

Request for Proposals: Marketplace of Tools for Civil Society Organizations

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Summary and Background

The Ukraine Civil Society Sectoral Support Activity (or “Activity” hereafter) has been implemented by “EDNANNIA” (JOINING FORCES) – Initiative Center to Support Social Action” (Ednannia hereafter) as a prime implementing partner in a consortium with the Ukrainian Center for Independent Political Research (UCIPR) and the Centre for Democracy and Rule of Law (CEDEM). The purpose of the Activity is to improve the operating environment for civil society and strengthen the institutional capacities of the civil society organizations (CSOs) in order to advance the self-reliance of the civic sector in Ukraine. USAID anticipates the following Activity breakdown: (1) Strengthen institutional capacities of civil society; (2) Improve legal enabling environment for civil society; (3) Enhance research and learning of civil society sectoral challenges, opportunities, and best practices.

Project Description

The Activity foresees the development of a platform that would become a digital ‘office’ for the civil society of Ukraine. This is a brand-new portal that has to be built from scratch. It is expected to be designed as an **online platform for the CSOs of Ukraine** and other stakeholders working with civil society and related issues—e.g., non-government organizations, international donors, international organizations, embassies etc.—which will facilitate the process of production and sharing the best practices, knowledge, experiences and competences that would make the Ukrainian civil society stronger, more capable, and effective.

The platform will be merged with the current CD Marketplace (<http://cd-platform.org>), a place where a CSO has an opportunity to find consultants/trainers (service providers). In their turn, a trainer/consultant may advertise their services for the CSOs on the Marketplace. The platform itself is thought to consist of the following sectors:

- Knowledge Clearing House (KCH)
- Marketplace for service providers and CSOs
- Online office tools
- Online Studio (Media)
- Online Learning component

The rationale for the platform is as follows:

1. There is an urgent need for reliable and accurate knowledge on civil society, both in terms of its internal development and areas of civil society organizations’ (CSOs) expertise, to make informed decisions.
2. There is an increased production of research and knowledge *by* the civil society and *on* the civil society; however, it is scattered across various organizations and quite often, the studies double themselves

3. There is also an issue of capacity to interpret research results, e.g., weak numerical literacy and general understanding of research processes (differences in methods, applicability, transferability etc.).
4. There is a need to explain what the civil society is, what it does, what its role in the broader society, and most importantly, how it changes our country. The platform will become a digital representation of everything the CSOs do in Ukraine and why they do what they do.
5. The civil society would benefit from having a single entry point for the digital toolkit and knowledge sharing platform, necessary for the effective management of the organization and decision making: research, fundraising, digital office set, online learning studio, and relevant media resources. Our platform is intended to become such place.

