Request for Proposal (RFP)

Carbon Calculator Webtool Development

Institute for Essential Services Reform
Tebet Barat Dalam VIII No. 20A-B
Jakarta Selatan
Indonesia

21 June 2021

Background

Institute for Essential Services Reform (IESR) is a think-tank in the field of energy and environment, IESR encourage transformation into a low carbon energy system by advocating a public policy that rests on data-driven and scientific studies, conducting capacity development assistance, and establishing strategic partnerships with non-governmental actors

In an attempt to strengthen its public policy advocacy effort, IESR aims to raise awareness and public support in energy-related issues including greenhouse gas emissions. Almost a decade ago, IESR launched its carbon calculator footprint tool (linked here) to educate the general public on the importance of reducing their personal greenhouse gas emission.

Today, the tool remains the primary Indonesian language platform for calculating the individual carbon footprint. This was reflected in the number of visitors each month and top placement in search engine results on the related queries. Hence the tool holds some importance in the public discourse on carbon emission reduction.

From an institutional communication perspective, the carbon calculator also plays a significant role as its popularity directly reflects IESR's credibility. It remains as the top referral pager for IESR's main website hence the prime gateway to introduce new visitors to the site.

Based on its importance in both public discourse on carbon emissions and institutional image, IESR decided to revitalize the carbon calculator with an updated approach, calculation formula, information, and new visuals. This project will help IESR raise awareness and gather public support for greenhouse gas emissions reduction and other energy-related issues.

Objective

- The objective of this project is to revamp the existing carbon calculator with up-to-date information, calculation formula, and new visuals

- The updated tool also shall have an easy-to-navigate knowledge product library including a tracking feature to show the progress of key indicators of Indonesia's greenhouse gas emission.

- Doubling down on the strength of the integrated social aspects including encouraging social sharing, ranking among users, and reminder features

- Develop mobile native apps (optional based on budget projection)

Proposal Guidelines

Proposals will be accepted until 10:00 p.m. Indonesian Western Standard Time (WIB, GMT+07) on Tuesday, 29 June 2021. Any submissions received after this date and time will be regarded as inadmissible.

All proposals must be signed by an official agent or representative of the company submitting the proposal.

Please itemize all costs and include a description of associated services. Contract terms and conditions will be negotiated upon the selection of the winning bidder for this RFP.

If the organization submitting a proposal must outsource or contract any work to meet the requirements, this must be clearly stated in the proposal. Additionally, costs included in proposals must consist of any outsourced or contracted work. Any outsourcing or contracting organization must be named and described in the proposal.

Deliverables

1. The IESR updated carbon calculator website and the app should represent IESR's brand image and visual guideline
2. The IESR updated carbon calculator website and the app should integrate the following tools and features
   a. Simple carbon calculation wizard, results, and recommendations, followed with optional detailed calculation page (Please refer to the current tools here and other similar websites)
   b. Robust database to enable user pledging ranking and tracking individual user progress
   c. Automated email reply and reminder
   d. Social login and sharing
   e. Stacked progress bars
   f. Content Management System (CMS)
   g. Easily post new content and update page content
   h. Manage image gallery
   i. Responsive layout (desktop and mobile)
   j. SEO (Search Engine Optimization)
   k. Certified security system
   l. Analytics website performance system
   m. A modular approach to enable additional features in the future
3. Develop a user manual and short training to the relevant staff and system administrators to perform the content upload, system maintenance, and administration.
4. Support maintenance; administrative and technical support, quality control for 1 year after the website goes live
5. Source code handover

Timeline

Proposals will be accepted until 10:00 p.m. Indonesian Western Standard Time (WIB, GMT+07) on Tuesday, 29 June 2021. Kindly address Program Manager Energy Transformation IESR, Deon Arinaldo, at deon@iesr.or.id (CC: irwan@iesr.or.id) for inquiries and submissions.

Evaluation of proposals will be conducted from 30 June to 6 July 2021. Top qualified service providers from the proposed document and quotation will be shortlisted and a follow up session will be conducted within this time window to obtain any necessary clarification on items described in the proposals.

The selection decision for the winning bidder will be made by 7 July 2021.
Upon notification, the contract negotiation with the winning bidder will begin immediately and must proceed extra quickly to meet the project timeline.

Deliverables	Timing	Payment
1. Presented work plan and timeline of website development	12 July 2021	
2. Presented website dummy or first demonstration	23 July 2021	
3. Second demonstration, which includes improvement from the trial-and-fix session	6 August 2021	
4. Final Website Design: Final deployment updated IESR Carbon Calculator	27 August 2021	70%
5. Back-end module and training	19 November 2021	20%
6. Report and result of website trial-and-fix during a period of performance and maintenance	April 2022	
7. Payment for post-development maintenance (year 1)	August 2022	10%

Required Skills and Experience

1. Experience in Management Information Systems, or related field and a web site development or related certificate
2. Experience in website development and maintenance
3. Strong web project coordination
4. Experience in solving issues of browser/device compatibility to create web pages that can be used on any type of server and viewed with any browser/device.
5. Familiar with programing language PHP (Laravel)
6. Sound of good knowledge of improving user experience

Proposal Evaluation

The service provider will be selected based on full and open competition. The potential service provider has to submit a proposal package, which consists of a technical proposal (background of the program, task to be conducted, methodology, schedule), cost proposal (proposed monthly rate), CV and web development portfolio. The proposal will be evaluated based on:
- Qualification 50 %
- Experience 30 %
- Methodology 20 %

Budget

All proposals must include proposed costs (in Indonesian Rupiah/IDR) to complete the tasks described in the project scope. Costs should be stated as one-time or non-recurring costs (NRC). Hosting and domain will use current hosting services used by iesr.or.id

NOTE: All costs and fees must be clearly described in each proposal, including separate details on mobile application development costs.