Beirut, September, 2013

Arab Thought Foundation

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**Request for Proposals**

1. **The Objective:**

The objective of this request for proposals (RFP) is to submit a proposal to develop and design the Arab Thought Foundation website, through the use of state-of-the-art techniques and professional graphic design, in order to make the website more **efficient, elegant, easy-to-use and attractive**.

1. **About the Arab Thought Foundation**

The Arab Thought Foundation (ATF) is a pan-Arab, international, independent, non-profit and non-governmental organization which was officially founded in 2001. In its core, the Foundation presents itself as a platform for cooperation between Arab intellectuals and businessmen with a guiding mission to help advance social, cultural and economic development of the whole Arab region.

1. **Parameters of Current Status**

The Foundation’s website is in fact its window to the outside world. However, the website in its current display, does not reflect the true image of the Foundation. Currently, ATF has 4 separately managed websites ([www.arabthought.org](http://www.arabthought.org); [www.fikrconferences.org](http://www.fikrconferences.org); [www.arabdigitablcontent.org](http://www.arabdigitablcontent.org) and [www.arabi21.arabthought.org](http://www.arabi21.arabthought.org))

1. **ATF’s Expectations**

**Overview:**

The identity and the vision of the website should be based on the following points:

1. A modern futuristic identity that is based on national traditional values.
2. The development of technical tools and contents while maintaining an attractive design.
3. The Foundation addresses in general all segments of the society, focusing on two categories, namely intellectuals and young people. Hence, the website should combine an easy-to-use design for intellectuals with modern techniques to meet the expectations of the youth.
4. The website shall be linked to ATF accounts on social media channels and allow ATF users to interact, comment, give feedback and share news and thoughts through their personal accounts.

**Objectives:**

1. Introducing the Foundation, its identity, programs, activities, projects and goals.
2. Communicating with the outside world.
3. Publishing and updating the Foundation’s news and activities.
4. Strengthening the ties between the Foundation’s members (Board of Trustees, Associated Members, Advisory Council, and General Secretariat) and permanent and temporary participants in ATF activities through the website.
5. Intellectual and cultural services and privileges that help create a relationship between the website users and the Foundation, so the users are encouraged to visit the site regularly. This is achieved through (the Foundation news, cultural news, cultural agenda, cultural forum, databases, publications, surveys, questions and suggestions). These items will be discussed later in detail.
6. Contact database to be linked from the website to the Foundation’s server, in order to be accessed from outside the Foundation.
7. **Detailed Deliverables**

**Technical Specifications:**

In order to achieve the main goals of the website, the presence of the following four specifications is necessary:

1. **Programming:** design the website with the latest technical methods, in terms of databases, and the use of the latest Content Management System which allows an easy use of the website from inside the Foundation with the availability of the options of amendments, additions and deletions, a fast way to browse the website, high efficiency and multiple research possibilities.
2. **User-friendly design:** develop the website to become user-friendly, i.e. not to be complicated or difficult to use and allow easy access to any information.
3. **Digital brand engagement**: with a key focus on communication via the web
4. **Graphics**: the website will have a stunning graphic design, very elegant and attractive.
5. **Languages**: the website will be published in both Arabic and English. (with ability to add other languages in the future)

**Main Elements:**

The website is formed of eight main elements:

**1- Introducing the Foundation:** this section should be in a flash presentation (an animated presentation), and contains the following points:

1. Establishment
2. Vision
3. Goals
4. Organizational structure (presented as a pyramid)
5. Foundation members (Chairman – Board of Trustees – Associated Members – Advisory Council – Board of Directors – General Secretariat), with a photo and brief biography for each member.
6. Headquarter
7. Memberships
8. Summary of the main activities
9. Cooperation agreements and memorandums of understanding.

**2- The Foundation News:** this section covers the following subjects:

1. Press articles
2. Press conferences
3. Media coverage about the Foundation and its activities
4. The Foundation’s meetings and gatherings
5. Latest news on the Foundation’s activities and prominent figures
6. News on the Foundation’s members and sponsors or partners
7. News on the General Secretariat.

