



**WORLD ORGANISATION FOR ANIMAL HEALTH**  
*Protecting animals, preserving our future*

SD/COS2021/1

## **CONSULTATION OF SUPPLIERS**

### **UNITED AGAINST RABIES FORUM WEBSITE**

HOSTED BY

**WORLD ORGANISATION FOR ANIMAL HEALTH (OIE)**

**SUBMISSION DEADLINE: 25 JUNE 2021**

**Contracting authority**

World Organisation for Animal Health (OIE)  
12 Rue de Prony  
F-75017 Paris  
France

**Contact Point**

Patricia Pozzetti  
Science Department  
+33 1 44 15 19 97  
[p.pozzetti@oie.int](mailto:p.pozzetti@oie.int)

## Contents

<b>1</b>	<b>GENERAL TENDERING RULES.....</b>	<b>4</b>
1.1	General Purpose.....	4
1.2	Consultation of suppliers - OIE Threshold.....	4
1.3	Confidentiality.....	4
1.4	Response process.....	4
1.5	Costs of Responses.....	5
1.6	Conflicts of Interest.....	5
1.7	Period of Proposal Validity.....	5
1.8	Duration of the Contract.....	5
1.9	Invoicing.....	5
<b>2</b>	<b>EXECUTIVE SUMMARY .....</b>	<b>6</b>
2.1	Project Background .....	6
2.2	Website – key objectives .....	6
<b>3</b>	<b>TECHNICAL STANDARDS.....</b>	<b>6</b>
3.1	Suggested Content .....	7
3.2	Technical requirements .....	7
<b>4</b>	<b>PROJECT ORGANISATION AND METHODOLOGY .....</b>	<b>8</b>
4.1	Implementation schedule .....	8
4.2	Governance .....	8
<b>5</b>	<b>SCOPE OF THE SERVICES .....</b>	<b>8</b>
5.1	Phase 1: Firm tranche: Website Development .....	8
5.1.1	Website scoping .....	8
5.1.2	Wireframe, Outline content .....	8
5.1.3	Final copy, images and launch.....	8
5.1.4	Training .....	9
5.1.5	Design.....	9
5.2	Conditional tranche: Languages.....	9
5.3	Phase 2: Website Maintenance .....	9
5.3.1	Corrective/on-going maintenance .....	9
5.3.2	Code maintenance and evolution .....	9
<b>6</b>	<b>PROPOSAL STRUCTURE .....</b>	<b>9</b>
<b>7</b>	<b>TECHNICAL RESPONSE .....</b>	<b>10</b>
<b>8</b>	<b>GENERAL COMPANY INFORMATION .....</b>	<b>10</b>
<b>9</b>	<b>FINANCIAL OFFER.....</b>	<b>10</b>
9.1	Core Components .....	10
9.2	Travel and accomodation.....	10
9.3	Payment terms.....	10
<b>10</b>	<b>RESPONSE PROCEDURE.....</b>	<b>10</b>
<b>11</b>	<b>RESPONSE FORMAT .....</b>	<b>11</b>
<b>12</b>	<b>EVALUATION OF PROPOSALS AND AWARD OF THE CONTRACT .....</b>	<b>11</b>

13 ANNEX 1 – UNITED AGAINST RABIES – TERMS OF REFERENCE .....	13
14 ANNEX 2 – CONFIDENTIALITY UNDERTAKING (TO BE RETURNED TO PARTICIPATE) .....	13
15 ANNEX 3 – DECLARATION OF INTEGRITY (TO BE RETURNED IN THE TECHNICAL OFFER) .....	13
16 ANNEX 4 – FINANCIAL & ECONOMIC CAPACITY ASSESSMENT (TO BE RETURNED IN THE TECHNICAL OFFER).....	13
17 ANNEX 5 – FINANCIAL OFFER (TO BE RETURNED AS FINANCIAL OFFER) .....	13

# **1 GENERAL TENDERING RULES**

## **1.1 General Purpose**

This consultation of suppliers ("tender procedure") is an invitation for interested service providers to submit a proposal to creation and outsourcing of the digital services platform for the United Against Rabies Forum.

The UAR Forum is an informal network of Members committed to achieving global rabies elimination. It is hosted by OIE on behalf of the Tripartite (WHO, FAO and OIE). The Forum will have a public-facing website which is the object of this consultation of suppliers.

