REQUEST FOR PROPOSALS

Global Midwives' Hub Update

July 2024
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Overview of the RfP

The International Confederation of Midwives (ICM) is soliciting proposals from agencies or consultants to provide support for updating the Global Midwives’ Hub. ICM has identified the following area of focus, described in more detail below:

1. Updating the design of the Global Midwives’ Hub to be more accessible and user-friendly,
2. Developing robust geospatial data verification frameworks to validate and share midwife-submitted data on the Global Midwives’ Hub, and
3. Creating surveys and collecting data through surveys from open-sources and ICM’s member midwives’ associations.

About ICM

The International Confederation of Midwives (ICM) supports, represents and works to strengthen professional associations of midwives throughout the world. There are currently 139 member associations (MAs), representing 118 countries across every continent and over 1 million midwives globally. ICM has its Head Office in the Netherlands.

With a unique and vital role as the only organisation specifically focused on supporting associations of midwives and their midwife members around the world, ICM is an expert in creating, advising, influencing, and enabling the profession of midwifery globally. ICM also adds value to the broader global health landscape by contributing to improving sexual, reproductive, maternal, newborn, and adolescent health (SRMNAH), but also to gender equality, and equal access to quality health care for women, gender diverse people and communities.

About the Global Midwives’ Hub

The Global Midwives’ Hub is a digital data resource where midwives and midwives’ associations can find verified data about the state of their profession and SRMNAH as it pertains to midwives. The Global Midwives’ Hub was developed by ICM in collaboration with Direct Relief, with an aim of empowering and supporting ICM’s member associations to advocate for continuity of midwife care and strengthened maternal and newborn health services within their countries and regions. Data that is currently available on the site comes from a range of sources, including the World Health Organization (WHO), the United Nations Population Fund (UNFPA), national government data, and national midwives’ associations.

The Global Midwives’ Hub facilitates the sharing of data and stories that midwives need to advocate for their profession and for improvements in SRMNAH services. The data can then be used by policymakers, governments, women’s and sexual and reproductive health groups to better inform their policy priority and advocacy areas. Ultimately, the goal of the Hub is to collect and present midwife-related data to improve the sexual and reproductive health and wellbeing of women, gender diverse people, and newborns.

Site Information

International Confederation of Midwives
La Confédération Internationale des sages-femmes
Confederación Internacional de Matronas
Koninginnegracht 60
2514 AE ZH
The Netherlands
+31 (0) 70 3060520
info@internationalmidwives.org
www.internationalmidwives.org
The Global Midwives’ Hub is powered by Esri’s ArcGIS Hub, a platform used for geospatial data collection by governments and NGOs globally. It is a comprehensive, flexible and innovative platform that empowers midwives and stakeholders to use data to drive positive change and advance SRMNAH outcomes worldwide.

Key features include:

1. **Multi-lingual Translation**: Automatic, multi-lingual translation capabilities enable users to access content and engage in discussions in their preferred language, fostering inclusivity and accessibility.
2. **Data Visualisations**: Interactive data visualisations provide users with valuable insights into key indicators, trends, and disparities, facilitating evidence-based decision-making and giving advocates graphic advocacy tools.
3. **Open Data**: The open data repository offers access to a wealth of curated datasets to inform midwives and stakeholders worldwide to make better, data-based decisions.
4. **Regional Pages**: Region-specific pages highlight relevant information, challenges, and initiatives within distinct geographic regions, fostering localised analysis, comparison and collaboration.
5. **Training Tutorials**: Training tutorials equip midwives with the knowledge and skills necessary to access and utilize the resources on the Hub.
6. **Use Cases**: Real-world use cases showcase innovative approaches, best practices, and success stories of continuity of midwife care, inspiring advocates to learn from others’ experience and drive positive change for SRMNAH in their communities.
7. **Contact Form**: A user-friendly contact form allows users to connect with the Hub team, provide feedback, and seek assistance as needed.
8. **Responsive Design**: A responsive design ensures optimal viewing and usability across various devices and screen sizes, enabling users to access content and engage with the platform anytime, anywhere.

