**Request For Proposals**

The Livestock Emergency Guidelines and Standards (LEGS) Project is issuing a Request for Proposals (RFP) calling on web design and development contractors interested in conducting the redesign of its current [LEGS website](http://www.livestock-emergency.net/), which was launched in 2012.

**Introducing LEGS**

LEGS is a set of international guidelines for livelihoods-based livestock responses in emergencies. The ultimate aim of LEGS is to ‘improve the quality and livelihoods impact of livestock-related projects in humanitarian crises’, globally by using the LEGS guidelines and support services to ensure high standards of livestock-based emergency response, which benefits both people and animals.

LEGS’ goal is to promote the institutionalization of the guidelines and increase awareness and uptake of the LEGS approach among emergency practitioners and agencies engaged in emergency response.

**Goal and Objectives of the Website Redesign**

The LEGS website is the organization’s most prominent channel of communication. The LEGS Project plans to better utilize this platform by redesigning it to make it more user friendly and engaging. The aim is to make the website less text heavy, more interactive and to ensure that the information it features is clear and easy to access.

Our specific objectives for the redesign is to:

* + Increase site visits by 25% - from an estimated average of 612 users/month to 765 users/month - within the first 6 months following the redesigned website launch.
	+ Decrease the bounce rate average from the current 58.73% to 40%.
	+ Increase the number of returning visitors from the current 30.2% to 40%.
	+ Increase the average session time from 2.42 minutes to 4 minutes.

**LEGS Project Team**

The LEGS Communication Officer, Selam Geremew, will take the lead in managing the process and ensuring that there is proper understanding of expectations, activities, timelines and deadlines regarding the work, with support from the LEGS Coordinator, Cathy Watson, and the LEGS Administrator, Helina Andargatchew.

**Website Users**

There are three different types of users that the website will serve:

1. The general audience – this group represents humanitarian practitioners, veterinarians, livestock experts and emergency coordinators and teams who are interested in human and livestock emergency responses and guidelines.
2. Subscribers – These are the users who choose to subscribe for the LEGS quarterly newsletter, and the LEGS trainers who will have access to member features of the LEGS website.
3. Content administrators – these are LEGS staff who will be managing the website content on a day-today basis.

**Project Timeline**

The LEGS website redesign process will commence on April 3, 2017. An initial call will be set up with selected contractor and LEGS to ensure understanding of the vision for the website. The expected deliverables and their deadlines are provided in the table below.

|  |  |
| --- | --- |
| Deliverables | Dates |
| Website wireframe | April 10, 2017 |
| First version of the LEGS website | May 1, 2017 |
| Second version of the LEGS website | May 10, 2017 |
| Website re-launch | May 15, 2017 |

LEGS will accordingly provide feedback on the:

* Wireframe by April 11, 2017
* First version of the website by May 5, 2017
* Second version of the website by May 12, 2017

**Budget**

The budget that LEGS has set aside for the website redesign project is from 2,500 USD to 3,000 USD.

**Functionality Requirements**

* Retain Wordpress as the content management system
* Maintain all Wordpress security standards along with version updates and patches
* Possibly using Bridge (or comparable alternative) theming framework
* If using a theming framework, ensure migration of content from current site templates
* Retain multilingual content and navigation.
* Responsive layout and cross browser testing (i.e. Chrome, Firefox, Internet Explorer and Safari)
* [Interactive maps](http://www.livestock-emergency.net/impact-of-legs/) for country data with pop-up displays and link to [country/regional pages](http://www.livestock-emergency.net/legs-training-programme/completed-tots/first-regional-tot/)
* Set up a development server that is a clone of the live site for the period of redesign/migration

**Proposal Format**

Please submit an original proposal containing the following information:

* Company profile/contractor curriculum vitae, with core areas of practice, and capacity to perform the outlined services. This should include profiles of key personnel who will be engaged in the project.
* Demonstrated capability to conduct a website redesign, including a list of three clients for whom you or your company have provided similar services within the past two years, and a brief description of the services performed.
* A clear website redesign and development plan outlining the work process that the applicant will be employing for the project. This should consider the provided timelines, information required from LEGS etc.
* The total cost for services outlined, along with a budget narrative detailing specific costs and associated services.
* Variable pricing structures depending on redesign plan i.e. custom development vs. using theming framework (e.g. Bridge)

**Proposal Submission**

Interested contractors should send in their proposal, company profile/individual work portfolio and application letter to:

Helina Andargachew, LEGS Administrator

Admin@livestock-emergency.net

The deadline for proposal submissions is March 15, 2017.