Request for Proposal (RFP-022-020)
Global MNH Knowledge Hub Website

March 2022

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# TABLE OF CONTENTS

Introduction and Background.........................................................................................3

Jhpiego .........................................................................................................................4

Schedule .........................................................................................................................5

Contact Details .............................................................................................................5

Locations .........................................................................................................................5

Scope of Work ...............................................................................................................6

Evaluation Criteria .......................................................................................................6

Directions for Response ..............................................................................................7

Questions From Bidders .............................................................................................9

Proposal Validity .........................................................................................................9

Award of Contract .......................................................................................................9

Contract Terms ..........................................................................................................10
INTRODUCTION

Jhpiego seeks assistance in the ongoing development of the AlignMNH knowledge hub (website) for Global Maternal and Newborn Health (MNH) stakeholders under an award from the Bill & Melinda Gates Foundation. The knowledge hub serves as a virtual space for highlighting key information for the MNH community and for fostering learning and knowledge sharing, including housing resources and facilitating peer-to-peer interaction and discussion among key target audiences. In addition to supporting the continued development of the website, the firm will also provide expertise for maximizing the reach, engagement, and usefulness of the knowledge hub to support strong user engagement.

The engagement will be dependent on the vendor’s ability to provide services that meet the requirements outlined in the Scope of Work and the most competitive price. Although Jhpiego is entering into this RFP process with the intention of evaluating suppliers and possibly purchasing services from a supplier, this document in no way commits Jhpiego to make any purchase, or make any other legal commitment to enter into a business relationship with any bidder. Jhpiego thanks you for your participation in this RFP process and looks forward to learning more about your organization.

BACKGROUND

With only ten years remaining to achieve the ambitious 2030 Sustainable Development Goals (SDG), there is an urgent need for the global maternal and newborn health (MNH) community to align support to countries to achieve their MNH targets. Despite the learning and tracking of progress currently taking place, the MNH community struggles to drive consensus around critical technical and policy issues, communicate new initiatives, and disseminate scientific evidence and programmatic learning in an organized, regular, and inclusive manner. The current processes and mechanisms of knowledge exchange within the MNH community are largely insufficient to drive informed action and progress rapidly along pathways to impact at the country level.

The AlignMNH initiative, funded by the Bill & Melinda Gates Foundation, convenes the global MNH community through virtual events and the bi-annual International MNH Conference and facilitates strengthened, multi-directional knowledge sharing among the community through the knowledge hub. The AlignMNH initiative will enable coordinated and evidence-informed action to accelerate improvements in MNH in low and middle-income countries (LMICs). This may include effectively and efficiently sharing new evidence, identifying opportunities and gaps, tracking progress, and cultivating supportive networks. This flagship effort will nurture a culture of information-sharing and political action behind which the MNH community can align.

Numerous websites and consortium exist within the broader MNH community with a goal of accelerating decreases in maternal and newborn morbidity and mortality. Research conducted to date have highlighted weaknesses and gaps among the current offerings. The knowledge hub is intended to
complement, not replace, existing websites focused on MNH content. For this reason, it is critical to have a clear and strong value proposition that is responsive to audience needs and preferences. The knowledge hub has been launched in phases to ensure sufficient time to thoroughly research, assess and consider ways to strengthen the value proposition and utilize the website to support overall project goals and objectives. Stakeholder interviews have been conducted to inform the preliminary thinking related to the overall function and purpose of the website. In addition, a landscape analysis has been conducted to better understand how to position the website developed under this project within the broader MNH knowledge sharing community.

Since June 2021, Jhpiego has worked with a firm to develop, host and launch the AlignMNH website (alignmnh.org), as well as conduct routine maintenance. Its current contract ends June 30, 2022.

This RFP relates to the ongoing development and maintenance of the website:

- The website development will focus on building out additional functionality and refining the site based on user preferences and feedback. Features included as part of this phase may include features for real-time collaboration on knowledge products, communities of practice or networks, etc.

Jhpiego will seek to maintain a contractual relationship with the firm through June 2023 to support site maintenance and security. In the event that significant updates or functionality need to be added to support a successful conference that go beyond the scope of the activities outlined in the routine maintenance and security agreement, Jhpiego will issue a separate work order to complete these activities.

**JHPIEGO**

Jhpiego (pronounced "ja-pie-go"), is an international non-profit health organization affiliated with the Johns Hopkins University.

For almost 50 years and in over 155 countries, Jhpiego has empowered front-line health workers by designing and implementing effective, low-cost, hands-on solutions to strengthen the delivery of health care services for women and their families. By putting evidence-based health innovations into everyday practice, Jhpiego works to break down barriers to high-quality health care for the world’s most vulnerable populations. Jhpiego’s focus is on training and support for health care providers—including doctors, nurses, midwives and health educators working in limited-resource settings throughout Africa, Asia, the Middle East, Latin America and the Caribbean.

