



**World Organisation
for Animal Health**
Founded as OIE

COM/COS2022/1

CONSULTATION OF SUPPLIERS

CORPORATE WEBSITE'S CONTENT - EDITORIAL SUPPORT

WORLD ORGANISATION FOR ANIMAL HEALTH (WOAH)

whose statutory name is
"OFFICE INTERNATIONAL DES EPIZOOTIES"

21 SEPTEMBER 2022

Contracting authority

World Organisation for Animal Health (WOAH)

whose statutory name is

"Office international des epizooties"

12 Rue de Prony

F-75017 Paris

France

Contact Point

Yael Farhi

Communications Department

00 33 1 44 15 19 61

y.farhi@woah.org



World
Organisation
for Animal
Health

Organisation
mondiale
de la santé
animale

Organización
Mundial
de Sanidad
Animal



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1. GENERAL TENDERING RULES

1.1 GENERAL PURPOSE

This call for proposal (“tender procedure”) is an invitation for interested service providers to submit a proposal regarding the methodology and approach to provide tailored editorial support for the content of our corporate website (www.woah.org).

The information included in the tender documents is 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 WOAH to entrust the provision of the services to any tenderer. WOAH has the right to reject any proposal at its sole discretion. WOAH 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.

WOAH 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 CONFIDENTIALITY

Unless otherwise authorised in writing by WOAH, 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.

1.3 RESPONSE PROCESS

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

1.4 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

1.5 CONDITIONS OF PARTICIPATION

Natural and legal persons, as well as consortia (either officially established or explicitly constituted for this call for tender) who have provided a compliant response to the RFP as published. may apply.

No more than one tender may be submitted by a person, whether as a natural or legal person or member of a consortium. If a person submits more than one response, all responses in which they participate will be excluded from the selection process.

In participating in this call for tender, a tenderer represents and warrants by doing so that:



- is not bankrupt or under mandatory liquidation, is not having its affairs administered by the courts, has not entered into an arrangement with creditors, is not the subject of proceedings concerning its business activities, or is not in any similar situation arising from a procedure provided for in national legislation or regulations;
- it or a person having powers of representation, decision-making or control over it or a member of an administrative, a management or a supervisory body has not been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organization, money laundering, offences linked to terrorist activities, child labour, human trafficking, creating or being a shell company or any other irregular or illegal activity ;
- it or persons having powers of representation, decision-making or control over it have not been guilty of professional misconduct, including misrepresentation.
- it is in compliance with all its obligations relating to the payment of social security contributions and of taxes in accordance with the national legislation or regulations of the country in which the Tenderer is established;

Tenderers undertake to provide documentary evidence related to the items mentioned above upon request by WOAHA at any point during the Tender procedure and/or contracting process. Should a Tenderer fail to produce reasonable evidence, WOAHA reserves the right to reject the Tenderer's response and, in the event it has already entered into a Contract with the Tenderer as a result of the Tender process, to terminate such Contract with immediate effect.

1.6 CONFLICTS OF INTEREST

Under no circumstances can a Tenderer contact any person employed by or representing WOAHA regarding the tender procedure other than the person(s) mentioned in this document.

In participating in 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 WOAHA 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 WOAHA.

1.7 PERIOD OF PROPOSAL VALIDITY

Tenderers are bound by their proposals for 60 days after the deadline for submission or until they have been notified of non-award.

1.8 DURATION OF THE CONTRACT

The Contract is expected to be performed from 13 October September 2022.



Expected duration by Lot (see Section 4):

- Lot 1 & 2: 13 October 2022 to the end of December 2023
- Lot 3: from December 2022 and then the contract shall be renewable each year for a period of one year and must be negotiated at the end of each year.

1.9 INVOICING

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

- Thirty per cent (30%) of the total price will be paid after validation by WOAHP of the recommendations developed after performing the website assessment;
- Twenty per cent (20%) of the total price will be paid after validation by WOAHP of the editorial guidelines;
- Twenty per cent (20%) of the total price will be paid after the guide for contributors;
- The balance payment will be issued upon implementation of all workshops.

For the third workstream detailed in section 4, invoices will be developed on an ad-hoc basis, based on a rate per hour agreed during the first workstream.