**3- Cultural News:** this section covers the following subjects:

1. Latest cultural news about the Foundation and Arab government institutions and NGOs.
2. Follow-up on latest relevant events and activities in the Arab world.
3. Latest publications, brief summary of some of them.

**4- Databases:** this is one of the most basic elements of the website, as it helps attract many users by providing them with various cultural and intellectual data and information. To achieve its success, the database must be designed with the highest modern technology so it has the options of addition, amendment and deletion, and contains simple and advanced research options. The database must contain everything needed by any researcher, specialist or even an ordinary user, including cultural, intellectual and scientific issues. The main issues include:

1. **Cultural agenda**: A database for events, activities and personalities.
2. **Database of books and studies.**
3. **Database of Arab, international, civil and governmental cultural bodies.**
4. **Database of Arab intellectuals**
5. **Database of Arab states:** (This data can be retrieved from “Awda’a Al-A’alam” book, the Arab Report on Cultural Development,in addition to other sources.) The database is updated regularly.
6. **Other databases**: Many other databases pertaining to the Foundation’s activities and goals can be added in the future. For example, Arab Digital Content, a database of Arab universities, publication houses, and Arab awards. All this data is available and only needs to be collected.

**5- Main projects (on the main page):** Links are to be added for the Foundation’s most important projects and activities:

1. **The annual general conference FIKR:** which presents everything related to the conference (goals, sponsors, program, live stream, speakers, team, sessions, registration, videos and pic, latest news, previous conferences, contact us/map…)
2. **Arab Creativity Award**:(introduction, goals, winners, juries, previous winners, Application form, Award guidelines, deadlines, candidacy,…)
3. **Youth program (**ambassadors, activities, programs, sponsors, partners**…)**
4. **Research center:** newsletters, translation, publications, surveys,The Arab Report on Cultural Development: (introduction, brief summary, extracts from the report, work team, points of sale, electronic copy for sale, previous issues…)
5. **Educational projects: Education Development Project (TAMAM):** (introduction, goals and latest news), **Project for the deployment of digital education in the Arab states**: (introduction, goals, latest news and progress achieved.) **Forums and gatherings**: all forums related to education and translation and all other gatherings organized by the Foundation
6. **Media center** (Hewar Al Arab, pic, video, webtv…)

**6- Online cultural forum**: the forum members are those of the Foundation, in addition to all website users who wish to join the forum. The cultural forum is based on several subjects:

1. **Discussion issues**: Raise vital issues for discussion and allow the members to express their views. Subjects can be later classified according to the specialization.
2. **Issues related to the Foundation**: Raising ideas, issues and projects related to the Foundation. They are only available to the Foundation’s members, including the Board of Trustees, Associated Members and Advisory Council.
3. **Opinion poll**

**7- Important links:**

1. **Contact us/map**: (the Foundation’s address, phone numbers and email addresses)
2. **FAQ**
3. **Participants in the website**: (this link includes privileges for registered users, including latest news about the Foundation’s activities and figures, in addition to the monthly electronic newsletter, their participation in the cultural forum and invitation to participate in the Foundation’s activities.)
4. **Site map**
5. **Facebook like box and twitter live stream, youtube thread/stream , social media sharing bottoms and ability to comment using open ID and social media ID**
6. **Requirements in Brief:**