Jhpiego’s program management strategy recognizes the technical complexity and geographical, cultural, socio-economic and political diversity among our programs. We develop global program initiatives and technical interventions that can be adapted for country-specific applications. In support of this field-driven philosophy, Jhpiego uses a
Global MNH Knowledge Hub Website
Request for Proposal

decentralized organizational structure that consists of a global "delivery system" designed to implement the entire portfolio of Jhpiego awards with assistance from key technical, programmatic and administrative staff.

SCHEDULE

The following is the planned schedule for this RFP process. All dates are listed in the local time for Baltimore, MD, USA (EDT - UTC/GMT-5). We will update you if circumstances dictate a change to this schedule.

- Distribution of the RFP: **March 28, 2022**
- Confirm Intent to Participate: **April 4, 2022 (09:00 PM ET)**
- Bidder Questions Due: **April 7, 2022 / 5:00 PM ET**
- Answers to Questions Published: **April 11, 2022 / 5:00 PM**
- Proposals Due: **April 22, 2022 / 5:00 PM**
- **Note:** Failure to comply with any of the above deadlines will be interpreted as your intention to not participate in this RFP

CONTACT DETAILS

Please direct all questions and RFP responses to the following primary contact:

**Nawid Atayee**  
Jhpiego.sourcing@jhpiego.org
CC: Morgan Stanley  
Morgan.Stanley@jhpiego.org

**NOTE:** All formal responses and questions must be submitted by email to the contact listed above. Questions will not be answered over the phone.

LOCATIONS

Jhpiego’s headquarters is located at the below address, from where this effort will be managed:

1615 Thames Street  
Baltimore, MD 21231, USA
SCOPE OF WORK

Jhpiego seeks assistance in further developing and maintaining a website for the global maternal and newborn health (MNH) community. The website supports knowledge sharing among the global MNH community, including facilitating multi-way interaction among key target audiences across the global MNH community. In addition to ongoing development of the website, the firm will also provide expertise to maximize the reach, engagement, and usefulness of the knowledge hub to support strong user engagement. There will be up to a month overlap with the current firm to allow for a smooth transition. Specifically, the newly selected firm will be expected to:

1. Support development and refinement of site features. Activities include but are not limited to:
   - Identifying web platform features and/or solutions to address common behavioral challenges, specifically related to virtual engagement, network constrained contexts, and language.
   - Recommending and designing functionality/features (interactive functionality, content management, blog, search optimization, social media integration, etc.) based on latest trends and in response to audience needs and priorities.
   - Updating features such as overall design, analytics dashboards and/or other innovative measurement tools or mechanisms in response to user feedback and to enable routine monitoring and assessment of site reach, engagement, and usefulness to target audiences.

2. Conducting routine maintenance and hosting, including:
   - Providing ongoing, routine maintenance and security updates.
   - Optional: Host the site (Unless recommend that site is hosted through a third party).

PERIOD OF PERFORMANCE:

This firm is expected to begin work on or around June 1, 2022.

EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

- **Personnel assigned to the team (5%)** - Experience, professional reputation, training, and background of the proposed team.
- **Industry expertise (5%)** - The expertise of the firm and knowledge of global health and knowledge sharing with audiences in low- and middle-income countries including use of user experiences tools and approaches.
- **Experience of the firm (10%)** - Respondents are expected to provide evidence of the firm and team.
members experience providing similar services to NGOs receiving funding from grant-making institutions, private sector organizations, and other organizations.

- **Technical approach and methodology (45%)** – Respondents are expected to describe the firm’s strategy and approach for managing and executing the scope of work. They are also expected to ensure client-centered management, and value and delivery approach that ensures quality, effectiveness and consistency. Respondents must also propose how deliverables will be achieved.

- **Commitment (10%)** – Ability to put forward a project implementation plan, communication framework and timeline that is appropriate for, and in accordance with, the timeline and requirements of the scope of work.

- **Overall proposal cost (15%)** – Jhpiego will review proposed fees on the basis of overall value for money. The proposed fees include standard billing rates for all personnel that will be assigned to the engagement as they relate to the proposed methodology for executing the scope of work and all other out of pocket costs for the services outlined.

- **Past performance (10%)** – Jhpiego asks that respondents provide 3-5 examples of recent client work considered applicable to the experience required for this assignment. If the firm is selected as a finalist, Jhpiego may require that the cited current or former clients also be available as references. The references will not be contacted unless Jhpiego informs you in advance.

## DIRECTIONS FOR RESPONSE

All responses to this RFP must include the components and follow the guidelines below. **Any proposal that does not follow these guidelines may be disqualified.**

Complete and submit the following component in your proposal:

**TECHNICAL PROPOSAL**

Description of the firm’s strategy and approach for managing and executing the scope of work.

Demonstration that the firm has the experience required to meet the aforementioned seven evaluation criteria.

