**Call for Proposals: Strategic and Technical Planning for the Redesign of the Anticipation Hub Website**

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# Tender Information

## Request for Proposals

## The contracting authority seeks an external expert to lead the strategic restructuring and technical planning of the Anticipation Hub website.

## Procurement Method

Public Tender - Öffentliche Ausschreibung gem. § 9 Abs. 1 UVgO

## Proposal Submission

**Submission Deadline and Binding Period**

The complete and binding offer must be submitted to the contracting authority no later than 16 July, by 12:00 noon CEST.

The binding period, during which offers must remain valid, extends until 04 August

Please refrain from including clauses such as "non-binding" or "subject to change", as this may result in the exclusion of your offer.

**Submission** **Instructions**

Please submit your offer as follows:

* As an **encrypted and password-protected attachment**
* The **password must be sent in a separate email**.
* Via **email** to: [Team64-support@drk.de](mailto:Team64-support@drk.de)
* **Subject:** "Proposal Documents 2025-05 – Anticipation Hub Website"

**Important Notice**

Offers that are **not submitted** in an **encrypted** format **cannot be considered**.

## Contracting Authority

Deutsches Rotes Kreuz e.V. – Generalsekretariat

Internationale Zusammenarbeit

Team 64 – Anticipation Hub

Carstennstraße 58

12205 Berlin

**Bidder Questions or Bidder Information**

All bidder inquiries or requests for information must be submitted **exclusively via email** by 11 July, to:

* [Team64-support@drk.de](mailto:Team64-support@drk.de)
* Reference: Proposal Documents 2025-05 – Anticipation Hub Website

By submitting an offer, the bidder declares that they have fully reviewed, examined, and accepted the tender documents.

If the bidder identifies any uncertainties, omissions, contradictions, or errors in the tender documents that could impact the preparation of the offer, including price calculation (collectively referred to as "errors"), or if they have doubts regarding the legal, technical, or mathematical accuracy of the documents, they must immediately notify the contracting authority. This allows for timely clarification during the ongoing procurement process before the submission deadline.

The contracting authority reserves the right to make corrections and additions to the tender documents within the submission period. Any amendments will be made available to all interested companies on the official website.

Bidder inquiries will be collected and answered anonymously. Questions should be formulated in a way that prevents any identification of the inquiring party. The published responses will become an integral part of the tender documents.

## Notes on the Draft Contract

The draft contract attached to the invitation to submit a proposal outlines the contracting authority's requirements for structuring the contractual relationship with the contractor and serves as the basis for contract conclusion. Important notice: All legal documents will **also** be in German**, the German version shall be the legally binding.**

During the proposal submission period, bidders may propose well-justified modifications to the draft contract as part of the bidder inquiry process. However, after the submission deadline, no changes to the draft contract will be accepted.

If the contract is awarded, the key contractual terms specified in the scope of services and the contract will apply. These terms may be further detailed in the submitted offers but must not be altered.

## Tender Timeline

|  |  |
| --- | --- |
| **Tender Process Steps** | **Timeline** |
| Publication of the Public Tender | 30 June |
| Deadline for Bidder Questions | 11 July |
| Submission Deadline for Offers | 16 July 12 pm |
| Deadline for Contracting Authority's Inquiries Regarding Submitted Offers | 21 July |
| Notification of Planned Contract Award | Tentative 04 August |
| Contract Conclusion (tentative) | Tentative 04 August |
| Start of Collaboration | tentative 07 August 2025 |
| **Binding Period for Offers:** *(Offers that do not comply with the binding period will be excluded.)* | 04 August |
| Completion of Website Audit and Recommendations | Tentative August |
| Presentation of Prototypes and Technical Roadmap | Tentative September |
| Final Implementation Phase Begins | Tentative October/November |
| Completion of Website Redesign | Tentative December |
| Final Stakeholder Presentation / Wrap-up | Tentative December 2025 |

# Terms of References

## 2.1 Backgroud Information

### 2.1.1 The Anticipation Hub

The Anticipation Hub (AH) is a joint initiative of the German Red Cross (GRC), the International Federation of Red Cross and Red Crescent Societies (IFRC), and the Red Cross Red Crescent Climate Centre. It was established in December 2020 and is supported by the German Federal Foreign Office (GFFO).

The AH serves as a central knowledge platform to connect actors from the Red Cross and Red Crescent Movement, universities, research institutes, NGOs, UN agencies, government bodies, donors, and networks engaged in anticipatory humanitarian action.

Its mission is to promote knowledge exchange, joint learning, technical guidance, and strategic advocacy across practitioners, researchers, and policymakers, to enable better, coordinated and joint anticipatory action in collaboration with at-risk communities.

