



## TERMS OF REFERENCE (TORs)

### Website re-design, development and maintenance

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#### **Background**

Health for All Project (HAP) is funded by Swiss Agency for Development and Cooperation (SDC). Its overall goal is that the Albanian population, benefit from better health due to improved primary health care services. As of 1 April 2019, HAP entered the second phase implemented by Swiss Tropical and Public Health Institute (Swiss TPH) through HAP Centre.

One of the key goals of HAP during the second phase is raising awareness, advocacy and dissemination of experience and lessons learned through effective communication with all stakeholders. On this regard, the official website of HAP will be one of the main communication channels to disseminate information and publications on different aspects of the health system in Albania.

#### **Objective**

HAP seeks a consultant company with relevant expertise to re-design and develop a bilingual (Albanian and English) responsive website for HAP, which will act as a key tool for awareness raising and visibility on the interventions on the health system in Albania (focusing on primary healthcare) as well as for sharing of expertise, knowledge and lessons learned. The consultant company shall be able to build a visually appealing, easy to manage and navigate website in line with Republic of Albania electronic information requirements and General Data Protection Regulation (GDPR) regulation.

#### **The existing website**

The HAP official website, namely [www.hap.org.al](http://www.hap.org.al) is a CMS platform (WordPress) hosted at GoDaddy servers.

#### **Target Audiences:**

The intended users of the website include, but are not limited to, the following:

- Health care providers at primary health care sector (family doctors, family nurse, health centre managers)
- National, regional and local health entities
- Donor and international partners
- Students and university lecturers
- General population
- Potential providers of goods and services
- International partner organizations

#### **Scope of work**

The agency shall be able to re-create (design, develop, test, implement and maintain) a standalone website for HAP considering the following:

##### *Technical components*

- Interactive, appealing, highly user-friendly and responsive web design
- Fast load-time



- Optional micro-sites/sub-domains (e.g.: www.example.hap.org.ai)
- Able to render appropriately on a wide variety of different browsers, optimised for tablet and smartphones and remote places (with low internet connection)
- Content Management: The solution should allow authorised project staff to edit and update the website including the ability to create, remove, edit and publish content
- Social Network Integration
- Site Statistics/Management Reports: The solution should provide authorised users with several relevant reports, for example user registration, site usage, key interests/topics being discussed within the collaborative spaces and other relevant statistical data
- Site Backup & Restore without additional costs
- Website Malware Removal & Clean Up and continuous scans for Malware & Hacks
- Technical support 12/7
- Flexible to handle upgrades/modifications' requests within 24-48 hours;

#### *Features of the website*

- Home page with graphic elements giving an overview of the Project (e.g. main outcomes, latest news, success stories, publications, subscribe options, links to partner's website etc)
- About us: HAP; Partners, Team, Testimonials, Contacts
- Media corner: News, Multimedia (Video gallery), Media toolkit
- Publications: Toolkits and manuals; Reports and Surveys; Newsletter, Blog
- Work with us: Call for collaboration; Vacancies
- Submission button/ online form to submit questions/requests
- Search engine: The solution should provide users with the ability to search for and locate content based on keywords and key phrases, date, country, work streams
- Social media
- Additional features as proposed by the bidding company

#### **Deliverables:**

The bidding company is required to provide:

- Design and development of the webpage
- Creation of the site and implementation of its on line functions on the web
- Indicative management of the process (how do we work together throughout the process)
- 1-year maintenance and update
- 1-year hotline support 12/7
- Potential for website hosting and domain management transfer (information on additional costs should be provided)
- User friendly CMS, admin management
- Website/CMS Training for HAP staff (1-2 people)

#### **Timing:**

The website should be developed within 4 weeks from the signing of the agreement.

#### **Release of Ownership:**

The chosen designer will release all rights of ownership of the website to the HAP Center upon selection and completion of the website development.



**Instruction to bidders:**

The agencies interested in submitting offers must address and provide the following items.

- a) Two website mock-up proposals (homepage and main sections)
- b) Company Profile including list of references for similar works carried out by the agency [and examples of at least three websites designed for different organizations](#);
- c) Proposed Costs for the subsequent development of the items as listed in the deliverables section above. The financial offer should be in ALL, VAT included.
- d) Company's registration documents
- e) A Document certifying that (your subject):
  - has met its fiscal obligations;
  - has paid all social insurance obligations, issued by the Tax Administration;
  - certification by the Tax Administration which indicates the annual turnover for the last 3 years

Failure of the proposal to meet a specific requirement may be basis for elimination from consideration.

The proposals should be sent in a closed envelope. The deadline for submitting the proposals is no later than **20<sup>th</sup> of June 2019** to the below address:

**HAP Centre**  
Procurement Team  
Street "Themistokli Gërmenji",  
Pall. Helios, Kati II, Apt.5  
Tirana, Albania