**Audience**

The Hub serves as a diverse global audience interested in data that pertains to SRMNAH. This audience includes midwives, midwives’ associations, policymakers, healthcare professionals, educators, researchers, advocates, and others. Together, they can engage in knowledge-sharing, collaboration, and advocacy to advance midwifery-led care and improve SRMNAH outcomes worldwide.

This global audience represents a diversity of cultures, languages, and healthcare systems, requiring a flexible and inclusive approach.
Scope of Work

The International Confederation of Midwives (ICM) is seeking suitably qualified consultants or agencies to support ICM in three key areas:

1. Updating the design of the Global Midwives' Hub to be more accessible and user-friendly,
2. Developing robust geospatial data verification frameworks to validate and share midwife-submitted data on the Global Midwives' Hub, and
3. Creating surveys and collecting data through surveys from open-sources and ICM's member midwives' associations.

We are seeking three consultants or agencies to support this project, one for each work package.

Activities and Deliverables

Between September 2024 and June 2025, the chosen contractors will work closely with the ICM Advocacy and Communications Team on the following work packages:

Work Package 1: Updated Site Design

Through this RFP, ICM is inviting proposals from suitably qualified individuals or organizations to work with ICM to support future development of the Hub through the following areas of activity tied to website design and user experience:

1. Design an intuitive, user-friendly ArcGIS Hub website tailored for users who may not be tech-savvy or familiar with research and data advocacy, ensuring the design is accessible, streamlined, and mobile-responsive,
2. Implement wireframes and prototypes to facilitate feedback and iterative improvements,
3. Ensure the website is optimised for readability on various devices, can be adapted to users with disabilities, and translated using readily available translation services (e.g. Google Translate),
4. Set up web analytics tools to monitor usage, understand user behavior, and gather feedback, that can be used to analyse the data to identify trends, popular content, and potential areas for improvement.

Work Package 2: Geospatial Data Collection and Validation

Through this RFP, ICM is inviting proposals from suitably qualified individuals or organisations to work with ICM to support the future development of the Hub through the following areas of geospatial data collection and validation.

1. Develop a data collection mechanism with multilingual support for users to submit data, including metadata, related to a pre-determined number of categories.
2. Create a system for automated validation of data submitted to be shared for inclusion on the Global Midwives’ Hub to confirm the correct data type included,
3. Create an alerting mechanism that will allow ICM staff to review data submitted for inclusion onto the Global Midwives’ Hub,
4. Create a system to automatically submit validated data to the Hub.

Work Package 3: Surveying the Global Midwives' Network

Through this RfP, ICM is inviting proposals from suitably qualified individuals or organisations to work with ICM to support future development of the Hub through the following areas of work related to surveying ICM’s member midwives’ associations:

1. Review and ensure the accuracy, completeness, and timeliness of current Hub data. Recommend additional datasets and collaboratively develop sustainable workflows for ongoing updates,
2. Conduct qualitative and/or quantitative research with stakeholders to understand the data needs, user experience, and ways to make the Hub more intuitive for diverse current and potential users,
3. Develop a five-year plan with recommendations to enhance the Hub, based on initial activities and consultants’ expertise, to better meet the data and advocacy needs of midwives and their associations,
4. Develop a survey and support ICM’s member midwives’ associations to collect data for the Hub, from conceptualisation to publication,
5. Support in publishing and disseminating the survey findings and resulting Hub enhancement.

For each of the work packages, the process should at minimum include:
- A two-day kick-off planning meeting of the consortium in The Hague, Netherlands (please include funding for two people to attend this in-person meeting in your proposal) on 18 and 19 September 2024,
- Testing period for troubleshooting/addressing issues,
- Final closing meeting (online),
- As-needed support until the end of 2025,
- Regular collaboration and discussions during the process.