The UAR Forum's mission is to galvanise sustained effort, political will and additional resources to end human deaths from dog-mediated rabies by 2030. (See *Zero by Thirty, the Global Strategic Plan to end human deaths from dog-mediated rabies by 2030.*) The United Against Rabies Forum provides an enabling environment to focus activities and advocacy efficiently, while sharing knowledge, experience, ideas and information.

The information included in the tender documents are provided to Tenderers so they may prepare a proposal in response. However, the transmission of the tender documents to tenderers does not imply any legal obligation on the part of the OIE to entrust the provision of the services to any tenderer. The OIE has the right to reject any proposal in its sole discretion. The OIE remains strictly independent of any tenderer, and none of the provisions of the tender documentation may be interpreted as creating a contractual relation of any sort.

The OIE is under no obligation to accept a given tenderer's proposal and reserves the right not to proceed with or to terminate negotiations with any tenderer, at any time prior to the signature of a Contract.

## **1.2 Consultation of suppliers - OIE Threshold**

In accordance with the internal rules of the OIE, consultation of supplier's procedure applies to procurement contracts whose total value is less than EUR 100 000.

## **1.3 Confidentiality**

Unless otherwise authorised in writing by the OIE, all information, whether disclosed either directly or indirectly, formally or informally, in writing, orally, or by visual inspection, which are part of the tender procedure or provided for its purpose or any amendment thereto, shall not be disclosed, copied, used or modified in any manner and shall only be used for the sole purpose of the tender procedure.

All information received in response to this initiative that is marked proprietary will be handled accordingly. Responses will not be returned.

## **1.4 Response process**

The OIE reserves the right to introduce non-substantial modifications to the tender documents. In the event that the OIE, either following a request from a tenderer or on its own initiative, introduces a modification of the tender documents, all tenderers having received the invitation to tender and indicated an intention to respond will be informed simultaneously. The OIE may extend the deadline for submission of tenders to all tenderers to allow tenderers to take into account these changes.

## **1.5 Costs of Responses**

Tenderers are responsible for all costs and expenses, including professional fees, incurred in connection with the preparation and submission of responses to, and generally their participation in, the tender procedure.

## **1.6 Conflicts of Interest**

Under no circumstances is a tenderer to contact any person employed by or representing the OIE, regarding the tender procedure other than the person(s) mentioned in this document.

In participating to this call for tender, a tenderer represents and warrants that:

- it does not have any conflict of interest arising from economic interests, political or national affinities, family or emotional ties, or any other relevant connection or shared interest in connection with any Contract that may be entered into between the tenderer and the OIE as a result of the call for tender.
- it will inform, without delay, of any situation constituting a conflict of interest or which could give rise to a conflict of interest.
- no offer of any type whatsoever from which an advantage can be derived under the Contract has been or will be made.
- it has not granted and will not grant, has not sought and will not seek, has not attempted and will not attempt to obtain, and has not accepted and will not accept, any advantage, financial or in kind, to or from any party whatsoever, constituting an illegal practice or involving corruption, either directly or indirectly, as an incentive or reward relating to the award of the Contract
- it has not and will not make any misrepresentation, either knowingly or negligently, in supplying any of the information requested by the OIE.

## **1.7 Period of Proposal Validity**

Tenderers are bound by their proposals for 100 days after the deadline for submission or until they have been notified of non-award.

## **1.8 Duration of the Contract**

Phase 1: BUILD (Development)

The Contract is expected to be performed from June 2021 (date to be confirmed) to end of September 2021. The website launch target date is before 7 September. After the launch of the website, the supplier should provide a 3 to 6-month warranty period.

Phase 2: RUN (Maintenance)

This will include corrective/on-going maintenance. The maintenance contract shall be renewable each year for a period of 3 years and must be renegotiated at the end of the third year.

## **1.9 Invoicing**

The following schedule of payments will be finalised in the Contract based on the agreed-upon workplan and set of deliverables:

- Thirty percent (30%) of the total price will be paid after validation by the OIE of the first deliverable.
- Twenty percent (20%) of the total price will be paid after validation by the OIE of the second deliverable.

- Twenty percent (20%) of the total price will be paid after validation by the OIE of the third deliverable.
- The balance payment will be issued upon reception and validation by the OIE of the final website and presentation.

Payment throughout the Contract will be made upon receipt of the corresponding undisputed invoice, which should be raised after validation of each deliverable. The OIE will proceed to the payment of undisputed invoices within 45 days of their reception by bank transfer or cheque.

