all three language versions.
- The organisation of the content of the English, French and Portuguese pages of the website to maximize the conversion rate of visitors.
- The implementation of an effective SEO strategy by integrating relevant keywords and optimizing the content for search engines.
- The optimisation of the user experience on mobile devices with the aim of enhancing the portability and ease of access of both versions of the website.



- The implementation of a system for publishing calls for tenders on the website.
- The implementation of a system for posting job offers on the website.
- The implementation of a system of publication on the website of the bank's portfolio of projects.
- The implementation of a management system for potential consultants and service providers on the website.
- The proposal of a new hosting service with its different offers and features.

3. METHODOLOGY

- The project will be conducted over a period of six months.
- Regular meetings and consultations with EBID Communication Unit and IT team for progress updates and feedback.
- The selected service provider will work under the supervision of EBID Communication Unit.

3.1. Work plan

- Design of a website respecting EBID's graphic charter and integrating new functionalities.
- Migration of the website to the new hosting server/service while maintaining all current features.
- Integration and configuration of the entire security layer and backup and recovery solutions.
- Conduction thorough penetration testing and ensuring that all security measures are up to date.
- Simulation of a backup and a complete restore.
- Implementation of strategies to maintain existing URLs, redirects, as needed, maximize conversion rate, optimize content for search engines and user experience on mobile devices.

4. EXPECTED DELIVERABLES

- A new intuitive, multilingual, modern website with advanced features and improved user experience.
- A successful migration of the website to a new server without downtime.
- An implementation of the website security solution.
- An in-depth penetration test report to ensure robust security.
- A complete backup and restore report of the site,
- The preservation of existing URL structures to maintain continuity and SEO rankings.
- The organisation of content to maximize the conversion rate.
- The development of user manuals and training materials for the new system.



5. ELIGIBILITY CRITERIA OF SERVICE PROVIDER- REQUIREMENTS ON SKILLS, COMPETENCIES, EDUCATION AND EXPERIENCES

Competencies

- The service provider shall have a well-resourced project management team.
- The service provider is expected to submit the full composition (which shall be headed by a senior management staff), designation, and contacts of the project management team for validation.

Experience

- The service provider should have a minimum of 7 years of experience in website design and development.
- Demonstrated expertise in server migration, web security, and SEO maintenance.
- Be proficient in web development technologies and content management systems, particularly those used by EBID.
- Proven experience in cybersecurity.

6. SUBMISSION OF OFFERS FROM SERVICE PROVIDER

Bidders may submit offers either physically or via email.

Physical submission

Each submission shall be made in a large envelope containing three smaller envelopes.

Email Submission

Each submission shall be made in three separate attachments indicating, "DO NOT OPEN IN ADVANCE".

The three envelopes or attachments shall be clearly identified as follows:

- Envelope/Attachment 1: **TECHNICAL OFFER- A**
- Envelope/Attachment 2: **TECHNICAL OFFER- B**
- Envelope/Attachment 3: **FINANCIAL OFFER**

Bidders shall submit their offers to the Bank, which shall include the following elements:

Envelope/Attachment 1: TECHNICAL OFFER- A

It shall contain the following documents:

- A detailed proposal outlining approach and methodology;
- A presentation of the service provider (type of business and address);



- A presentation of the project manager and the key team CVs (the lead developer, cybersecurity expert, and other key team members) **(item n° 1)**; and
- A portfolio of previous relevant work. Minimum of three (03) professional references **(item n°2)**.

Envelope/Attachment 2: TECHNICAL OFFER- B

It shall contain the following documents:

- A portfolio of previous work reflecting at least part of the elements outlined in Section 5 “Expected Deliverables” **(item n° 3)**; and
- Detailed work-plan and methodology **(item n° 4)**.

Envelope/Attachment 3: FINANCIAL OFFER

A financial proposal for the efficient execution of the request shall be presented in a clear and concise language. This will include a detailed payment schedule linked to the completion of specific deliverables and a clear timeline for each phase of the project, from design to launch.

The financial proposal shall be expressed in an amount excluding taxes and customs duties.

The lump-sum fee that is proposed should indicate the breakdown of all costs. This fee should be inclusive of ALL considerations.

