



RFQ - Web Design for the ITPO Germany Investment and Technology Promotion Platform (ITPP)

UNIDO Investment and Technology Promotion Office (ITPO) Germany

UNIDO Project ID: 160083

1. Organizational context

UNIDO is a specialized agency of the United Nations that promotes inclusive and sustainable industrial development (ISID). Private sector development through improvement of business environments is among the core services of the Investment and Technology Promotion Division (INV), which is under the Department of Digitalization, Technology and Innovation (DTI).

The UNIDO Investment and Technology Promotion Office (ITPO) Germany was established on the UN Campus in Bonn (Germany) in 2017. It promotes sustainable outward investments and technology transfer by German companies into industrializing countries in the following sectors: Energy, Agribusiness, Environmental Technologies, Manufacturing, Infrastructure Development and Health.

2. Main Objectives of the Investment and Technology Promotion Platform (ITPP)

In order to connect investors, technology providers and project owners from Europe/Germany with potential partners and projects in industrializing/developing countries, the ITPP will provide a web-based portal facilitating the promotion of investment projects, technologies, innovations and business models that contribute to inclusive and sustainable industrial development in these countries. Once set up, the portal should be interactive and mainly operated by ITPO staff and experts in the backend.

3. Purpose of this Contract for Services

The purpose of this tender for services is to contract a service provider who will create a comprehensive Web Design package for the Investment and Technology Promotion Platform (ITPP) according to the guidelines, wireframes and specifications of the ITPO Germany team.



4. Terms of Reference

a. Main Elements of the ITTP Portal

The ITTP consists of two sections from the market point of view:

1. **Technologies and innovations**, mainly by German or European companies, which are innovative and relevant in terms of the SDG Sustainable Development Goals) impact and applicable to the conditions of developing countries. This section will contain generic descriptions of technologies, exemplary cases/business models and allow for filters (e.g. by sectors, clusters or applications). Section 1 will provide orientation, inspiration and increase the visibility and transparency about these technologies. It should feature films, interviews and short technical explanations of these technologies and their potential benefits.
2. **Investment and technology transfer projects (one project data-base)**, which include:
 - **Project directed out of Germany/Europe** and seeking partners in industrializing or developing countries. This section will list projects of which the owners of technologies (possibly listed in Section 1 of the portal) are actively searching for partners for the implementation of these projects. Projects will describe the business model, investment offer/needs, envisaged business partnerships, preferred regions/countries for implementation and examples of successfully implemented projects. Interested partners and investors can use the web portal to contact the project owners and/or ITPO Germany expert staff to discuss projects, investment opportunities and potential future cooperations.
 - **Investment projects in industrializing or developing** countries seeking investors and technologies, mainly from Germany and industrialized countries. This section will list projects of investors, companies, industrial parks or business development organizations based in industrializing or developing countries that are seeking partnerships, investments or technologies from German or European companies. Project profiles will be aligned with a separate system of the UNIDO online portal for investment promotion, where this is possible (currently being launched).

Section 2 of the ITTP should ideally become an integral part of the UNIDO portal, allowing ITPO Germany expert staff to promote, add to and contribute to this joint database of investment projects.

b. Personas

Public User (Frontend User without Login): Public users can see the public static content. They can search for companies, filter results by properties of the companies, and view details of companies, projects and technologies. Public users can see less information than logged in users, e.g. detail contact data or project documents will not be publicly visible.

Company (Frontend User with Login): Companies register themselves into the ITTP portal, entering their company data and their contact persons. They provide detailed description about technologies they offer and projects they are interested in to start or already running.



Companies use the ITTP portal to initiate communication with other companies and users of the portal. Companies, their projects and technologies can originate from and/or belong to geographical areas of various scope, e.g. countries, continents or parts of a continent.

Investor (Frontend User with Login): Investors register themselves into the ITTP portal, entering their company data and their contact persons. In contrast to companies, they do not appear in the public area of the ITTP portal, neither do they provide any technologies or projects.

