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Request for Proposal (RFP)

Egmont Group Public Website Redesign

Publication date: 16 November 2020

Due date: 14 December 2020 17:00 EDT (UTC -4)

1. Summary

1.1. Project Summary

The Egmont Group is accepting proposals from outside vendors to redesign the Egmont Group's public website (<https://egmontgroup.org/en>). It has been over three years since the last redesign of the current website, so the Egmont Group seeks to improve the website's overall organization, appeal, and usability to serve its key audiences better.

Therefore, the new website should include an improved look and feel, content management system, navigation, multiple language support and offer simplified access to the information that each of our distinct target audiences requires.

1.2. About the Egmont Group

The Egmont Group is a united body of 166 Financial Intelligence Units (FIUs). As the operational arm of the international AML/CFT apparatus, the Egmont Group provides a platform (not linked or in any way connected to the public website) for the secure exchange of expertise and financial intelligence to combat money laundering and terrorist financing (ML/TF). The Egmont Group is comprised of a subset of regional and working groups. These groups represent the Egmont Group membership's regional diversity and provide members with technical assistance and training, information exchange related to best practices, and developing trends in AML/CFT, membership support and more.

The Egmont Group supports its international partners and other stakeholders' efforts to give effect to the resolutions and statements by the United Nations Security Council, the Financial Action Task Force (FATF), and the G20 Finance Ministers. By improving the

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understanding of ML/TF risks amongst its stakeholders, the Egmont Group can add value to member FIUs' work.

2. Background

2.1. Why are we doing this?

- The website is generally well-designed but:
 - Improvements in the navigation are needed
 - Improvements in its look and responsiveness are needed
 - The look can also be made more cohesive
 - Important functionalities and a proper content management system can be added
 - The website should be able to render well on a variety of devices or screen sizes.

2.2. Objectives

Through this work, the Egmont Group aims to enhance its external communications by redesigning and improving its public website's functionalities and content management. The main objectives of the project are summarized below:

- Consistent design, uniform appearance
- Create an engaging and easy to navigate experience, including a robust search/filter functionality – the success should be measured based on objective criteria, such as completeness of the results from an individual search; intuitive navigation that provides possibilities for moving across different sections of the website within a few clicks.
- Increase engagement and generate awareness among multiple audiences
- Enable us to develop the style guide to cater to new needs & usages (such as video functionalities; improved news section; new content management system; etc.); likewise empowers us to make the information architecture evolve based on new themes, priorities
- Optimize (layout, tooling) to make content that meets user needs (content design) (i.e., enhance the map on the homepage to be dynamic and more appealing)
- Provide the ability to add video content to the homepage from URL video (YouTube, Vimeo) or a locally stored video
- Optimize presentation (responsive web design), including colour schemes and styles
- Robust and straightforward editing/maintenance
- The website should be made available in multiple languages (e.g. French, Spanish, and Arabic), in addition to English.
- If possible, enable users to easily access translated (possibly Google-translated) versions of the public website
- Multiple Factor Authentication (MFA)

2.3. Key audiences & benefits

Audience	Benefits of redesign to audience	Impact on the Egmont Group
Egmont Group Members, Egmont Regional and Working Groups	More straightforward navigation for accessing and viewing documents and keeping up to date with any developments. An enhanced platform for sharing non-classified material.	Increased participation, relevance, and feedback
Egmont Group Secretariat	Easier administration and content management	Increased efficiency and effectiveness in maintaining website content
Observer organizations and International Partners	Better outreach and keeping up to date with any developments.	Increased participation and feedback
Academia	An accessible and user-friendly repertoire of AML/CFT and FIU related material Better visibility of ongoing and past projects	Enhanced visibility and understanding of the Egmont Group Introduce more opportunities for synergies and reduction of effort duplication
General Public	Appealing and modernized aesthetic to the website	Improved public perception
Competent authorities with AML/CFT responsibilities at the domestic level. (LEAs, supervisors, prosecutors, judges)	Increased knowledge about the role of FIUs and Egmont Group in global AML/CFT efforts	Increased participation and feedback

3. Project Scope

3.1. Phases

The Egmont Group wants the project to proceed in a single step:

General

- Menu design
- Navigation structure
- User-friendly experience for multiple audiences

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- Searching/filtering
- Languages
- Social media icons (URLs)
- Appealing and accessible colouring/style

Primary navigation targets and sub-sections¹

- Homepage
- About
- Working Groups
- Regional Groups
- Membership and Affiliates
- The ECOFEL
- News and Events
- Resources

Implementation

3.2. Requirements

- Compatibility with all modern standard browsers, which include the two (2) most recent versions of desktop and mobile browsers, including Google Chrome, Mozilla Firefox, Safari, Microsoft Internet Explorer, and Android Browser
- Device-independence, reusability (i.e., machine-readable, future-proof)
- Performance must be better than the current site
- Testing throughout the process
- *WordPress* CMS, as it is the desired replacement for the currently used *Drupal* CMS.

3.2.1. Confidentiality Requirements

- The vendor must sign a non-disclosure agreement with the Egmont Group.

3.2.2. Location of Work and Travel

- The work does not need to be performed on the Egmont Group Secretariat premises. The selected contractor will not be reimbursed for travel expenses.

3.3. Services

Bids should include cost estimates for the services The Egmont Group is seeking:

- Design
- Development

¹ Certain level of flexibility is available regarding this component of the project. The successful candidate may present an alternative/s which may fit better to the general re-design concept.

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- Testing
- Training of the staff for effective use of the CMS system; providing User's Manual
- Implementation
- Two years warranty support including security services

The Egmont Group will:

- Provide background documents for review. The vendor will review all available documents. The vendor will receive documents describing the detailed desired project outcomes, internal consultations, and technical requirements that are not sensitive or classified as restricted.
- Arrange for virtual interviews and video/teleconferences, if necessary, during the website's development and redesign.
- Provide information and documents about the public website's current functionalities and any other IT technology used in the organization, only if relevant to the public website.

4. Timelines

4.1. RFP timeline

- **16 November 2020** – Announcement of the RFP
- **14 December 2020** – Bids due no later than 17:00 EDT (UTC -4)
- **By 30 December 2020** – Selection of vendor (a briefing session to prospective bidders/vendors would be considered to support the selection process)
- **By 30 January 2020** – Contract signed with the selected vendor.

4.2. Project initial timeline

The contract's duration will be three months after signing the agreement with the selected vendor. If more time is needed, the candidate should specifically mention this in its Offer of Service.

4.3. Work Plan

The vendor must provide the Egmont Group with a work plan, including a project schedule and key project milestones. The Egmont Group must approve the work plan.

5. Proposal guidelines & evaluation criteria

5.1. How to Apply

Please submit a written proposal by e-mail to mail@egmontgroupsecretariat.org no later than **14 December 2020 17:00 EDT (UTC -4)**, with the following subject line: Public Website Redesign – Offer of Service

Note: all proposals will be confidential, accessible only by Egmont Group Members and the Egmont Group Secretariat. The Egmont Group will contact only the selected candidate.

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Language: English must be used for proposals.

5.2. The applications must include:

- A methodology: representing the applicant's views about the main milestones and processes that need to be completed to achieve the requested deliverables.
- A price proposal: indicating the total price requested by the applicant and the requested price per day.
- Relevant experience: certified with a minimum of 2 references from other similar completed projects.