Presentation of Documents

- Each of the documents in Envelope/Attachment 1, Envelope/Attachment 2 and Envelope/Attachment 3 shall be presented in **three copies**. One of these copies must be an original copy. The copy marked “**ORIGINAL**” shall serve as the bidder’s reference copy.
- The documents presented, **of which all pages shall be initialled**, must be presented in one of the working languages (English or French) of the Economic Community of West African States (ECOWAS).
- The documents should be spiral bound.
- When choosing to submit proposals electronically, bidders are solely responsible for ensuring that any and all files sent to EBID are readable, that is,



uncorrupted, in the indicated electronic format, and free from viruses and malware. Failure to provide readable files will result in the offer being rejected.

- Only tenders including all the parts abovementioned (Items N°1 to N°4) shall be considered admissible.

Offers that are not submitted separately in three different envelopes or attachments will be deemed as disqualified and will not be assessed further.

7. EVALUATION METHOD AND SELECTION CRITERIA

The proposals will be evaluated based on the service provider's experience, technical approach, portfolio quality, team qualifications, and cost-effectiveness.

In stage one, the evaluation team shall begin by reviewing and evaluating the Technical Proposals based on their responsiveness and compliance to Sections 4, 5, and 6, applying the evaluation criteria and point system outlined below. Each responsive proposal will be given a technical score. A proposal shall be rendered non-responsive at this stage if it does not substantially respond to the elements in Sections 4, 5, and 6.

In stage two, the Financial Proposals of the tenderers will be opened for evaluation, comparison, and review.

The financial score shall be calculated as a ratio of the proposal being evaluated and the lowest priced proposal.

The overall evaluation score will be based on a combination of the technical score and the financial offer.

The tenderer who comes out on top will be invited to negotiate with the evaluation team with a view to reaching an agreement on the final technical and financial terms for carrying out the services requested.

In case of failure with the tenderer coming in first position, the evaluation committee will engage in negotiations with the next tenderer and so on until the final choice.

Technical Evaluation- Total 80%

N°	Criteria	Points
1	Quality of the proposed Design and Functionality (Assessment of the proposed website's design, user experience, and functionality)	30



2	Experience in Website Migration and Server Management (Evaluation of the vendor's experience in successfully migrating websites to new servers without service interruptions)	20
3	Experience in cybersecurity and Penetration Testing (Evaluation of the service provider's experience and capability in implementing WAF and conducting deep penetration testing.)	20
4	Maintenance of URL Structure and SEO Consideration (Assessment of the vendor's approach to maintaining existing URL structures and SEO ranking during the migration.)	10
5	Project Management and Timeline (Review of the proposed project timeline, management approach, and ability to deliver within the set timeframe.)	10
6	Cost Effectiveness (Evaluation of the financial proposal in terms of value for money)	10
	Total number of points	100

Financial Evaluation- Total 20%

8. RESERVED RIGHTS

EBID reserves the right to verify all information provided and to disqualify any tenderer who provides false information.

EBID reserves the right to amend the details of the expected deliverables before the contract is awarded.

EBID reserves the right not to select any of the tenderers that have submitted proposals if they deem that they do not meet their expectations in terms of efficiently planning, designing, portfolio quality and team qualifications, or if the financial conditions are deemed unsatisfactory.

EBID reserves the right to cancel the limited tender process where tenders presented are unsatisfactory or in the event of force majeure, without having to communicate or explain the reasons for the cancellation.

9. DATE AND PLACE OF SUBMISSION OF OFFERS

Physical offers shall be submitted in one large envelope and shall be identified as:

“OFFERS FOR EBID WEBSITE DESIGN”

Technical and financial proposals must be submitted in closed envelopes to the secretariat of the Director of Administration and General Services at office 505 D, 5th floor, right wing of the building, **no later than 10 a.m. on March 27, 2024**. To facilitate



evaluation, proposers are invited to attach an electronic version of their bids (USD keys, or CD ROM).

Postmarked bids may be accepted. However, bids must be received before the relevant opening session.

Applications received after this deadline will not be accepted. Proposals sent in electronic format will not be accepted.

Requests for additional information should be sent to secretariatdasg@bidc-ebid.org with a copy to ichabimougnan@bidc-ebid.org

Lomé 4th March 2024

The Person Responsible for Public Procurement