



Partners in Population and Development (PPD)
An Inter-Governmental Organization
Promoting South-South Cooperation

Scope of Work (SOW) for the Redesign and Development of the Partners in Population and Development (PPD) Website

1. Introduction and Project Overview

Partners in Population and Development (PPD) is an intergovernmental organization of 28 member countries committed to promoting South-South Cooperation in reproductive health, population, and sustainable development. PPD seeks to develop a new, modern, and dynamic website to serve as its primary digital platform for communication, advocacy, and knowledge sharing.

The new website will serve a global audience, including member governments, partner institutions, donors, researchers, and the general public. It must effectively communicate PPD's mission, showcase its programmatic work, and facilitate access to its extensive knowledge resources. A key feature of this project is the creation of a unified yet distinct online presence for the PPD Global Secretariat and the PPD Africa Regional Office (ARO), alongside a robust Knowledge Management Portal.

This document outlines the scope of work for a qualified website development company to design, develop, and deploy the new PPD website.

2. Project Goals and Objectives

The primary goals for the new PPD website are:

- **Enhance PPD's Global Presence:** To create a professional, engaging, and user-friendly website that reflects PPD's status as a leading intergovernmental organization.
- **Strengthen Communication:** To effectively disseminate information about PPD's activities, achievements, and impact to a diverse range of stakeholders.
- **Promote South-South Cooperation:** To provide a platform for sharing best practices, innovations, and resources related to South-South Cooperation.
- **Facilitate Knowledge Sharing:** To establish a central, accessible, and searchable Knowledge Management Portal for all PPD-related publications and resources.

- **Integrate PPD Entities:** To present a cohesive brand identity while allowing users to navigate seamlessly between content specific to the PPD Secretariat and the PPD Africa Regional Office.

3. Scope of Work

The selected vendor will be responsible for the complete project lifecycle, from design to deployment and post-launch support.

3.1. Core Technical & Design Requirements

- **Design:** A modern, visually appealing, and professional design consistent with PPD's branding and mission.
- **User Experience (UX):** An intuitive, user-centric navigation and information architecture.
- **Responsive Design:** The website must be fully responsive and provide an optimal viewing experience across all devices, including desktops, tablets, and smartphones.
- **Content Management System (CMS):** Implementation of a secure, scalable, and user-friendly CMS (e.g., WordPress, Drupal, or a suitable Headless CMS) that allows non-technical PPD staff to easily manage and update all website content.
- **Security:** The website must be built with the highest security standards, including SSL/TLS encryption, protection against common web vulnerabilities (e.g., XSS, SQL injection), and a secure administrative backend.
- **Performance:** The website should be optimized for fast loading speeds and high performance.

3.2. Key Feature: Dual-Portal Architecture

This is a critical functional requirement of the project. The implementation must allow for a unified user experience while maintaining content separation between the PPD Secretariat and the PPD Africa Regional Office (ARO).

- **Homepage:** The main homepage will serve as a central landing point, featuring a curated mix of content and announcements from both the Secretariat and the ARO.
- **Portal Selection:** Prominent navigation elements (e.g., clickable logos or menu items) on the homepage and in the main navigation bar will allow users to select either the "PPD Secretariat" or "PPD Africa Regional Office" portal.
- **Content Filtering:** Once a user selects a specific portal, the website's content (including news, programs, publications, etc.) must dynamically filter to display only the information relevant to that entity. The overall site structure and branding will remain consistent, but the content will be specific to the selected portal.
- **CMS Integration:** The backend CMS must provide an intuitive mechanism for content administrators to assign each piece of content to the Secretariat, the ARO, or both (for display on the main homepage).

3.3. Key Feature: Knowledge Management Portal

The website will feature a comprehensive Knowledge Management Portal, which will be a core component of the "Resources" and "South-South Cooperation" sections.

- **Centralized Repository:** A single, well-organized repository for all of PPD's intellectual outputs, including News/Press Releases, Newsletters, Reports, Speeches/Presentations, Declarations, Publications, Blogs, and Galleries.
- **Advanced Search:** A powerful and user-friendly search functionality that allows users to find resources using keywords, filters (e.g., by topic, country, year, author), and categories.
- **Easy Administration:** A simple backend interface for PPD staff to upload, categorize, and manage all knowledge products.
- **SSC Hub:** This section will be a specialized part of the portal dedicated to resources, case studies, and information specifically about South-South Cooperation.