Payment throughout the Contract will be made upon receipt of the corresponding undisputed invoice, which should be raised after validation of each deliverable. WOAHP 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

The World Organisation for Animal Health (WOAH, founded as OIE) is an international organisation with a mandate from its 182 Member Countries to improve animal health and welfare worldwide. The Organisation has fully revamped its corporate website in 2020 and has undertaken the redevelopment of its brand identity and narrative in 2022.

A new version of the rehailed website, under the new visual identity, was launched end of May 2022.

The next step is to review the content of the website, to ensure its alignment with the new brand narrative, and to design a clear web editorial strategy to guide the consistency of existing and new content across the website.

The current website has been developed with WordPress and offers a wide range of possibilities, in terms of content architecture.

2.2 PROJECT OBJECTIVES

This project aims to create a basis for content development on this recently launched website and to ensure that the numerous contributors are well accompanied to develop content in a consistent way. Ultimately, we aim to ensure that the website, which is one of the key entry points to our information, reflects our brand narrative and conveys our messages in an efficient way, thanks to an optimised user experience.



3. PROJECT ORGANISATION AND METHODOLOGY

3.1 PLANNING AND IMPLEMENTATION SCHEDULE

The project will be deployed over three phases or Lots detailed in section 4.
The expected schedule is detailed in section 6.2.

3.2 GOVERNANCE

The project will be managed by the Communications Department and will involve both the Editorial and Digital teams.

Contact points within the Communications Department:

- Editorial team: Yael Farhi, Editorial Communications Manager
- Digital team: Paula Pinet, Digital and Marketing Communications Manager

The deliverables will be validated by the two contact points.

For some parts of the projects, the Supplier will also interact with:

- the relevant colleagues from our technical Departments, who contribute to populate the content of the website.
- the agency who ensures the maintenance of the website,
- the Digital Transformation and Information Systems Department (i.e.: if additional developments or design specifications are required).

3.3 METHODOLOGICAL APPROACH

For this complex project, we expect a transversal collaboration among different members of our Organisation and external suppliers.

4. SCOPE OF THE SERVICES

4.1 LOT # 1: CURRENT WEBSITE ASSESSMENT AND EDITORIAL STRATEGY

The first phase of the project will aim to analyse the current content of our corporate website (www.woah.org) in order to develop some recommendations to optimise the content strategy and jointly define clear contribution processes and a web editorial strategy.

This analysis should include:

- The review of existing strategic documents linked to the website (UX and SEO audits will be provided by WOA, as well as webpage typologies, targeting and identified personas).
- The analysis of our corporate website's content in terms of:
 - Structure (challenges pertaining to the current structure, potential evolutions needed in the architecture, relocation of pages, etc...)
 - Analysis of the available functionalities and recommendations on their use and potential evolution
 - Analysis of the different type of contents and pages
 - Assessment of illustrations and iconography in line with our brand guidelines



- Identification of the next steps:
 - o Identification of contents that need to evolve and recommendations on the suggested evolutions (light rewriting or editing, in-depth rewriting, restructuration, development of new content, etc.)
 - o Establishment of a methodology to define time allocation for the different actions recommended by type of service (rewriting of a page, reediting of a page, development of a web portal, SEO, iconography, etc...)

During this phase of the project, a meeting with the agency who developed and currently maintains our corporate website might be needed.

In addition, a workshop with our key contributors to the website (colleagues who contribute to the contents, but that are not part of the Communication Department nor have training in web writing), might be organised, to assess their level of understanding of web writing best practices and better understand the various challenges, specific to our current mode of content contribution.

Deliverables will include at a minimum:

- Recommendations in terms of content strategy based on the assessment conducted;
- Definition of a clear editorial strategy for the corporate website as well as the establishment of the editorial line, per type of content, target audience and communication objective;
- Definition of a methodology for Lot 2 and 3, based on a working calendar;
- Prioritisation of the typologies of content to be redeveloped;
- Establishment of a rate/hour for the content development expected under Lot 3.

4.2 LOT # 2 : GUIDELINES AND TRAINING

The second phase of the project will aim to clarify the best practices to ensure a sustainable improvement of the content on our website, based on the editorial strategy established. It will include the development of guidance documents as well as of a training phase for relevant colleagues.

The objective is to define a consistent approach to content development of the website and to ensure that the web content development and SEO best practices are implemented.

