



---

## **Website Redesign, Development and Maintenance Request for Proposal**

**Date Issued: July 1, 2021**

**Responses Requested by: July 30, 2021**

The Institute for Energy Economics and Financial Analysis (IEEFA) invites applications for the redevelopment of [its website](#), including the design, development, implementation and ongoing maintenance of the new website platform.

We welcome any questions during this process. Please direct any questions or correspondence to [Sarah Weeks](#), IEEFA's director of finance and administration.

### **Organizational Background**

IEEFA is a trusted global research institution that provides influential, cutting-edge reports and analyses on energy and financial markets, trends and policies. As a well-respected think tank with an established reputation, our international audiences include researchers, financial analysts, energy professionals, policy-makers, decision-makers, investors, journalists, influencers, activists and community organizers.

IEEFA is a U.S.-headquartered nonprofit organization, recognized by the IRS as a 501(c)(3) tax-exempt corporation. IEEFA's mission is to accelerate the global transition to a diverse, sustainable and profitable energy economy. Since our founding in 2013, we have built a team of energy finance experts and communications professionals based in nine countries around the world. IEEFA's work emphasizes how the global energy transition makes economic sense for various stakeholders—institutional and private investors, shareholders, energy companies, governments, regulators and ratepayers.

### **Project Description**

IEEFA's new website must reflect the high quality of our research and analyses, and allow visitors to easily navigate and search our informative, fact-based content. We are seeking a fresh, visually appealing, clutter-free and professional design with effective navigation and robust search capability that provides an excellent user experience. The website should have a well-organized information architecture and a sitemap that intuitively categorizes IEEFA's wealth of content. Users must be able to easily engage with content, our analysts and the organization through website visits.

Our new website should represent IEEFA as professional, trustworthy, authoritative, data-driven and evidence-based. We want to attract new users, retain existing ones and become the go-to website for information, news and analyses on global energy markets, trends and policies.

## Budget Range

As our RFP is international and market pricing varies, we are not providing a specific budget range. That said, our budget is in line with the level of functionality we are requesting, and funds are available to begin this project immediately.

## Issues With Current Website

The current website's information architecture is cumbersome and difficult to navigate, especially searching by categories and topics. The site map is limited and incomplete. It is unclear from the home page what IEEFA is and does and it is difficult for visitors to find information by interest area, expert or geographic location. The current search functionality is very poor. Search Engine Optimization (SEO) features are limited. There is no integration of social media feeds. Rich media is lacking.

## Proposal Instructions

Please email proposals by **July 30, 2021**, to:

**Sarah Weeks**, *Director of Finance and Administration*, [sweeks@ieefa.org](mailto:sweeks@ieefa.org)

**Please include the following information in your proposal:**

- Project plan and timeline (website must be live in Q1 2022 or sooner).
- Proposed budget for project, ongoing service contract and hosting options.
- Brief assessment of the current IEEFA website to inform the redesign proposal.
- Proposed design recommendations and content layout design guidance for the new site, including information architecture, navigation and user-friendly features. Mock-ups or wireframes are encouraged.
- Proposed Content Management System (CMS) and its features.
- Proposed launch plan, including risk management and support.
- User testing of development site including on mobile devices.
- Training plan for internal users.
- Relevant work examples, especially those demonstrating this RFP's requirements and any additional functionality and/or experience working with international organizations.
- Any additional proposal information is welcome.

## Required Functionality in the New Website

Your proposal and quotation must address the following items:

- Robust search function within the website including well-designed underlying database, indexing and metadata scheme allowing for facets and filters.
- Search engine optimization.
- Stable and secure CMS/platform with ongoing maintenance and updates. [IEEFA's website has been designated as a vulnerable public interest site by [Project Galileo](#) so security is critical.]
- Support for rich media including high-resolution images, high quality streaming videos and slideshows. The website must be able to handle high-traffic times while still maintaining fast load times for all content, including videos.
- Integration of social media feeds.
- Improved functionality for users with visual impairments (currently much of our content is hosted in PDF format).

## Additional Functionality We Are Considering

Optionally, your plan and quotation may include the following items:

- Integration of contact management (CRM) and newsletters.
- Integration of webinar and event hosting and registration.
- Content (such as language, spelling and topics) changing dynamically based on user's location.
- Ability for users to create an account to save content and preferences.

## Some Examples of Model Websites

- [Pew Research Center](#)
- [Rand Corporation](#)
- [United Nations Framework on Climate Change](#)
- [World Resources Institute](#)

## Key Dates

The following table outlines key dates and events in the RFP process.

Activity	Date
RFP Made Available	July 1, 2021
Question and Answer Period	July 1, 2021 - July 23, 2021
Deadline for Preliminary Proposals	July 30, 2021
Interviews with Selected Respondents	August 2 - August 13, 2021
Provider Selected and Notified	August 20, 2021
Start Date of Services	September 1, 2021

## How We Imagine the New Site

Word cloud generated through a survey of IEEFA personnel, June 2021