3.4. Website Structure (Sitemap)

The website will be organized according to the following primary navigation structure:

Main Menu	Sub-sections
HOME	A dynamic landing page with content from both the Secretariat and ARO.
ABOUT US	Overview of PPD; Vision, Mission, and Guiding Principles; Organizational Structure (Secretariat, Africa Regional Office); Governance (Executive Committee, Board Members, PCCs); Partner Institutions; Our Partners and Donors
MEMBER COUNTRIES	How to become a member; Our activities in Member Countries; Country Resources; Country Profiles.
OUR PROGRAMS	Policy advocacy; Institutionalization of IIMC; Capacity building; Center of Excellence; Knowledge sharing and innovation; Partnership and resource mobilization. (Note: This section will display programs from both Secretariat and ARO, filterable by portal).
SOUTH-SOUTH COOPERATION	Concept of South-South Cooperation; SSC Hub.
RESOURCES	News / Press Releases; Newsletters; Reports; Speeches/Presentations; Declarations; Publications; Blogs; Galleries. (This is the public interface of the Knowledge Management Portal).
CONTACT US	Contact information, contact form, and office locations.

3.5. Other Required Features

- **Homepage Content Blocks:** The homepage must be modular and include sections for: South-South Cooperation, PPD Scholarship Program, PPD ARO highlights, Upcoming Events, Latest News, Recent Uploads, Jobs/Tenders, Announcements, Get Involved section, Partners and Donors, and Social Media Integration.
- **Social Media Integration:** Feeds from PPD's social media channels (e.g., Twitter/X, Facebook, LinkedIn) should be integrated into the website.
- **Search Engine Optimization (SEO):** The website should be built with SEO best practices in mind, including clean URLs, proper use of meta tags, and fast page load times.
- **Analytics:** Integration with a web analytics tool (e.g., Google Analytics) to track website traffic and user engagement.
- **(Optional but Recommended) Multilingual Support:** A framework for future implementation of multilingual content (e.g., French) should be considered in the architecture.

4. Deliverables

The selected vendor will be expected to provide the following deliverables:

- 1 **Project Plan:** A detailed project plan with key milestones, timelines, and deliverables.
- 2 **Design Phase:** High-fidelity design mockups and prototypes for key pages for PPD's review and approval.
- 3 **Development Phase:** A fully functional, tested, and secure website built on a staging server.
- 4 **Testing:** Comprehensive cross-browser and cross-device testing.
- 5 **Deployment:** Migration of the completed website to PPD's live hosting environment.
- 6 **Training:** A comprehensive training session for PPD staff on how to use the CMS to manage website content.
- 7 **Documentation:** Full technical documentation for the website and CMS.
- 8 **Post-Launch Support:** A proposal for a post-launch warranty period (e.g., 90 days) to address any bugs or technical issues, and an optional ongoing maintenance and support plan.

5. Proposal Submission Requirements

Interested vendors are requested to submit a detailed proposal that includes the following:

- **Company Profile:** An overview of your company, its expertise, and experience with similar projects.
- **Portfolio:** Examples of at least three relevant websites developed for non-profit or intergovernmental organizations.
- **Proposed Solution:** A detailed technical proposal outlining your approach to meeting the requirements of this SOW, including the recommended CMS and technology stack.

- **Project Timeline:** A detailed project schedule from kickoff to launch.
- **Detailed Cost Breakdown:** A transparent and itemized budget for all project phases, including optional items like multilingual support and ongoing maintenance.
- **Team Composition:** Profiles of the key personnel who will be assigned to this project.

6. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Demonstrated experience and expertise in developing websites for similar organizations.
- Quality and relevance of the portfolio.
- Clarity, feasibility, and innovation of the proposed technical solution, especially regarding the dual-portal and knowledge management requirements.
- Cost-effectiveness and transparency of the proposed budget.
- Project management methodology and proposed timeline.
- Qualifications and experience of the proposed team.