

## Request for Proposals to Design a Website | Due Friday, July 26, 5 PM EDT

Please note: Only proposals containing all required content will be considered. Please [register here](#) by Monday, July 22, to indicate intent to submit, and to receive all notifications relating to this opportunity (including any Q&A).

### 1.0 Project Overview

Community acceptance is a prerequisite to many natural resource development projects. Free, prior and informed consent (FPIC) - an internationally recognized right pertaining to indigenous peoples - is enshrined in procedural norms, standards and frameworks such as the UN Declaration on the Rights of Indigenous Peoples (UNDRIP), in regional and national legal frameworks, and in policies of financial institutions (e.g., IFC) and an increasing number of corporations.

With these normative and operational developments on community acceptance and FPIC, there is growing interest from leading companies and civil society organizations to share practices and learn from concrete situations and from projects and programs that build community support at sites.

RESOLVE facilitates the FPIC Solutions Dialogue (<http://www.fpicialogues.org>), the membership of which represents some of the most advanced corporate leadership on issues surrounding FPIC implementation. Member meetings and webinars feature rich discussions that have directly influenced member practices and policy. We are translating insights from these discussions into a web-based "FPIC Toolkit" to contribute to broader learning and improved practices by additional companies, and to serve as a resource for communities. The toolkit will synthesize perspectives from NGOs, companies, and communities to offer pragmatic and practical guidance on how to implement best practices within complex political, social, and corporate environments.

We envision developing a new website to feature the work of the FPIC Solutions Dialogue, largely organized around the FPIC Toolkit. RESOLVE is now seeking graphic and web development support to design this website, including the toolkit.

The FPIC Toolkit will be organized to reflect the various phases of an extractive project, from pre-development to post-closure, highlighting major milestones, key challenges/risks, primary community needs, primary company needs, and further resources (case studies, tools) for each

phase. The toolkit will also include an overview or “primer” containing an introduction to the toolkit and information on a number of issues relevant to FPIC, including policies and legal norms, company-community agreement making, land rights, inclusion in FPIC processes, and more.

RESOLVE will develop all content for the website and toolkit and has outlined a preliminary website architecture (see [Annex I](#)). Content will primarily consist of blog posts/articles, audio files, videos, images, and documents. We seek to create a highly interactive final product that is accessible, engaging, and intuitive for a range of end users.

The budget ceiling for this RFP is approximately \$12,000. Submission requirements are in section 7.0 below.

## 2.0 Company Overview

RESOLVE is a small, Washington, D.C. based non-profit that forges sustainable solutions to critical social, health, and environmental challenges by creating innovative partnerships where they are least likely and most needed. We are a team of collaborative leaders: mediators, policy experts, strategists, scientists, and facilitators dedicated to a vision of a less polarized world with a shared commitment to transforming ambitious ideas into real benefits for people, communities, and ecosystems. For more information on RESOLVE, please visit our website: <https://www.resolve.ngo>.

## 3.0 Scope of Work

As noted above, RESOLVE will develop all content for the toolkit and has outlined a preliminary website architecture ([Annex I](#)). We are seeking graphic and web design services from a consultant who will be responsible for the following scope of work:

### *Task 1: FPIC Toolkit Design and Development*

- Build the website for the FPIC toolkit, which we expect to follow this approximate process:
  - Information gathering and discovery: setting goals and understanding our target audience, content inventory, and available resources
  - Planning and website process: research, brainstorming, information architecture, page layout, usability, creating initial wireframes/mockups
  - Design: developing visual elements including color scheme, images, user experience
  - Development: creating website framework, database design, ensuring functionality, inputting content, security, etc.
  - Launch: website testing, assurance, training and documentation

- Maintenance: providing a guide to ongoing maintenance, support, and regular updates

*Task 2: Consultation on FPIC Dialogue Website Redesign*

- Consult with RESOLVE on any needs for a potential re-design of the FPIC Dialogue website to feature the toolkit and better organize the current content and resources.

## 4.0 Toolkit Audience

We anticipate a range of audiences for the toolkit, each of whom may have varying levels of knowledge of and experience with the concept of FPIC (from novice to expert), including:

*Primary (target) audiences*

- Extractive (i.e., mining, oil and gas) companies and associations
- Communities and associations of indigenous peoples from across the world

*Secondary audiences*

- International, national, regional, and local NGOs and nonprofit organizations working with communities or offering guidance to companies
- Companies and associations from other sectors (e.g., agriculture, textiles)
- National, regional, and local governments and agencies who oversee or engage in FPIC processes
- Financial institutions or investors with interests in projects requiring FPIC
- Voluntary sustainability initiatives
- Academics and research consortia
- Consultants and independent experts
- Any others interested in furthering their understanding of FPIC implementation and good community engagement practice.

## 5.0 Technical Specifications

The resulting website should:

- Be mobile- and desktop- friendly.
- Include a backend maintenance/update platform that is easy to use for a non-developer.
- Have the ability to host a variety of media and content, including embedded videos or audio, multiple methods for presenting photos (e.g., static, carousel, etc.), and documents.
- Ability to tag or otherwise sort material from multiple sections of the toolkit, according to cross-cutting topics.
- Blog/RSS feed or other means of easily promoting recent news items on main page.