Description of the firm’s client-centered management, value and delivery approach to ensure quality and consistency.

Description of your firm’s approach to Quality Assurance

Current CVs of all named personnel proposed for this engagement and the unique value of their role on this project

Provide a copy of your business license.
Firms will put forward a representative sample of current clients (work performed within the last year) representing engagements of a similar nature and scope. Individuals on this list may also be contacted by Jhpiego if your firm is considered as a competitive contender for an award.

Note: Jhpiego does not require a separate Cost Proposal document, but your organization should clearly show – in the Technical Proposal or a separate document – the rationale for the proposed resources.

ANSWER SHEET EXCEL FILE (INCLUDING COST PROPOSAL)

Please complete the attached answer sheet in its entirety, including all tabs. (1. General Question, 2. Cost) Cost Proposal provided in Tab 2 must be inclusive of all costs envisioned to be charged. The cost proposal will be evaluated on the efficiency, effectiveness and overall value as determined by Jhpiego.

If you have any questions related to completing the answer sheet, please email them to the primary contact for this RFP. Questions and answers will be shared with all confirmed respondents unattributed

Under no circumstance should any bidder attempt to circumvent this RFP process by contacting Jhpiego directly, submitting any proposals, offering discounts outside of the parameters of this process. Please submit all proposals and ask all questions according to the provided timelines and through the channels designated in this document and any other tender documents that may follow. Please direct all questions, information, or concerns to the designated primary contact only.

Questions to the designated primary contact are entirely welcome. However, any violation of these directions will be considered an attempt to gain an unfair advantage over the other competitors, and will result in disqualification of the violating bidder. Any disqualified bidders will be removed from the process and any further submissions by that bidder will not be accepted.

Jhpiego is committed to selecting the most competitive offer on the basis of overall quality, value for money and time. Jhpiego reserves the right to award a contract to a firm that may not necessarily be the lowest bidder based upon cost comparisons. Therefore, the proposals should be clear, concise and complete with regard to both qualifications and technical contents. Jhpiego reserves the right to reject all proposals received, and is not committed to pay any cost incurred in the preparation and submission of a proposal. Proposals received will become part of the official files on this Request for Proposal. Proposals that address only part of the requirements contained in this Request for Proposal will not be considered. An oral (telephone) interview by phone may be required. Notification of successful applicants will be provided in writing upon completion of the evaluation process.
QUESTIONS FROM BIDDERS

In the interest of fairness and completeness of answers, all questions from all bidders will be aggregated, answered and sent to all bidders on the date and time indicated in the schedule. Please submit your questions to the primary contact identified above via email by the day they are due (see “Schedule” section). Jhpiego will not respond to questions over the phone because it becomes difficult to share those same answers with the other firms. Jhpiego will respond to all bidders simultaneously, including all bidders’ questions and their corresponding responses.

CONFIDENTIAL INFORMATION

Participating firms acknowledge that while executing the performance of the engagement(s), including task orders, all the information verbal or written shall be treated as confidential for the purpose of the contract. The firm agrees to hold the confidential information in strict confidence and shall use it only for the specific purpose necessary to perform services as required. The firm shall not release, divulge, publish, transfer, sell, disclose or otherwise make the confidential information known to any other entity or person. The firm agrees to implement physical, electronic or managerial safeguard to prevent the unauthorized access to confidential information. The firm agrees to promptly indemnify and hold harmless from, against and in respect of, and pay or reimbursed for, any and all claims, demands, liabilities, losses, damages, costs and expenses, Jhpiego or its agents and/or employees, arising from breach by the firm of its obligation under this clause. The obligation to the firm under this clause shall survive completing, canceling or terminating the contract or agreement.

PROPOSAL VALIDITY

Vendor shall submit a proposal that is valid for 90 days after the proposal due date per the “Schedule” section above.

AWARD OF CONTRACT

The firm that, in the opinion of Jhpiego, has submitted the proposal providing the best value for Jhpiego based on the evaluation criteria may be awarded a Technical Service Contract TSC or Purchase Order.

CONTRACT TERMS

Any resulting agreement will be conditional upon the vendor’s acceptance of the Johns Hopkins University Terms and Conditions (http://ssc.jhmi.edu/supplychain/terms-jhu.html) and must be approved by Jhpiego’s Executive Office. Jhpiego’s standard payment terms are Net 30. It is anticipated that any resulting contract will include fixed rates as proposed as part of this RFP.
CONCLUSION

This is not an offer to enter into an agreement with any party, but rather a request to receive proposals from persons or firms interested in providing the described services. Such proposals shall be considered and treated by Jhpiego as offers to enter into an agreement. The sponsor and any of its representatives shall not be obligated for the payment of any sums whatsoever to any recipient until and unless a written contract between the parties is executed. Consultation time spent in preparing a proposal to respond to this solicitation will not be compensated by Jhpiego.