## 2 EXECUTIVE SUMMARY

### 2.1 Project Background

Rabies is an ancient zoonotic disease that is usually transmitted to humans by dog bite. It remains a significant global public health problem, mainly in poor rural areas in Africa and Asia and is one of 20 WHO-identified Neglected Tropical Diseases. Lack of access to treatment as well as insufficient dog vaccination means rabies still kills one person every nine minutes, almost half of them children. Without rapid access to expensive post-exposure prophylaxis (PEP), infection is almost always fatal.

Rabies prevention has been possible for well over a century. Louis Pasteur tested the world's first human vaccine—for rabies—in 1885. Effective vaccines also exist to prevent the disease in dogs, and mass dog vaccination has been a key factor in the elimination of rabies in Europe and much of the Americas.

Today, rabies is a disease of poverty. The poorest and most marginalised are most at risk, not only of trauma of dog bite and death from the disease, but by rabies' harsh economic consequences, estimated to be over USD 8.6 billion per year, mainly in lost livelihoods and high cost of treatment. If no new action is taken, a million people will die from rabies by 2030.

There is considerable global commitment to rabies control and elimination. Among rabies-endemic countries, it is a high priority zoonotic disease. In 2018 a comprehensive global strategy was agreed by FAO, OIE and WHO ("the Tripartite") along with other partners in *Zero by 30: The Global Strategic Plan to end human deaths from dog-mediated rabies by 2030*. In September 2020, the Tripartite leadership announced the new United Against Rabies Forum, building on their earlier UAR Collaboration.

The UAR Forum aims to create a more inclusive network of state and non-state actors alongside the Tripartite, who share a common vision for rabies elimination and wish to work together to achieve it. The overarching objective of the UAR Forum is to implement the approaches set out in *Zero by 30* and help to achieve its goals.

### 2.2 Website – key objectives

- Showcase latest rabies news/campaigns/ advocacy messages.
- Encourage membership of UAR Forum and explain what it does.
- Share information and resources.
- Publicise events and learning opportunities.

## 3 TECHNICAL STANDARDS

The OIE hosts all its microsites on its own environment – the website factory. The OIE will give the service provider the access to this environment so the website can be developed.

The technical standards of the website factory are:

- Envelopment platform: WORDPRESS

- Development language: PHP
- Database: MYSQL
- Office platform (MICROSOFT)

The website will be developed with the latest stable version of WordPress and will be hosted on the OIE website factory.

### 3.1 Suggested Content

- Highlight latest events on rabies control (e.g., World Rabies Day, G7 advocacy, Neglected Tropical Diseases/Malaria Summit at Commonwealth Heads of Government Meeting (CHOGM), Meeting of Rabies Program Directors of the Americas (REDIPRA), One Health advocacy, expert views etc.).
- Encourage membership of UAR Forum.
- Rabies control advocacy and case for Investment.
- Latest news / research / events / debates / success stories.
- "What we do" (mission and vision).
- "Who we are" (Steering Group members, Partners/members names (not logos)).
- "How to join", benefits of membership, link to Terms of Reference.
- Working Groups – goals, activities, membership.
- FAQs (includes info about working groups).
- Zero by Thirty Global Strategic Plan and reports.
- Technical support documents for rabies control programs.
- Links to other rabies pages in Tripartite and other organisations.
- Toolkits.
- E-learning modules.
- Multimedia (photos, videos, infographics).
- Upcoming events.
- Recordings of previous events.
- Search bar.
- Contact info/form.
- UAR Social media links – Facebook, Twitter, Instagram, LinkedIn.
- Footer – Terms and Conditions, site map, privacy policy etc.

### 3.2 Technical requirements

The following should be considered:

- URL [unitedagainstrabies.org](https://unitedagainstrabies.org)
- Responsive in all screen sizes.
- Low res version for users with poor internet connection.
- Works with all browsers.
- Languages – English for launch – French and Spanish at later date, funds permitting.
- Uses WordPress Content Management System (Gutenberg).
- Can be expanded/extended as organisation grows and flexible to allow for needs that have not yet been identified.
- Clean, modern design (e.g., WordPress theme Neve - <https://wordpress.org/themes/neve/> )
- SEO optimised.
- Web analytics platform compliant with the EU General Data Protection Regulation (GDPR) installed
- The website must be able to integrate interactive maps, toolkits, videos, graphics.
- Automatically updates social media channels when new items are posted.
- Regulatory standards (ISO 27001).
- IT market trends (Outsourcing, Mobility and Collaboration).
- Proven technological standards (Security, Cloud, Open Source and Digital).
- The user shall be able to consent or deny the deposit of cookies per purposes and per third party entities (e. g. Facebook, Twitter, YouTube, Google Analytics).