|  |  |
| --- | --- |
| ATF Corporate Website | * Fully branded as per ATF Brand Guidelines * Unlimited number of pages * Unlimited number of modules * Special Admin Roles & Users |
| FIKR Conferences Micro-site | * Embedded under ATF Main Corporate website * Follows ATF Brand Guidelines * Customizable according to theme and modules * Unlimited number of pages * Unlimited number of modules * Landing pages + internal full menu for each and every conference * Registration process for the Conference + for each and every session of the Conference Program with Different Back-end Database * Special Admin Roles & Users |
| Foundation Awards Micro-site | * Embedded under ATF Main Corporate website * Follows ATF Brand Guidelines * Customizable according to theme and modules * Unlimited number of pages * Unlimited number of modules * Special Admin Roles & Users * Users Ability to apply to awards with Different Back-End Database * Landing Page for each and every Award with full menu under it |
| Arabi21 Micro-site | * Embedded under ATF Main Corporate website * Follows ATF Brand Guidelines * Customizable according to theme and modules * Unlimited number of pages * Unlimited number of modules * Special Admin Roles & Users |
| Research & Studies Center | * Embedded under ATF Main Corporate website * Follows ATF Brand Guidelines * Customizable according to theme and modules * Unlimited number of pages * Unlimited number of modules * Special Admin Roles & Users * Ability to view reports as E-Book + Download |
| Youth Program Micro-site | * Embedded under ATF Main Corporate website * Follows ATF Brand Guidelines * Customizable according to theme and modules * Unlimited number of pages * Unlimited number of modules * Special Admin Roles & Users * Ability to Apply to Youth Ambassadors with different Back-End Database |
| Education Projects Micro-site | * Embedded under ATF Main Corporate website * Follows ATF Brand Guidelines * Customizable according to theme and modules * Unlimited number of pages * Unlimited number of modules * Special Admin Roles & Users |
| Media Projects Micro-site | * Embedded under ATF Main Corporate website * Follows ATF Brand Guidelines * Customizable according to theme and modules * Unlimited number of pages * Unlimited number of modules * Special Admin Roles & Users |
| Forum Micro-site | * Embedded under ATF Main Corporate website * Follows ATF Brand Guidelines * Customizable according to theme and modules * Unlimited number of pages * Special Admin Roles & Users * Comments + share via social media and mobile application * Embed ATF Social Media accounts in the Forum * Articles Moderation system to prevent users from posting un-acceptable materials |
| Greetings + Other Email Shots, such as ATF (OfOQ Newsletter) | * Design & Coding + sending credits 3xWeek for Database of ATF which is around (7,000 contact) |
| Back-End Database Management System | * Ability to manage Database from the Back-end for each and every Micro-site users with additional filters that will be added manually from Database manager and doesn’t appear to Users « filters must not be limited – and the ability to add filters at any time very easily and fast » + website must generate a barcode for each and every user + the ability to synchronize data with offline system developed by ATF + the ability to send email that automatically generates a PDF file with Barcode – contact name – company etc.. and send it to user via email from back-end |

NB: Modules of each and every micro-site will differ and the ability to re position these modules on page must be very easy and require no development experience

1. Technical Requirements:
2. Content Management System (CMS):
   1. Open Source Secure CMS compliant with Open Web Application Security Project (OWASP) Standards
   2. Role Based CMS
   3. User Friendly Admin
   4. Fully Customizable
   5. Scalable
   6. “Drupal CMS is preferable”
3. Front –End:
   1. HTML5 – CSS3
   2. Responsive
   3. Browser Compatibility (IE7 and above – Firefox – Chrome – Safari – Opera)
4. Security:
   1. The website should account for all types of internet attacks such as:
      1. Cross Sites Scripting (XSS)
      2. Cross Site Request Forgery (CSRF)
      3. SQL Injection
      4. HTTPS on Registration page and Log In page
5. Dedicated Server Specs. :
   1. Linux Operation System with (PHP – Apache – MySQL) installed
   2. 4 Processors
   3. 8 GB Ram
   4. 100 GB Data Storage
   5. 2 Dedicated IP’s
   6. Web Application Firewall
   7. Intrusion Detection System (IDS)
6. **Important Items in the Proposal:**
7. **General Requirements:**