The Anticipation Hub website functions as a central knowledge platform and point of access in the field of anticipatory action and provides a structured overview of key actors, approaches, latest technical developments, events, training, an interactive map of anticipatory action frameworks and activations around the world.

### 2.1.2 Objective of the contract

Since its launch on 17 November 2020, the [website of the Anticipation Hub](https://www.anticipation-hub.org) has been continuously developed without a clear strategy and approach and has significantly expanded in both scope and content.

The objective of this contract is multifold as follows:

* + 1) carry out a website audit and need assessment based on current structure including: i) web traffic, user trends and usage; ii) current AH staff usability / operational set-up (strengths and weaknesses) and iii) management requirements
  + 2) submit proposals/options for a new structure and enhanced user-centered design approach for the next 3-5 years in line with the Anticipation Hub new strategy to improve usability, accessibility, and consistency. The proposals will be split out by the following stakeholder groups: i) web users, ii) AH staff (including targeted operating models, required staff expertise/capacity), iii) AH management (including timeline, financials, etc.)
  + 3) deliver/build a state-of-the-art and user-centered design and structure to improve usability and access to knowledge, resources, and networks in the field of anticipatory action.

One of the key objectives of the new website structure and operational set-up is to ensure increased levels of automation and reduce manual inputs (wherever possible), provision of new operating model and system that allows for continuous maintenance of up-to-date content and information on the website in close cooperation with partners organizations. In addition, the web platform shall not only serve as a source of information but also foster active exchange and collaboration among various target groups.

The innovative potential of anticipatory humanitarian action shall be reflected in the Anticipation Hub’s digital presence – modern, flexible, open, networked, and user-oriented.

***Note****: Background documents with preliminary internal reflections on strategic development goals will be shared upon contract award. These are intended to support and inform, not replace, the consultant’s independent analysis.*

### 2.1.3 Technical Specifications of the Anticipation Hub Website

The Anticipation Hub website is currently operated using the content management system (CMS) **TYPO3**.

[Home - Anticipation Hub](https://www.anticipation-hub.org/)

**System Overview:**

* **CMS:** TYPO3
* **TYPO3 Version:** 11.5.43
* **PHP Version:** 7.4.33.8
* **Database:** MySQL 8.0.25

**Key Extensions in Use:**

* **Apache Solr** – for enhanced on-site search (managed hosting)
* **DeepL** – for automated translation of content
* **MapTiler** – for displaying global geographic data
* **Usercentrics** – for cookie consent and data protection compliance

**Languages:**

The website is currently available in the following languages:

* English (default)
* Spanish
* French
* A German version exists but is not yet published.
* Arabic is planned to be added as an additional language in the future.

## 2.2 Scope of work

The contractor is expected to achieve the objectives of the contract by following three main parts of the work.

**1. Conduct a website audit and needs assessment**

* Analyze the current site structure, design, performance, current pain points, and usability (required)
* Review analytics and user feedback (required)
* Analyze needs of Anticipation Hub (required)
* Analyze requirements for Anticipation Hub Management (required)
* Interview key stakeholders to identify needs, challenges, and improvement areas ( required)

**2. Develop a redesign concept and site architecture**

Following the website audit and needs assessment, formulate recommendations/proposals on a new and enhanced user-centered design approach and structure aligned with the Anticipation Hub’s next 5 years strategy. The recommendations should include the following:

Site architecture

* Propose a new user-centered design information architecture and navigation concept (required)
* Present wireframes or prototypes for key pages and templates (required)Technical requirements
* Recommend suitable content management system (CMS) improvements
* Suggest solutions for the improvement of multilingual content, accessibility, and responsive design (required)
* Identify and document integration needs (e.g., event calendars, partner content, external platforms) (required)
* Proposed increased levels of automation to reduce manual input (required)
* Alignment of recommended changes with WCAG 2.1 AA accessibility standards (required)
* Ensure GDPR compliance in data handling (required

Editorial workflows and content governance

* Propose methods for decentralised content updates (e.g., via partner contributions) (desirable)
* Present options for new operating models, financials and timeline for execution/built to the Anticipation Hub Management for decision making (required)
* Propose mechanisms for regular quality assurance and review required)
* Advise the Anticipation Hub Management on required staff profile, skills and expertise

**3. Implementation Phase – revised website build**

Implementation and development of the redesign, based on strategic and technical recommendations as approved by the Anticipation Hub Management. The contractor will be responsible for the technical execution and content structure rebuild, while working in close collaboration with the Anticipation Hub Content Manager to ensure content accuracy, functionality, and usability.