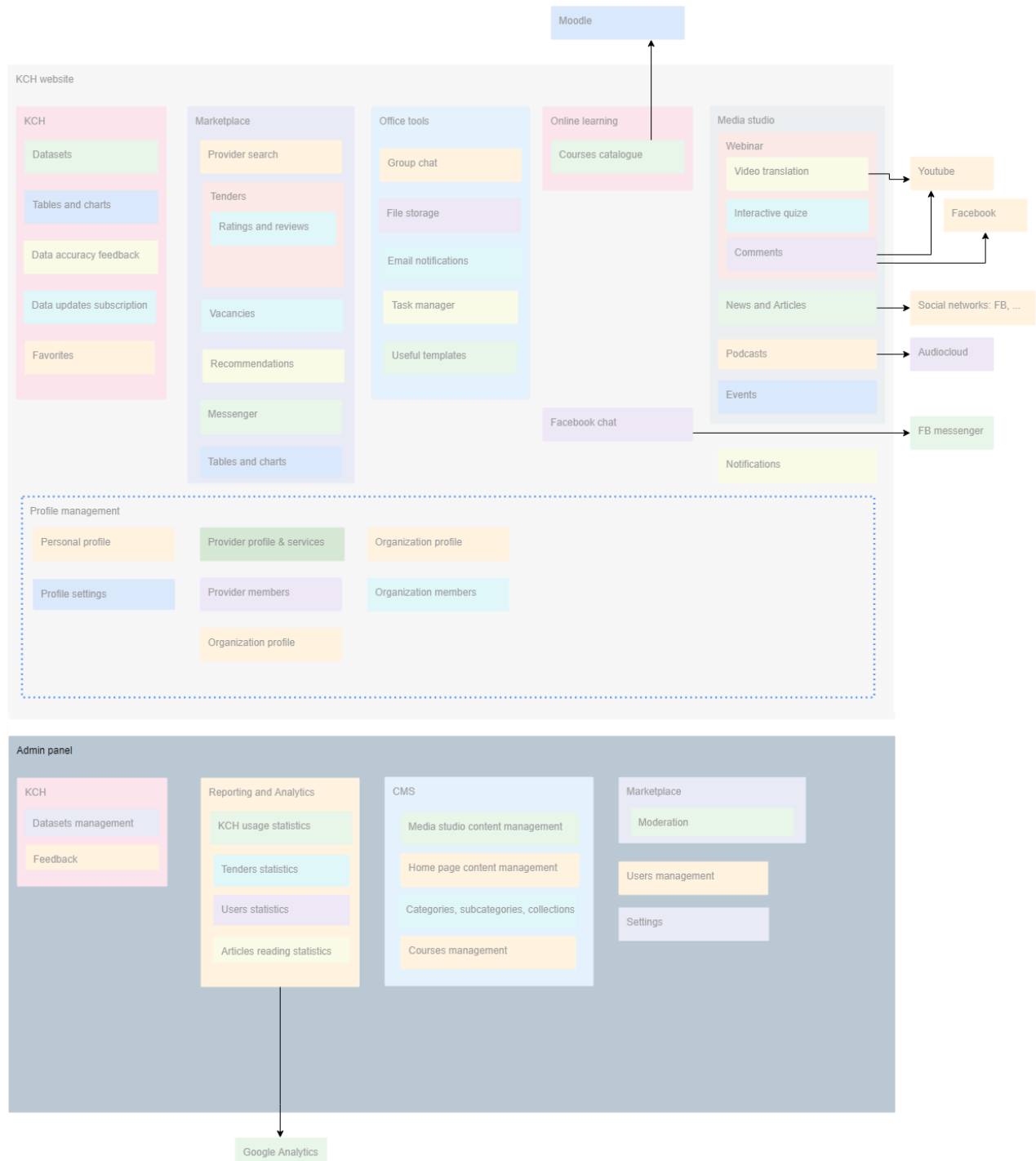
Therefore, the **purpose** of the platform is fourfold.

1. It is intended to become the most relevant and up-to-date integrated resource on all the data and research, case studies, templates, and news that CSOs and other interested parties may find necessary and useful when planning their activities. The platform will provide resources for in-depth research on new challenges and opportunities for the civil society and its development and sustainability.
2. The platform will also provide educational and awareness raising activities (e.g., webinars, presentations, experts' interviews). As a result, it is expected that the availability of the platform will encourage CSOs and other stakeholders to follow the spirit of evidence-based decision and policy making; as well as advance their capacity to read, analyze, and integrate research data into their operations. By gaining these competences, the CSOs will be able to make a quality assessment of sectoral developments and needs.
3. By becoming a first-hand online resource with information of the Ukrainian civil society, it will promote the image of the civil society both nationally and internationally; as well as facilitate the international advocacy efforts of the Ukrainian CSOs. In this way, the platform will become a place for information collection and will aid better information-sharing about civil society developments throughout Ukraine and beyond.
4. By mediating the service provision on capacity building and organizational development, the platform will set certain standards and procedures in place, thus unifying these practices in the sector.

Project Vision

For civil society organizations and organization development services providers who need to obtain operational and methodological information and services the KCH website is web-

based platform that would become a digital 'office', a representation of everything the CSOs do in Ukraine and why they do what they do. The system will allow collaboration both inside organizations and between organizations and service providers and account on collaboration results. This will allow the customer to gather statistics and scrutinize CSO's everyday needs in knowledge, skills and services.