- Function quickly and seamlessly, with an easily accessible/intuitive interface, e.g., click/hover to learn more about an issue/topic without having to navigate away from a page.

## 6.0 RFP and Project Timeline

Our anticipated RFP, selection, and project timeline is below:

- July 2019: Release web design RFP and solicit proposals; proposals due by Friday, July 26
- August 2019: Interview consultants, with final selection by August 31
- September 2019: Information gathering and discovery, planning and website process
- October 2019: Design, including initial mockups of wireframes (for RESOLVE's external consultation); mid-contract status update
- November 2019: Continued design and revisions
- December 2019: Website framework complete
- January 2020: Website populated; proofreading underway
- February 2020: Soft launch
- March 2020: Full launch
- April 2020: Maintenance guide complete

## 7.0 Submission Requirements

### A. FORMAT AND CONTENT

Please note: Only proposals containing all required content will be considered. Please [register here](#) by Monday, July 22, to indicate intent to submit, and to receive all notifications relating to this opportunity (including any Q&A).

Proposals should be submitted electronically, in English, and be no longer than 6 pages, with a minimum of one-inch margins. Proposals must include the information listed below, and respondents may include other pertinent information as appropriate. This RFP is open to agencies, independent consultants, and any organizations with relevant expertise and experience.

Submissions must have a section addressing/including each of the following:

- i. Organizational/consultant background, including the objectives and qualifications of your organization (maximum of 1 page)
- ii. Proposed approach to the tasks/sub-tasks outlined in section 3.0 (Scope of Work) (maximum of 2 pages)
- iii. Work plan overview, including a timeline, major milestones/deliverables, and conclusion of the project (maximum of 2 pages)
- iv. Proposed budget (maximum of 1 page)

- v. A portfolio of at least 4 projects (does not count toward page limit)
- vi. Optional: Visuals/mockups illustrating proposed approach (does not count toward page limit)

**All proposals should be submitted to RESOLVE no later than 5 PM EDT on Friday, July 26.**

Proposals should be emailed to the following staff with the subject line “Response to FPIC Toolkit Web Design RFP”, followed by the organization/consultant name.

- Taylor Kennedy: [tkennedy@resolv.org](mailto:tkennedy@resolv.org)
- Margaret Lee: [mlee@resolv.org](mailto:mlee@resolv.org)

## **B. QUESTIONS DURING THE PROPOSAL PROCESS**

Respondents may submit questions in English regarding the proposal process. Questions should be directed to RESOLVE: Margaret Lee, [mlee@resolv.org](mailto:mlee@resolv.org), with the subject line “Questions – FPIC Toolkit Web Design RFP”. **RESOLVE will collect questions until 5 PM Eastern Daylight Time on Wednesday, July 17.** RESOLVE will respond to all questions at one time, sharing all questions and responses for the benefit of respondents by email to all who have submitted questions and/or [registered](#).

## **C. REGISTRATION OF ORGANIZATIONS INTENDING TO SUBMIT**

Organizations that intend to submit proposals should [register](#) no later than Monday, July 22, to ensure they receive all communications, including a compilation of questions received with RESOLVE responses.

## Annex I: Revised FPIC Dialogue Website Architecture

As noted above, we envision a highly interactive structure for the revised website, with the toolkit encompassing the majority of the website. Below please find a notional sitemap for the revised website (headers are descriptive but could be tailored for brevity on the final site):

- Home
- The FPIC Dialogue
  - About the Dialogue
  - Dialogue Publications
- Toolkit:
  - Primer Material
    - About/Using This Toolkit – Purpose, Structure, And Functions
    - Definitions/Acronyms + Master List Of Tags
    - What is FPIC?
    - Policy/Legal Norms
    - Who is Indigenous
    - Consent vs. Consultation
    - Agreements
    - Who is the Community? Who Makes Decisions for the Community?
    - Understanding Land Rights
    - Gender
    - Etc.
  - FPIC in Each Design Phase (see table below for further detail)
    - Pre-Development
    - During Development/Operations
    - Before Major Change at Site (e.g., Expansion, Sale)
    - Pre-Closure
    - Post-Closure
- Contact

*FPIC in Each Design Phase Section*

<p><b>Design Phase</b>                      →→→→→→→→→→→→→→→→</p> <p>↓Chapter Organization and Content↓</p>	<p>PRE-Development</p>	<p>DURING Development/Operations</p>	<p>BEFORE MAJOR CHANGE (e.g., Expansion, Sale)</p>	<p>Pre-Closure</p>	<p>Post-Closure</p>
<p><i>About this Phase</i></p> <ul style="list-style-type: none"> <li>• Overview/Milestones</li> </ul>	<ul style="list-style-type: none"> <li>• See above for content, formatting, and functionality details</li> </ul>				
<ul style="list-style-type: none"> <li>• Key Issues</li> </ul>					
<ul style="list-style-type: none"> <li>• Key Risks</li> </ul>					
<p><i>Primary Community Needs</i></p>					
<p><i>Primary Company Needs</i></p>					
<p><i>Resources</i></p> <ul style="list-style-type: none"> <li>• Case studies</li> <li>• Templates/tools</li> <li>• Further reading</li> </ul>					