## 2.3 Deliverables

The contractor will be responsible for delivering the following key outputs:

* Website Audit & Stakeholder Insights Report
  + A comprehensive analysis of the current platform, including findings from stakeholder interviews or workshops to inform strategic direction.
* Revised Site Map & Content Architecture
  + A restructured information architecture that enhances usability and aligns with user needs and organizational goals.
* Design Mock-ups or Prototypes
  + High-fidelity mock-ups or interactive prototypes of key pages, showcasing the proposed visual and UX direction.
* Technical Documentation & Implementation Roadmap
  + A clear plan outlining recommended technical solutions, milestones, and development requirements for the relaunch phase.
* Editorial Workflow & Governance Recommendations
  + Guidelines and processes to support sustainable content management, including roles, responsibilities, and review cycles and external technical support required
* Build and enact the recommended changes.
* Final Stakeholder presentation or workshop
  + A concluding session to present key findings, recommendations, and next steps to all relevant stakeholders.

## 2.4 Billing Model

* After the completion of each deliverable (ready for acceptance), the contractor shall submit an invoice detailing the number of persons-days worked, broken down by the applicable daily rates. The following daily rates will serve as the basis for invoicing:
* Daily Rate for Project Managment
* Daily Rate for Strategic Analysis & Concept Development
* Daily Rate for UX/UI Design / Wireframes / Prototyping
* Daily Rate for Technical Implementation / CMS / Frontend Development
* Daily Rate for Quality Assurance / Testing / Usability Checks
* Daily Rate for Communication with the Client
* Daily Rate for Workshop and Presentation Preparation

Please complete the attached pricing sheet. All **orange-marked fields** must contain a price or a time entry. Even a single empty field may result in the exclusion of your offer.

Prices not explicitly listed at the time of submission cannot be added retroactively after the contract has been awarded.

**Please note:** The total costs of all services (deliverables**) may not** exceed the total amount of the agreed fee as stated in the price sheet.

The contractors are responsible for budgeting their time and work accordingly and, in close coordination with the client, ensuring that this amount is adhered to while also delivering the agreed-upon deliverables.

## 2.5 Documents and Information to Be Submitted with the Offer

Please provide a detailed and structured offer, including the following documents:

* **Completed Price Sheet**

Please complete the attached pricing sheet. All **orange-marked fields** must contain a price or a value entry. Even a single empty field may result in the exclusion of your offer.

Prices not explicitly listed at the time of submission cannot be added retroactively after the contract has been awarded.

* **Concept note**

The concept note (max. 5 pages) should include:

A brief presentation of the bidder/company

A description, with an outline of methodologies, of how the services outlined in the TOR will be delivered and proposed timeline for execution (by 31 December 2025)

* **Three Work Samples – at least one sample each for scope of work task 2 and 3**

Submit three work samples from **comparable** assignments carried out within the past two years. Each reference must include:

* + Project objective and scope
  + Client/organization name
  + Summary of methods used
  + Summary of implementation and results
  + Each work sample should be supported by annotated screenshots or documentation”
* **Data Processing Agreement**

Submit documentation of the technical and organizational measures in place to ensure compliance with the data protection requirements of the General Data Protection Regulation (GDPR). - **Later in the process the bidder needs to sign the DPA contract of the German Red Cross (sample attached, may be used) to formally agree with the German Red Cross GDPR.**

* **Signed Declaration of Conformity**

Please complete and sign the attached Declaration of Conformity and include it with your submission.

## 2.6 Additional Information

The contracting authority reserves the right to continue communication after submission of the offers via a combination of communication channels (e.g. postal mail, email, telephone). The contracting authority may – but is not obliged to – request individual bidders to clarify their offer (including price breakdowns and other information) within a reasonable deadline to be defined by the contracting authority.

All information submitted must be truthful. The contracting authority reserves the right to request supporting documentation for the information provided. False or misleading statements may result in the exclusion of the bidder. German law shall apply.

Offers must be submitted by the end of the submission deadline. Offers will be opened only after the deadline has passed. Bidders are not permitted to attend the bid opening.

All offers submitted in due time and in accordance with these tender documents will be reviewed to ensure:

* That no grounds for exclusion apply (e.g. incomplete submission or non-compliance with mandatory requirements), and
* That the eligibility criteria are fully met.

If the bidder identifies any ambiguities, omissions, or errors in the tender documents, they must notify the contracting authority **in writing** without delay and before the offer is submitted.

All questions submitted by interested parties will be collected and answered in an anonymized form. Questions must be worded in a way that does not reveal the identity of the bidder. All published responses will become part of the tender documentation.