Business Requirements

System should become a number one national HUB and library for CSOs.

Project Stakeholders

- Customer:
 - “EDNANNIA” (JOINING FORCES) – Initiative Center to Support Social Action”
- System end-users:
 - Civil society organizations at regional, national and international level looking for information necessary for decision making on their organizational development, strategy, operations, and planning. Organizations usually consist of 2-15 people, and only some of them number 20+.
 - Non-government organizations, international donors, international organizations, embassies etc.
 - Research institutions and individuals studying the Ukrainian civil society or areas in which they operate
 - Governmental decision and policy makers at local and national levels looking for the civil society data necessary to develop and implement strategies in interaction with the civil society
 - Media professionals, reporters, journalists
 - INGOs, donors that are planning to launch their activities in Ukraine and seeking data and research for the design of their interventions
 - General interested public who seeks data on the civil society, including international public
 - Service providers: trainers, consultants
 - System Administrators
 - Content managers
 - Grant managers: interested in statistic and reporting (possibly not using the site directly)

Stakeholder Needs

1. Non-governmental organizations need to facilitate the process of production and sharing the best practices, knowledge, experiences and competences so that every interested party has access to vast socially significant knowledgebase.
2. Non-governmental organizations need to get educated in available data usage and analysis so that they can elaborate nice judgements of available data.
3. International organizations need to be able to find and download content in English.
4. System Administrators need to manage and moderate all the content on site
5. System Administrators need to assess available data for correctness and applicability so that they can eliminate inaccurate data.
6. System Administrators need to arrange regular data provision from different data sources, raw data clearing and conversion to common format.
7. System Administrators need to hold some fundraising activities by accepting donations, selling the subscriptions to advanced data access or others.
8. System Administrators need to hold educational activities so that they can enhance research and learning

9. CSOs and providers need to manage their members
10. CSO need to manage their documentation, communication and workflow, so that they can manage their activities from one single place.
11. CSO need to find consultants/trainers (service providers) and sign service contracts.
12. Service providers need to advertise their services for the CSOs.

Functional Requirements

The functional requirements have been defined in detailed during the Discovery Phase and will be provided to the winning bidder.

As of now, we see the following frameworks suitable for the development:

- Laravel
- Symfony Yii
- Drupal CMS

However, we accept other approaches and concepts, if a bidder see other frameworks better fit for the requirements and purposes of the KCH.

Main user roles/profiles and permissions

There are situations when the same organization is a provider and regular organization at same time, or business provider is also an individual provider. There is a need to have the possibility to add different profiles to the same user account: organization account, individual provider account, business provider account or be invited to other organizations as a member.

System should support following user roles/profiles:

- **Guest user** - not logged in user. Can view all content in Media centre, Marketplace, KCH.
- **Individual user** - user registered basic profile at KCH. Can submit data to KCH, articles, events, news to Media centre.
- **Organization member** - user registered as individual and joined organization. Can submit data to KCH, articles, events, news to Media centre on behalf of Organization. Can also use office tools - chat with organization, file upload, task management, templates usage, view organization profile.
- **Organization admin** - user registered as individual and created organization/registered as organization. Same functions as member has and also additional functions - organization profile, members management.
- **Marketplace organization member** - user joined organization that has profile at marketplace can view organization profile at MP, view tender related information
- **Marketplace organization admin** - user registered organization at marketplace can publish vacancies, publish and manage their tenders, manage organization profile, manage members and admins

- **Provider individual** - user registered as individual provider. Can submit data to KCH, articles, events, news to Media centre, can manage provider profile and services, participate in tenders.
- **Provider member** - user registered as individual provider and joined provider organization. Can submit data to KCH, articles, events, news to Media centre on behalf of Organization, can view provider profile, view messages, tender related information, notifications (new review, new tender request etc).
- **Provider admin** - user registered as provider organization. Can submit data to KCH, articles, events, news to Media centre, can manage provider profile and services, exchange messages, participate in tenders, publish vacancies.
- **System Admin** - access to Admin panel, CMS

Non-functional requirements

Performance and scalability requirements, maintainability, security etc.