Deliverables will include at a minimum:

- The development of editorial guidelines tailored to our corporate website: it will notably include guidance on writing styles and tones for different typologies of pages, SEO best practices, how to create a database for keywords, templates for the different typologies of pages (including recommendations on formatting and length of titles and sub-headings and pages), calls to action; the guidelines will be developed in a PDF format, and potentially in a video format as well.
- A Guide for all contributors to the website's content (including contribution processes and best practices in terms of SEO, user-friendly web writing, use of iconography and other tools to create interactive content etc.);
- The implementation of workshops to ensure the uptake of the two first deliverables (precise number and agenda to be defined in Lot 1):
 - o For the Communications Department (17 people), in English: it will notably address web writing and SEO best practices, guidance on writing for non-specialist audiences, as



well as guidance in terms of use of multimedia (still images vs slideshow for instance) and how we wish to represent communities and genders in a balanced way.

- For our key contributors (outside the Communications Department) (15 people), in English and French.

4.3 LOT # 3: REWRITING AND/OR CREATION AND MAINTENANCE OF CONTENT

This phase will be conducted in parallel of Lot 2.

Based on the methodology and the work planning defined in Lot 1, the rewriting of the website and the upgrade of selected content will be done by the agency, in collaboration with the Communication Department and relevant technical colleagues.

For each segment of content identified, the scope of work can include: editing, rewriting, development of new content, SEO optimisation, restructuration of a page or section, upgrade of the iconography, inclusion of new illustrations (infographics, video, etc...).

The work will be conducted in English and will then be adapted to our official languages: French and Spanish.

During this phase of the project, some steps might require a collaboration with the agency who developed and currently maintains our corporate website.

Deliverables will be identified progressively, based on the workplan defined in Lot 1 and the emission of ad hoc quotations.

4.4 SCOPE FOR ADDITIONAL SERVICES

Should the need arise for services that have not yet been identified, WOAHA wishes to be able to commission additional support services. These services will be commissioned in the form of five day-long units of work, renewable.

5. 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.

5.1 TECHNICAL RESPONSE

The Tender response should be provided in a PDF document.

5.1.1 General company information

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

- Company name (and name of group if applicable);
- Structure (location and number of employees in the headquarters as well as regional offices if relevant);
- Contact point name, phone number and email address;



- Company background review;
- Description of major activities.

5.1.2 Methodology for each core component

5.1.2.1 LOT #1

This section should detail the different steps foreseen in the website's content assessment, and if relevant, which tools will be used by the Supplier.

The recommendations should also propose a prioritisation for the renovation of the contents, based on the page typologies identified.

- i. A precise methodology needs to be proposed for Lot #2 and #3, notably in terms of invoicing for Lot #3, and a detailed list of the scope of the services that can be proposed in Lot #3.

5.1.2.2 LOT #2

This section should provide general information regarding the approach/tools/methodology to develop the guidelines and implement the trainings.

5.1.3 General methodology and proposed schedule

This section should identify the recommended methodology to implement the different steps in the most appropriate and effective approach.

The offer should provide input on the proposed project governance mechanism and a clear rationale for the proposed organisation of activities. Major constraints as well as prerequisites (time, stakeholder availability), should be identified. A schedule encompassing the different milestones should be provided.

The general methodology to manage the project, including the format of the follow-up on the part of the supplier as well as the measures to ensure respect for the project deadlines, tracking of project costs and the delivery of quality deliverables should be identified.

5.1.4 Allocated human resources

This section should identify the professional profiles (field of expertise, seniority etc.) proposed throughout the project and according to each stage of the methodology established in the previous section. It should include a rationale for the team set-up and clearly underline how the team, as a whole, responds to the required skills as described in the TORs, provide, for each profile, a short biography of the identified consultant and justification of his/her role in the project. A short CV for each consultant (no longer than 2 pages) with reference to relevant experience should be annexed to the main response document, as well as the completed and signed "Statement of availability of experts" (Annex 3).

5.1.5 Success – risk factors

This section should provide a review of major constraints identified at this stage, potential risks to the project and requirements to ensure its successful completion. Prerequisites that you deem important to carry out the project effectively should be identified.