The cookie banner and cookies setting module should inform:

*'The UAR website uses cookies and other trackers (examples)':*

- a. *In order to display personalized advertising based on your navigation and your profile.*
- b. *In order to measure the audience of the advertising on the site, without profiling you.*
- c. *To send you advertising based on your location.*
- d. *To personalise the editorial content of our site according to your use of it.*
- e. *To allow you to share content on social networks or platforms present on our site.*

## 4 PROJECT ORGANISATION AND METHODOLOGY

### 4.1 Implementation schedule

The website launch target date is before 7 September.

### 4.2 Governance

- Project Manager – Patricia Pozzetti (OIE)
- Project Team – Katy Cronin (consultant), Rachel Tidman (OIE), Patricia Pozzetti designated members from Steering Group
- Contact point for supplier – Patricia Pozzetti
- Validation of deliverables – OIE in collaboration with UAR Steering Group.

## 5 SCOPE OF THE SERVICES

### 5.1 Phase 1: Firm tranche: Website Development

#### 5.1.1 Website scoping

- Conduct necessary interrogation of client brief to clarify objectives.
- Ensure website build, hosting, maintenance and content management plans are included in scope of services.
- Provide 5–7-page templates.
- Ensure complex content can be correctly displayed and embedded e.g., toolkits, maps, educational modules.
- The platform should be secured and in full compliance with EU General Data Protection Regulation (GDPR).
- English language.

***Deliverables will include at a minimum:*** Confirm CMS and plans to deliver on full scope of services.

#### 5.1.2 Wireframe, Outline content

- Develop navigation and wireframe.
- Agree outline of content with client (client to draft copy) and suggest images.
- Images provided by the client should also be considered.

***Deliverables will include at a minimum:*** Wireframe, content outline, a selection of images, testing.

#### 5.1.3 Final copy, images and launch

- Requires client review.
- Approval.
- Final copy editing.

#### 5.1.4 Training

- Provide training to OIE's website Implementation and Maintenance Manager on WordPress content management and basic SEO principles.

#### 5.1.5 Design

- Provide at least 2 design options for client consideration.
- Provide at least 2 logos designs for client consideration.
- Co-build approach: If the supplier is not able to fulfil all functions in this contract i.e., hosting, maintenance, the proposal should include offers from other suppliers for these functions.

***Deliverables will include at a minimum:*** design concepts.

### 5.2 Conditional tranche: Languages

Should time and budget permit, the platform language may be extended to French and Spanish version. However, the implementation of this conditional tranche of work will depend on a decision by the OIE which will be notified to the selected Supplier under conditions set out in the Contract.

Should this conditional tranche be carried out, the OIE would expect the Service Provider to provide the website content translation, done by a certified translator into French and Spanish.

### 5.3 Phase 2: Website Maintenance

#### 5.3.1 Corrective/on-going maintenance

- Security
- Bug fixes
- Updates
- Backup

#### 5.3.2 Code maintenance and evolution

- Not hosting
- According to the following Service Level Agreements (SLA)

## 6 PROPOSAL STRUCTURE

While it is understood that the methodology, approach and timeline will be finalised with the chosen supplier and constitute an important deliverable of the project once started, responses to the call for tender should cover the following elements to provide sufficient background to the evaluation of the offers and ensure homogenous assessment.

- Technical requirements of the activities and deliverables
- Methodologies, tools
- Processes (consultation of stakeholders, data analysis, etc.)
- Overall project management process and follow-up
- Deadline estimates, stakeholder availability requirements, data requirements etc.

## 7 TECHNICAL RESPONSE

The tender response should be provided in a Word document, no longer than 15 pages.

## 8 GENERAL COMPANY INFORMATION

This section should include information on your organisation and its activities, including:

- Company name and address (and name of group if applicable)
- Structure (office location/s, number of employees)
- Contact point name, phone number and email address
- Description of major activities and key clients.

## 9 FINANCIAL OFFER

The financial offer should be provided in EURO and quoted free of all duties, taxes, VAT and other charges.