The above work packages will be undertaken in consultation and partnership with relevant stakeholders, including ICM staff, committees, member associations, and midwife members.

Applicants should detail their proposed methodology for the above requirements in their proposal.

Please note that proposals can include out-of-the-box solutions with customisations or can be custom-built. We encourage those submitting offers to make technology recommendations with rationale.
Budget

Proposed budgets will be reviewed with respect to the suitability of the methodology, work plan and activities for deliverables in a cost-effective manner, as described in “Selection Process,” below. Please ensure your proposal budget has a total fixed cost amount that includes all applicable taxes.

Timeline

Please submit your proposal specifying methodology, work plan for deliverables, fees and experience of undertaking similar assignments to info@internationalmidwives.org no later than 12:00 noon Central European Time (CET) on 25 July 2024.

Commencement date and location

The targeted commencement date is in the beginning of September 2024.

Location: Mostly remote; interactions with ICM staff and other relevant stakeholders are expected to take place virtually, save for the in-person kickoff meeting (see Activities and Deliverables).

Procurement procedure

ICM is using an open procurement procedure, meaning that any suitably qualified consultant may submit a proposal to ICM during the submission timeframe. Please see next section on exclusion criteria and selection criteria.

Indicative Timetable

Set out below is the proposed procurement timetable. This is intended as a guide only, and can potentially be more flexible:

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>01 July 2024</td>
<td>Request for Proposal circulated</td>
</tr>
<tr>
<td>25 July 2024 12 noon, Central European Time</td>
<td>Final date to submit proposal</td>
</tr>
<tr>
<td>By 01 August 2024</td>
<td>Applicants notified of outcomes</td>
</tr>
<tr>
<td>By 20 August 2024</td>
<td>Contract Agreement in place</td>
</tr>
<tr>
<td>18-19 September 2024</td>
<td>Kick-off meeting in the Netherlands</td>
</tr>
<tr>
<td>September 2024 – June 2025</td>
<td>Enhanced support phase to address bugs</td>
</tr>
<tr>
<td>30 June 2025</td>
<td>Project deliverables completed</td>
</tr>
<tr>
<td>To end of 2025</td>
<td>Technical Support period</td>
</tr>
</tbody>
</table>
How to apply
Please apply by sending a fully costed proposal that includes all the elements in the “Activities and Deliverables” section, including VAT or a statement that your company does not charge VAT.
In addition to the proposal, please submit a portfolio of similar work as an example, as well as two references. If you have worked with ICM previously, one reference is sufficient.

Your entire proposal including all supporting documentation, which should be no longer than eight A4 pages in length, should be emailed as a single document, to info@internationalmidwives.org by no later than 25 July 2024.

Please ensure you use “Global Midwives' Hub Update RfP” in the subject line of your email submission.

If you have a specific question not answered either above or in the Annex to this RfP, please email d.drandic@internationalmidwives.org. Questions must be received by 10 July 2024.

EVALUATION, EXCLUSIONS AND SELECTION

Evaluation Process
ICM will run this competitive procurement process in a manner which is open and transparent and ensures equal treatment of applicants in the process. Decisions will be made based on the stated criteria. Applicants must respond to all questions set out below at the time of submission in response to this RfP.

Exclusions
The exclusion process involves evaluating whether the applicant has committed any offences that would lead them to be excluded from the procurement process, including:

- Blacklisting
- Bankruptcy and insolvency
- Conflict of Interest
- Distortion of Competition
- Not meeting the criteria of or being in violation of ICM's Position Statement on Sponsorship and Commercial Partnerships

Selection Criteria
Proposals will be evaluated against the criteria below. ICM may request additional information or seek clarification from applicants if necessary.

<table>
<thead>
<tr>
<th>Selection Criteria</th>
<th>Weighting</th>
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Technical

Methodology – approach, work plan, quality assurance process
Skills and experience – track record of similar assignments (please submit a portfolio of similar work as an example, as well as two references. If you have worked with ICM previously, one reference is sufficient).