Up to 10000 users.

Usability

Should have appealing, self-explanatory interface design allowing users with basic technical knowledge to work with data tables and charts easily. It should be much more simple than Excel.

It should take several minutes for users to master data tables management UI.

The UI should incentivize users to “play” with tables and charts.

System languages

English

Ukrainian

Any language is allowed for uploaded data files.

Device support

System should be optimized for work with stationary and mobile devices and have adaptive layout.

UI

Graphic UI design to be developed in terms of the project. Some parts of the system like Media studio may have differences in design - TBD later. Brand book will be provided by the customer.

Preferred technologies:

Drupal CMS for main system website, others to be considered either.

<https://moodle.com/> as Online Learning platform.

<https://ckan.org/> as one of possible statistical data management solutions. Example

<https://data.gov.ua/>.

<https://info.badgr.com> for Provider awards issuing

Legacy <http://cd-platform.org> is developed on Joomla CMS

<https://mattermost.com/> as messaging platform

<https://studio.ednannia.ua/> - as Media studio prototype

<https://www.pravda.com.ua/cdn/graphics/2021/chornobyl/> - as Media studio content example

<https://stories.getmural.io/in-flanders-fields-by-john-mccrae/#> - as Media studio content example

https://udn.com/upf/vision/Zoo_of_the_Future/ - as Media studio content example

<https://soundcloud.com/> - as platform for podcasts management

<https://tilda.cc/>, <https://www.getmural.io/> - as Media studio reach content platform creation

Elastic search - for search through all site content.

Transition requirements

The platform will be integrated with the current CD Marketplace (<http://cd-platform.org>) or incorporate main existing functionality.

There is no need to transfer any data from old MP system to new one in case of new system substitute existing MP.

Scope of Work and Expected Deliverables

The **challenge is to design and deploy a platform of Marketplace of Tools**: a high quality, simple and easy to manage online hub for research and data on the civil society, to monitor and collect information on the affairs relevant for the civil society's capacity and agenda.

The cooperation should result in the following deliverables:

1. Design vision: UI/UX wireframes and mock-ups to be approved before the vision to be deployed into the development
2. Outlined technical stack from the underlying database, web application, requirements for social media integration etc. in accordance to provided functional and non-functional demands provided
3. Development of the platform and perform its initial testing and support
4. Technical maintenance and management protocols: developed documents outlining requirements (technical, time and financial resources) on technical maintenance and hosting, as well as administration

The expected development time is 15 months.

The RFP Process

All proposals in response to this RFP are due to July 31, 6 pm EET. If additional information or discussions are needed with any bidders, the bidder(s) will be notified within the evaluation timeline.

The selection decision for the winning bidder will be made no later than August 14, 2021, 6 pm EET. Upon notification, the contract negotiation with the winning bidder will begin immediately.

Proposal must include the proposed cost, including any and all out-of pocket costs, broken down by major activities.

Documents for RFP Response

To submit a proposal, a bidder has to provide the following documents and details:

1. Description of the experience in developing similar projects. The bidder is required to provide two or three examples of their past completed work.
2. Anticipated resources the bidder plans assign to this project (total number, role, title, experience); response should include CVs of the Discovery Phase implementation team
3. A work and time schedule for the development with time risks assessed
4. Management approach and procedures
5. Assessment on budget costs
6. An acknowledgement by the bidder that they will not subcontract any work without our express written consent
7. An acknowledgment by the bidder that we are not required to select their proposal, or indeed any proposal and that we are not liable for any costs or time that you may have incurred in the preparation of their proposal.

In case of any questions, send them to aliyeva@endannia.ua with the subject "Clarification for Marketplace" until July 20, 2021.

Submit the full package to aliyeva@ednannia.ua, with the subject "Bid for Marketplace".