5.2 FINANCIAL OFFER

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



5.2.1 Core Components

The financial offer should provide:

- An overall cost for Lot #1 and Lot #2;
- A cost breakdown for Lot #1 and Lot #2

Lot #1- Breakdown

- Review of existing documents
- Analysis of our corporate website (400 pages (in 3 languages) + 200 disease pages (only a sample will be assessed)).
- Workshop with key contributors
- Development of recommendations for the content strategy
- Definition of the web editorial strategy and editorial line
- Definition of next steps

Lot #2 – Breakdown

- Development of editorial guidelines
- Development of the guide for contributors
- Organisation of workshops defined in Lot #1

For Lot #3, the financial approach will be defined during the first phase of the work (Lot #1): it will be necessary to define an hourly rate, for the different needs of activities identifies: editing and proof-reading, rewriting, new content development, SEO optimisation, improvement of the iconography, restructuration of pages, etc...

The time required for each of these actions will also be defined during Lot #1.

5.2.2 Travel and accommodation

Please note that no travel is foreseen in the scope of this project.

5.2.3 Order and payment terms

Tenderers should detail:

- Purchase order conditions;
- Expected terms of payment and settlement periods (if they differ from WOAHP conditions set out in section **1.7 Invoicing** of this document).

6. RESPONSE PROCEDURE

6.1 WOAHP CONTACT POINT

Yael Farhi

Communications Department



6.2 SCHEDULE

Call for proposal	21 September 2022
Response reception (with a technical and financial proposal)	6 October 2022
Presentation of the proposal	7 and 8 October 2022
Contract award and supplier selection	13 October 2022
Kick-off Meeting for Lot #1	17 October 2022
Finalisation of Lot 1 Deliverables	1 December 2022
Kick-off Meeting for Lot #2	5 December 2022
Kick-off Meeting for Lot #3	12 December 2022
Implementation of Lot # 2	December 2022 – February 2023
Implementation of Lot #3	From Mid-December 2022 (to be precised during Lot #1)

All Tenderers will be informed should WOAHA change any of these dates.

Proposals may be modified or withdrawn prior to the deadline for submission through a written notification sent to WOAHA contact point.

6.3 RESPONSE FORMAT

If you are interested in this consultation of suppliers, please complete your bids online by clicking on the link below.

[APPLY HERE](#)

Bids must be submitted in English.

WOAH, as a data controller, will process the personal data you provide in the bidder for the purposes of identifying a suitable Consultant, to support its work.

The data collected will be processed internally for the aforementioned purposes and for the resulting administrative acts, it shall be kept for the duration of the contract with you and in an intermediate archive for a duration of 10 during the audit period.

You have rights to access and rectify your personal data, as well as to request erasure and obtain data portability under certain circumstances.

To exercise these rights or If you have any questions about the processing of your data, you can contact our data protection officer at dpo@woah.org. For more information check our Privacy Policy: [Privacy Policy - WOAHA - World Organisation for Animal Health](#)".

Should you have any questions, please contact Yael Farhi: y.farhi@woah.org.

To comply with disclosure requirements and enhance transparency, WOAHA shall publish on its website the following information about the Contract which shall be concluded with the awarded contractor: (i) the nature of the contract (ii) year of award (iii) name and locality of the Service provider; (iv) the title,



purpose of the Service provider; and (v) the amount of this Agreement. WOAHA will not release or publish information that could reasonably be considered confidential or proprietary.

Tenders should include:

- The technical offer (valid for 60 days from the day of Tender submission)
- The financial offer (valid for 60 days from the day of Tender submission)

Please make 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 call for proposal will be kept confidential by WOAHA.

Reminder: responses should be submitted by **21 October 2022 at noon (Paris local time)**. Any proposal received past this deadline will be excluded from the call for proposal process.

6.4 EVALUATION OF PROPOSALS AND AWARD OF THE CONTRACT

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

- Company organisation and sustainability
- Demonstrated understanding of the context and experience in working in a multicultural context and in the public sector
- Relevance and quality of the proposed methodology and associated work plan
- Relevance and quality of the proposed project team
- Proven experience in supporting companies for their web editorial strategies
- Capacity to communicate on scientific topics to a wide range of audiences
- Financial approach

WOAHA may ask Tenderers to provide clarifications needed to evaluate their Tender; Tenderers will be requested to reply in writing.

WOAHA 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 process.

7. ANNEX

Annex 1: Financial offer to be returned dully completed and signed

Annex 2: The declaration of integrity to be returned dully completed and signed