### 9.1 Core Components

The financial offer should provide:

- An overall cost.
- A cost breakdown per phase and deliverables.
  - Phase 1 – estimated budget – 25 000 euros,
  - Phase 2 – estimated budget – 15 000 euros,

If needed and included in the scope, you may include:

**Tenderers will be required to complete “Financial Offer” (Annex 5). Only, this completed annex will be considered a valid financial offer.**

### 9.2 Travel and accomodation

Travel and accommodation: Not applicable

### 9.3 Payment terms

Tenderers should detail the expected terms of payment and settlement periods (if they differ from the OIE conditions set out in section **1.7 Invoicing** of this document).

## 10 RESPONSE PROCEDURE

OIE Contact Point:

Patricia Pozzetti  
Science Department  
Tel: (33) 01 44 15 18 88  
E-mail: p.pozzetti@oie.int

## Schedule

Consultation publication	07/06/2021
Questions/Answers (by e-mail)	07/06/2021 – 21/06/2021
Deadline Submission	25/06/2021
Evaluation of offers	25/06/2021 – 12/07/2021
Contract award and supplier notification	13/07/2021

- All tenderers will be informed should the OIE change any of these dates,
- Proposals may be modified or withdrawn prior to the deadline for submission through a written notification sent to the OIE contact point.

## 11 RESPONSE FORMAT

Tenders must be submitted in English, **in electronic format** to the OIE contact point.

Tenders should include:

- The technical offer (valid for 100 days from the day of tender submission)
- Specific reference in the response to any legitimately and appropriately confidential or proprietary material contained in the response. Such information included in the responses to the consultations of suppliers will be kept confidential by the OIE.
- The financial offer (annex 5 to be completed) (valid for 100 days from the day of tender submission). Tenderers will provide their cost and invoicing system and may propose variants of the SLAs according to their vision of the needs.

**Reminder:** responses should be submitted by **25 June 2021 (Paris local time)**. Any proposal received past this deadline will be excluded from the consultation of supplier process.

## 12 EVALUATION OF PROPOSALS AND AWARD OF THE CONTRACT

The OIE will proceed to an evaluation of all final offers according to the criteria described below:

### **Criteria 1: Technical (60%):**

- Expertise (40%)
- Demonstrated understanding of the context and experience in working in a multicultural environment and in the public sector (10%)
- Relevance and quality of the proposed methodology and associated work plan (15%)
- Relevance and quality of the proposed project team (15%)
- Company organisation and sustainability (10%)
- Relevance and quality of work examples (10%)

### **Criteria 2: Financial (20%)**

- Global cost (100%)

### **Criteria 3: Capacity to comply with the deadlines (20%)**

- Ability, depending on proposal, for work to be conducted expediently and meet deadline (100%)

The OIE may ask tenderers to provide clarifications needed to evaluate their tender; tenderers will be requested to reply in writing.

Shortlisted applicants may be requested to deliver an oral presentation covering its expertise and experience relevant to the assignment and pitch, its proposed methodology and approach for the delivery of outputs and deliverables. This presentation will be conducted over Zoom™ and will allow the OIE to review the extent to which the technical criteria are met. It is expected that the presentation will take 30 minutes, followed by a 15-minute Q&A.

The OIE will award the contract to the most economically advantageous proposal, based on the above criteria.

Tenderers will be informed through electronic correspondence of the results of the selection processes.

**[APPLY HERE](#)**

---

### **13 ANNEX 1 – UNITED AGAINST RABIES – TERMS OF REFERENCE**



UARForumTORs\_202  
1\_FINAL.pdf

### **14 ANNEX 2 – CONFIDENTIALITY UNDERTAKING (TO BE RETURNED TO PARTICIPATE)**



Annex2\_Confidentiali  
ty-undertaking\_to-be-

### **15 ANNEX 3 – DECLARATION OF INTEGRITY (TO BE RETURNED IN THE TECHNICAL OFFER)**



Annex3.doc

### **16 ANNEX 4 – FINANCIAL & ECONOMIC CAPACITY ASSESSMENT (TO BE RETURNED IN THE TECHNICAL OFFER)**



Annex4\_.doc

### **17 ANNEX 5 – FINANCIAL OFFER (TO BE RETURNED AS FINANCIAL OFFER)**



Annex5\_Financial-Off  
er.xls