ITPO (Backend User with Login): ITPO users manage the content of the ITTP portal, both of the static content like articles and explanatory pages, and of the user generated content. They approve registrations for Company and Investor users and are in capable of reviewing and editing their content (profile data, technologies, projects entered), and of setting it visible/invisible.

c. Workflows

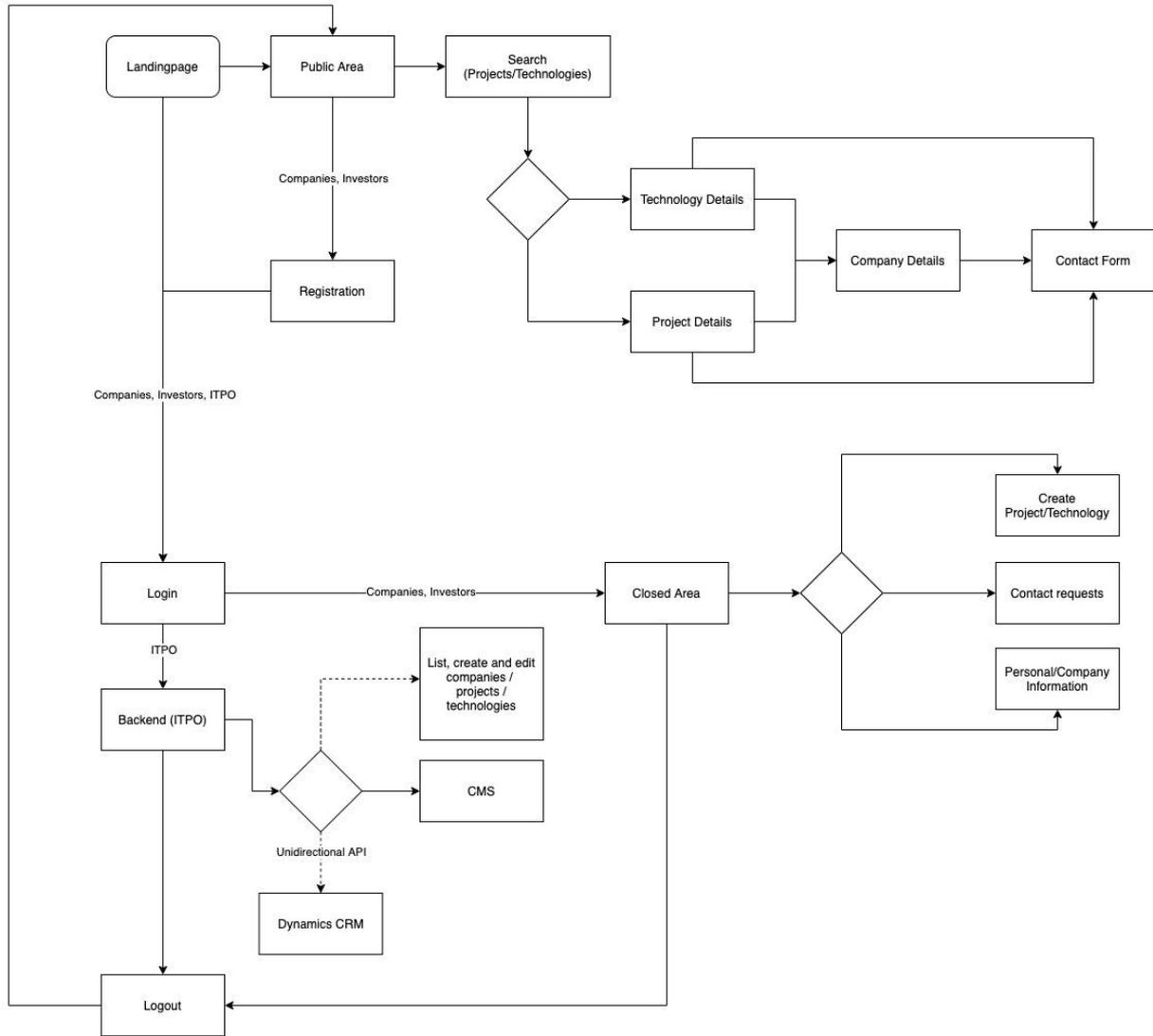
Public User: Browse ITTP portal, view static content, search, filter and view companies, projects, technologies.