* Provide ATF with a detailed work plan, clearly indicating roles and responsibilities, and the key project milestones with timing.
* Provide an initial mock-up design for the website for at least three pages (main and two inside pages) showing your understanding of the content of the website and ATF’s role. Bidders may submit up to three designs and should be submitted in soft format.
* Provide expert website developers, search engine optimization specialists, and communication experts to collaborate with ATF’s team to create the general look and feel of the new website.
* Meet with the different departments within ATF to understand their requirements for access to and communicating through the website.
* Develop a website concept to be reviewed by ATF. Once agreed, the draft website should be constructed based on it.
* Specified ATF staff should be trained on the tools to be used to update and maintain information on the website. Appropriately authorized ATF staff should be able to update any information with simple tools and steps.
* After a successful launch, the bidder will provide a one-year free renewable website maintenance contract which will cover the website hosting, system availability, content backup and restore, adding and deleting sections, and maintaining the local website image.
* The successful bidder may also be requested to undertake related additional tasks as seen to be necessary by ATF.
* Any information provided to the public in relation to the project under this RFP will need to be approved by ATF.

1. **Selection Criteria:**

* Responding bidders are requested to provide a summary of their relevant capabilities and past experience in related issues.
* Responding bidders shall provide contact details of all staff involved in the project. Changes to any of the proposed staff members shall only be permissible with the consent of ATF.
* All staff should be able to fluently speak/write both Arabic and English languages.
* Local presence and / or representation is of paramount importance.
* The successful bidder (and the specific staff members proposed to be assigned to this task) is expected to have the minimum experience to align with ATF requirements.
* The bidder shall satisfy the following criteria (pre-qualification requirements) and provide evidence thereof (including names of the clients and summaries of the projects).
* Responding bidders are expected to include non-confidential samples of work on similar projects.
* Proposals not meeting the pre-qualification requirements will not be evaluated

1. **Budget:**

* Firms that submit a proposal in response to this RFP are solely responsible for meeting any and all costs incurred in preparing their proposal. No costs incurred by any bidder (successful or otherwise) in preparing and submitting a proposal shall be payable or reimbursable by ATF.
* Invoicing shall be made using the following invoicing profile after each phase:

|  |  |
| --- | --- |
| Contract signing and kick-off meeting | 30% |
| Design Phase | 20% |
| Build, Training, and go-live | 20% |
| Documentation and sign off | 30% |

1. **Legal Issues:**
2. ***Amendments and Withdrawals***

ATF reserves the right to amend the RFP and/or the proposal acceptance closing date. If ATF deems it necessary to amend the RFP, an Addendum will be prepared and issued to all proposers.

1. ***Compliance***

It is the proposer’s responsibility to comply with all laws, codes, regulations and insurance requirements applicable to the operation of their business. ATF accepts no liability for the actions of the proposer/contractor and his or her employee(s) or subcontractors during the development of the proposal or through the term of the subsequent contract once interred into.

1. ***Performance of work***

Once a contract is interred into, the winning proposer will be required to assume responsibility for all services outlined and finalized in the contract, whether the contractor, a representative or subcontractor produces them. Unless clearly otherwise specified, ATF considers the proposer responsible for any and all contractual matters, including performance of work and the stated deliverables.

1. ***Right of ownership***

All materials, information, processes and outputs resulting from the work of contactor under agreement with ATF shall be the sole property of ATF and may not be used by anyone else for any reason except with the written permission of ATF.

1. **Timeline:**

2nd of September 2013: RFP announced

9th of September 2013: Deadline for agencies to provide notification on intent to participate in review (which can be done on the submission and inquiry page)

30th of September: Completed proposals due for submission by 5:00pm GMT+2

16th of October 2013: Agencies notified whether or not they have advanced to the next round of review

24th of October 2013: Final team presentations

31st of October 2013: Agencies notified of final selection & contracts exchanged/reviewed and signed

7th of November: kick off meetings and start date for new agency

1. **Contact information**

To submit your proposal or your intent to submit a proposal, ask a question about this RFP, and/or request more information, please contact us at +9611997100 ext. 200, or email Mr. Johnny Chidiac at [jchidiac@arabthought.org](mailto:jchidiac@arabthought.org)