

TERMS OF REFERENCE (ToR)

Revamp of Website for the Royal Society for Protection of Nature (RSPN)

1. Background

The Royal Society for Protection of Nature (RSPN) is a non-governmental, not-for-profit organization in Bhutan dedicated to conserving biodiversity and promoting sustainable livelihoods through community-based initiatives, research, education, and advocacy. RSPN's website (<https://rspnbhutan.org/>) serves as a primary digital platform to communicate its mission, programs, research outputs, news, and engagement opportunities to diverse stakeholders, including communities, partners, donors, policymakers, and the general public.

The current website requires revamping to improve usability, accessibility, visual appeal, performance, security, and content management, and to align with modern web standards and RSPN's evolving communication needs. RSPN therefore invites qualified firms/consultants to redesign and redevelop its website.

2. Objectives of the Assignment

The primary objective of this assignment is to design, develop, and deploy a modern, user-friendly, secure, and scalable website for RSPN that:

- Present RSPN's mission, programs, and impact clearly and attractively
- Improve user experience (UX) and navigation across all devices
- Enhance public engagement, outreach, and visibility
- Ensure the website is secure and easy to maintain
- Align the website with modern web design, accessibility, and performance standards

3. Scope of Work

The selected service provider shall be responsible for the end-to-end revamp of the RSPN website, including assessment, design, development, testing, deployment and training.

3.1 Assessment and Planning

- Review the existing RSPN website structure, content, performance, and technical setup.
- Conduct stakeholder consultations to understand requirements and expectations.
- Audit content and recommend content restructuring or migration.
- Define information architecture, sitemap, and user journeys.
- Prepare a detailed project plan with milestones and timelines.

3.2 Website Design

- Develop a modern, responsive, and accessible website design aligned with RSPN's branding (logos, colors, typography, imagery) with inclusion of GCF knowledge sharing platform
- Create wireframes and design mock-ups for key pages.
- Ensure compatibility with desktop, tablet, and mobile devices, cross-browser compatibility.
- Incorporate with basic web accessibility standards

3.3 Website Development

- Develop the website using an appropriate content management system (CMS).
- Implement approved designs and functionalities.
- Ensure optimized performance, security, and scalability.
- Integrate features such as
 - Programs & Project
 - News & Announcements
 - Publication
 - Membership
 - Multimedia
 - GCF knowledge sharing
- Integrate and retain existing online donation and payment systems suitable for a donor-funded organization, ensuring seamless functionality for both national and international payment gateways.
 - Website / Donation Page
 - Payment Gateways (national + international)
 - Database System (to store donor & payment info)
 - Admin Dashboard (to manage everything)
- Design donor-focused features such as donation pages, recurring donations and automated acknowledgements/receipts.
- Migrate existing content where required.
- Configure the hosting environment and deploy the website.

3.4 Testing and Quality Assurance

- Conduct functional, usability, compatibility, and performance testing.
- Fix identified bugs and issues.
- Ensure compliance with agreed specifications and standards.
- Conduct User Acceptance Testing (UAT) with stakeholders.
- Perform accessibility testing to meet WCAG guidelines (alt text, keyboard navigation, color contrast).
- Conduct security testing to protect user data and prevent vulnerabilities.
- Perform regression testing to ensure new changes do not break existing features.
- Document test cases, results, and bug fixes for reference.
- Conduct cross-browser and device testing for responsiveness.

- Obtain final QA sign-off before website launch.

3.5 Training and Handover

- Provide training to designated RSPN staff on website management and content updates.
- Deliver technical documentation and user manuals.
- Ensure full handover of source files, admin access, and credentials.
- Complete formal handover of all credentials, source files, and documentation.

4. Deliverables

The expected deliverables include, but are not limited to:

- Fully functional and responsive website
- Migrated and/or newly created content
- Testing and quality assurance report
- Training session and documentation
- Final website deployment and handover
- Website assessment and content audit report.
- Approved wireframes and design mock-ups.
- Fully functional, responsive website.
- Integrated and tested national and international payment/donation systems.
- Migrated and updated content.
- Testing and QA report.
- Training sessions and user manuals.
- Source code, design files, and technical documentation.

5. Duration and Timeline

The assignment is expected to be completed within **30 days** from the contract start date, following an agreed implementation schedule.

6. Eligibility and Qualifications

Interested firms must:

- Have proven experience in website design and development (portfolio required)
- Demonstrate experience with CMS-based websites
- Have qualified technical and design staff
- Preferably have experience working with NGOs or similar organizations
- Have a qualified team with relevant design, development, and project management skills.
- Ensure a qualified team is available to integrate national and international donation/payment systems.

7. Proposal Submission Requirements

Firms should submit the following as per RSPN's AML/CFT Policy

- Company profile and registration details (Be a legally registered professional IT or web development firm)
- Team composition with CID and CVs of key personnel

In addition, Firms should submit

- Technical proposal outlining understanding of the assignment and methodology.
- Work plan and timeline
- Portfolio of relevant past projects
- Financial proposal with detailed cost breakdown

8. Ownership and Intellectual Property

All deliverables, including source code, designs, content, and documentation produced under this assignment, shall be the sole property of RSPN. The service provider shall not reuse or distribute any project materials without prior written consent from RSPN.

9. Payment Terms

Payment will be made based on agreed milestones and deliverables, as specified in the contract.

10. Institutional Arrangements

The consultant will work under the supervision of the Administration and Finance Division of RSPN. Administrative and financial matters will be governed by RSPN's Service Rules and Regulations under the Administration and Finance Division.

11. Financial Scope

The Financial Proposal must specify a "Lump Sum Amount" with a detailed budget breakdown for each deliverable. The amount should be all-inclusive, covering fees, office costs, travel, logistics, and any other expenses incurred during the contract period.

The financial proposal should cover all costs associated with the assignment, including design, development, testing, deployment, training, **integration and testing of existing national and international payment systems**, and optional maintenance and support.

12. Application Procedure

Qualified national consultant shall submit their proposal package addressed to **the Executive Director, RSPN (in sealed envelope)** with the Subject: Revamping of Website

Deadline: On or before 5:00 PM, March 31, 2026

The application should contain:

- **Cover letter** - describing why you are the most suitable candidate for the advertised position and a brief methodology on how you will approach and conduct the work (if applicable).
- **Technical Proposal** - all deliverables must be reflected properly and succinctly with methodology clearly stated for the deliverables.
- **Financial Proposal*** - specifying total lump sum amount for the tasks specified in this announcement. The financial proposal shall include a breakdown of this lump sum amount.

Note: Incomplete applications will not be considered. Please make sure you have provided all requested materials.

13. Evaluation of Proposals

Proposals will be evaluated based upon the offer which gives the best value for money based on the lump sum proposal submitted. The Technical and the Financial Proposal submitted by the Consultant will be evaluated on the basis of the weight **70:30** (70 for Technical and 30 for the financial proposal)

Proposals will be evaluated based on:

- Technical approach and understanding of the assignment.
- Demonstrated experience working with donor-funded organizations or NGOs.
- Relevant experience and qualifications of the proposed team.
- Quality of proposed methodology, donor-focused features, and timeline.
- Cost-effectiveness and clarity of the financial proposal.

14. Method of Selection

The selection will be based on [**Quality and Cost Based Selection (QCBS) / Quality Based Selection (QBS)**] or another method as determined by RSPN.

15. Termination of the Contract

The contract shall be terminated if the selected consultant breaches any of the terms and conditions under the contract.

