

**Request for Quotation (RFQ)**

**For:** Design and development of website/s for media outlets based in Serbia

**Date:** 02 February 2021

**1 Overview of the British Council**

1.1 The British Council is the UK’s international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections and engendering trust.

1.2 We work with over 100 countries across the world in the fields of arts and culture, English language, education and civil society. Each year we reach over 20 million people face-to-face and more than 500 million people online, via broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body

1.3 The British Council employs over 10,500 staff worldwide. It has its headquarters in the UK, with offices in London, Manchester, Belfast, Cardiff and Edinburgh. Further information can be viewed at [www.britishcouncil.org](http://www.britishcouncil.org).

**2 Introduction and Specification**

2.1 The British Council is recruiting website vendors to support the delivery of ‘Media for All’ programme in the Western Balkans. The aim of ‘Media for All’ programme is to develop and strengthen the editorial independence of media, enabling them to provide more diverse range of media content more effectively, and thus to encourage open, informed and active discussion amongst target audiences across the Western Balkans (Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia and Serbia).

2.2 British Council is seeking to hire a vendor or vendors for the following services that will be provided for a number of media outlets from Serbia:

* Back-end and front-end development of a news / media website;
* Full design for a responsive news / media website;
* Ensuring basic accessibility of published content and general website structure for persons with disabilities (as explained in the [WW3 Web Content Accessibility Guidelines 2.1](https://www.w3.org/TR/WCAG/));
* Maintenance and admin support for a news media website for the period of 12 months starting from April 2021;

The vendor is expected to fulfil their tasks with full awareness and respect of the following [Principles for Digital Development](https://digitalprinciples.org/principles/).

2.3 The list of basic and advanced features that are expected to be developed for media outlets news websites are given in the table below. The same list will be used as a base of initial need assesment with the media outlets that will be receiving the support of the vendors:

|  |
| --- |
| **Basic features** |
| Main page |
| Article page |
| Thematic focus page |
| Search functionality |
| Content is divided by categories |
| Content is tagged |
| Secure SSL (https) |
| Contact forms |
| DDoS mitigation |
| Application of Privacy and Cookies policy |
| Impressum section |
| Multilingual implementation |
| Accessible websites |
| Mobile first/responsive design |
| Application of Terms of service |
| Integration with Google Analytics or other analytics tool |
| Social media buttons integration (FB, TW, YT, IN) |
| Creation of a customizable website architecture with ability to add categories and sections in future |
| Ability of embedding third party content creation platforms such are data visualisation or interactive maps tools (Flourish, Knight Lab and etc.) |
| **Advanced features** |
| Comments section |
| Donations page |
| Subscription / membership |
| E-payment system integration |
| Other basic or advanced features deemed by a particular media outlet |

2.4 The support should be suited to the media that are deemed the least technologically equipped and need the most assistance in order to improve their level of technological security, their structure and information about their media content. The vendors support should at least include the following categories:

* Frontend developer
* Backend developer
* Designer
* Security expert
* System administrator

2.5 Beta version of website/s – to be delivered by end of March 2021.

2.6 Suppliers should present separate budgets for:

* implementation period February 2021 - March 2021 (including all relevant activities related to delivering beta version by end of March 2021)
* the rest of the activities starting from 1st of April 2021.

**3 Quotation Validity**

3.1 Your quotation must remain open for acceptance by the British Council for a minimum of thirty days from the date that it is issued to the British Council in response to this requirement.

**4 Payment and Invoicing**

4.1 The British Council will pay in two tranches (first one after received beta version of website, and second one after the website is fully functional and given to news outlet for use) correctly addressed and undisputed invoices within 30 days of the Invoice Date. General requirements for an invoice for the British Council include:

* A description of the good/services supplied is included.
* The British Council reference (i.e. Purchase Order number) is included.
* It is sent electronically via email in PDF format to [Nina.Trifunovic@britishcouncil.org](mailto:Nina.Trifunovic@britishcouncil.org)

**5 Instructions for Responding**

5.1 Quotation must be submitted to [Nina.Trifunovic@britishcouncil.org](mailto:Nina.Trifunovic@britishcouncil.org)

by **10 a.m. CET on Monday, 8th of February 2021.**

5.2 Interested vendors are kindly invited to send us the quotation with the following information:

* Indicative price for these services for one website given in GBP with costs of VAT included
* Short portfolio of the agency/company - with key achievements, partners or clients listed. Experience of working in the media industry will be taken as an asset
* A list of the services that potential vendor is able to provide
* Contact details of the vendor

**6 Clarification Requests**

6.1 All clarification requests should be submitted to [Nina.Trifunovic@britishcouncil.org](mailto:Nina.Trifunovic@britishcouncil.org)

by **2 p.m. CET on Thursday, 4th of February 2021**.

**7 Award Criteria**

7.1 Responses from potential suppliers will be assessed and awarded based on the lowest cost.

British Council reserves the right to organize online meetings and seek additional information from the agencies/companies that have sent their quotations prior to finally selecting the vendor(s).

**8 Disclaimer**

8.1 By issuing this RFQ, British Council is not bound in any way to enter into any contractual or other arrangement with any potential vendor.