## 2.7 Legal Note

Please note that the legally binding version of the contract will be the German version. Upon signing of the main contract, the contractor will also be required to sign a Data Processing Agreement (DPA) in accordance with the General Data Protection Regulation (GDPR), using the standard template provided by the German Red Cross.

# Evaluation Criteria

The contract will be awarded to the most advantageous offer based on the following evaluation criteria:

|  |  |  |
| --- | --- | --- |
| **Evaluation Criteria** | | |
| **Award Criterion** | **Weighting within the overall score** | **Maximum possible score** |
| Fee (netto) | 30% | 30 |
| Relevant experience with strategic restructuring | 20% | 20 |
| Quality and relevance of previous work examples in comparable assignments | 40% | 40 |
| Understanding of the scope of work and technical expertise | 30% | 30 |
| **Summe** | **100 %** | **100** |

## 3.1 Proof of Eligibility

Eligibility documents are reviewed to determine suitability but are not scored. Bidders who do not meet the eligibility requirements will be excluded from further evaluation

* Technical Understanding: Relevant certifications or references - Proof of technical understanding: UX, WCAG 2.1 AA

*Consent to GPDRR compliance and the declaration of conformity are needed to be able to be considered for this contract.*

## 3.2 Description of Award Criteria

The evaluation of the award criteria is carried out by the contracting authority.

How it is evaluated:

* Each criterion is assessed on a points scale (as indicated per criterion), where 100 points represent the best possible score and 0 points the lowest.
* The weighting assigned to each criterion determines its percentage contribution to the overall score.

1. **Fee (netto)**

Weighting: 30 %

Evaluation Focus

What is the proposed cost of the work?

What is evaluated: Proposed fee (netto) - from Price Sheet

* Proposed price needs to include all extra expenses
* The cheapest offer will achieve the highest point

1. **Quality and relevance of previous work examples**

Weighting: 40%

Evaluation Focus

How relevant, strategic, and technically competent are the work samples submitted in relation to the scope of this assignment?

What is evaluated: Submitted work samples should clearly demonstrate the bidder’s ability to meet the objectives of the project, showcasing high-quality implementation in website strategy, restructuring, or UX-focused digital projects.

* Clarity and professionalism of documentation (e.g. annotated screenshots, client summaries, mockups, outcomes)
* Relevance to similar contexts: e.g. multilingual websites, network or knowledge platforms, development/humanitarian sector, or comparable complexity
* Evidence of strategic thinking: e.g. navigation design, content architecture, user journeys, stakeholder involvement
* Adaptability to different user groups or cultural contexts especially in the context of multicultural settings
* Visual and technical quality of the final result

1. **Understanding of the scope of work and technical expertise**

Weighting: 30 %

Evaluation Focus

Does the applicant show a clear understanding of the assignment and provide a solid, well-structured approach?

What is evaluated:

Technical proposal (max. 5 pages):

* Proposed methods and structure
* Alignment with TOR objectives
* Consideration of technical component of the website development
* Consideration of multicultural setting and stakeholders

## 3.3 Assessment method

The total score achieved by each offer is calculated by determining the quality point value (QPV). Based on the calculated point values, the total score is determined according to the weighting of price and quality.

For each price sub-criterion, the score is calculated as the quotient of the lowest offer and the offer being evaluated, multiplied by 100.

The evaluation is carried out by the contracting authority using a points scale, where 100 points represent the best possible rating and 0 points the worst. Each evaluation is justified in writing. The score achieved by the bidder for each award criterion is weighted according to the table (weighting).

*∑ Achieved points per quality criterion (1) × Weighting = Quality points*

To determine the quality point value, all achieved quality points per award criterion are summed up.

To calculate the total points, all weighted points achieved are added:

*∑ Price points + Quality points = Total points*

## 3.4 Award

The contract is awarded to the offer that, based on the above criteria, achieves the highest score and is therefore the most economically advantageous, while also offering the highest likelihood of proper and high-quality performance.

If two or more offers achieve the same total score, the following tiered rule applies to determine the most economically advantageous offer:

If two or more offers equally achieve the highest total score, the contract will be awarded to the offer with the highest score in the criterion "Quality of the services offered."

If the offers are still tied, the decision will be made by drawing lots.

The contract will be awarded without negotiation, expected on xx.

The binding period begins with the expiration of the submission deadline. The offers must remain valid until 04 August. In the event that the contracting authority extends the submission deadline, the binding period will also be extended—regardless of whether it is defined by a specific date or time—by the same duration as the extension of the submission deadline, unless otherwise stipulated.