Company: Registration, email verification, login, list own projects, list own technologies, add/edit project, add/edit technology, show/hide project/technology, upload documents, browse portal, look up companies/technologies/projects, contact a company.

Investor: Registration, email verification, login, upload documents, browse portal, look up companies/technologies/projects, contact a company.

ITPO: login, list and filter all companies, add/edit/hide/unhide company, list all their projects, list all their technologies, add/edit project, add/edit technology, show/hide project/technology, upload documents, browse portal, look up companies/technologies/projects, add/edit dynamic parameters of companies/projects/... Besides standard email verification upon Company/Investor registration, there will be an approval workflow (identification of existence and competencies) led by ITPO.

The service provider will receive a detailed plan of all crucial workflows within the ITTP portal, like shown in the example below:



d. UI wireframe specification

The service provider will create a web design package for the user interface according to a rough wireframe specification as a result from another tender. That wireframe specification will cover the most relevant building blocks. All other necessary elements the service provider will derive himself from that specification and discuss with the customer. Wireframes provided look like shown in the example below:



LOGO

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What sectors are you investing in or funding? (multiple entries possible)?*

- | | |
|--|---|
| <input checked="" type="checkbox"/> Renewable Energy | <input type="checkbox"/> Comprehensive Industrial Development Solutions (nexus and multi-sector approaches) |
| <input type="checkbox"/> Energy Efficiency | <input type="checkbox"/> Mobility |
| <input checked="" type="checkbox"/> Environmental Technologies | <input type="checkbox"/> Other |
| <input type="checkbox"/> Agribusiness | |
| <input type="checkbox"/> Infrastructure (needs to be defined) | |
| <input type="checkbox"/> Health & Sanitation | |
| <input type="checkbox"/> Manufacturing | |
| <input type="checkbox"/> Mining / Natural Resources | |
| <input type="checkbox"/> Mobility | |

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e. Additional Remarks

All the above mentioned personas, workflows, wireframes and other specifications are intended to thoroughly describe the deliverables, yet explicitly they do not claim to be complete. The service provider will take all necessary implementation steps to ensure that the portal is completed in accordance with the original ideas, and therefore provide discussions and workshops with the customer in order to discuss questions, define what is missing in specification and fine-tune details.

5. Services to be provided

- Understand and discuss with the client the detailed contextual and technical conception of the ITPP portal.
- Create a comprehensive web design package which consists of
 - o building blocks covering all aspects of the ITPP portal, and
 - o full pages covering all relevant aspects of the ITPP portal.
- Use state-of-the-art tools like Adobe XD, Invision, Sketch, ... for creation of the web design package.



6. Request for Quotation (RFQ) – Requirements

- Short description of company
- References and history in designing similar complex systems
- Detailed description of the last comparable design system project
- Short preliminary work plan leading to design implementation till end of January 2020
- Confirmation of the required capacities and work equipment
- Estimate of time / man-days required
- Total estimated costs based on workplan
- Curriculum Vitae of Lead Consultant + Back-up Consultant
- Contact address of company and name of main contact person
- Confirmation of juristic personality of company (where applicable)

Deadline for RFQ: **Dec 9th 2020**

7. Commissioning of Expertise:

Interested and short-listed contractors will be invited to conduct additional scoping interviews up until Dec 16th. These scoping interviews will be based on the technical and financial offers and are an integral part of the tender process. Contract implementation is foreseen between December 2020 and March 2021 when the ITPP Portal should be launched.