<table>
<thead>
<tr>
<th>Technical</th>
<th>Financial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Methodology – approach, work plan, quality assurance process</td>
<td>Include detailed cost breakdown in EUR clearly indicating overhead costs and VAT</td>
</tr>
<tr>
<td>Skills and experience – track record of similar assignments (please submit a portfolio of similar work as an example, as well as two references. If you have worked with ICM previously, one reference is sufficient).</td>
<td>Describe why you think you will be able to offer ICM value for money</td>
</tr>
<tr>
<td></td>
<td>80%</td>
</tr>
<tr>
<td></td>
<td>20%</td>
</tr>
</tbody>
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Contract Award Criteria

Only the highest scoring applicant will be invited by the Assessment Panel to enter into contract negotiations. Being invited to participate in contract negotiation does not obligate ICM to enter into any agreement, contract, or representation but only to negotiate exclusively to arrive at a possible agreement. Negotiations will be based on a draft contract prepared by ICM. The selected applicant will be expected to sign the Declaration of Conflict of Interest Statement found in Annex 2.

Annex 1: Terms and Conditions

This appendix provides the Terms and Conditions which will govern your submission of a proposal to ICM. You are required to read this appendix carefully together with the Request for Proposal (RfP) brief (including all its annexes) before submitting a proposal. By submitting a proposal, you accept these Terms and Conditions, and you agree to abide by them. If you do not agree to these Terms and Conditions please do not submit a proposal.

1. Submitting a proposal
1.1 By submitting a proposal you confirm that:
1.1.2 you have legal capacity to submit a proposal in response to this RfP and are acting lawfully, ethically and in good faith in your dealings with ICM;
1.1.3 you have sufficient time, skills, experiences, and resources to carry out the services to the highest professional standards expected of a competent supplier of services identical or similar and are able to obtain all necessary rights, licences, consents, waivers, approvals, permissions, permits, certificates and insurances necessary to provide the services to ICM;
1.1.4 all information contained in your proposal is true, accurate and not misleading; and
1.1.5 ICM may share your proposal with any third party as ICM in its absolute discretion deems necessary for the purpose of evaluation.

2 Conflict of Interest
2.1 You must declare any actual or potential conflict of interest with ICM (including ICM’s Board, or employees) and describe the nature in full. ICM reserves the right to determine the appropriate course of action.
2.2 If at any time during the RfP process you discover an actual or potential conflict of interest, you must inform ICM promptly. ICM reserves the right to determine the appropriate course of action.

3 Compliance
3.1 ICM reserves the right to reject or disqualify your tender, without any incurrence of costs or damages, where:

3.1.1 you fail to comply with the requirements of this RfP (including but not limited to these Terms and Conditions), your tender is incomplete, or you are guilty of a serious misrepresentation in supplying information in response to this RfP;
3.1.2 your tender is received after the deadline set out in this RfP. ICM will not consider any requests for an extension of the time or date fixed for the submission of responses;
3.1.3 there is a change in your identity, control, financial standing or any other factor impacting on the selection and/or evaluation of your tender;
3.1.4 you are or become insolvent or have a petition issued against you;
3.1.5 you do not have the economic and financial standing and/ or the technical and professional ability to carry out the services;
3.1.6 you are suspected either directly or indirectly of behaving in a collusive, canvassing, or anti-competitive manner or you offer or accept an inducement or reward in order to gain a commercial, contractual, regulatory or personal advantage; and/or
3.1.7 you (or if you are a commercial entity, a director or person who has the power of control or power to make representations or decisions on your behalf) have committed any offence relating to conspiracy, corruption, bribery, fraud, money laundering or any other criminal offence related to your course of business or profession, or in ICM’s opinion have acted in such a manner that is at odds with internationally accepted ethical standards.

3.2 ICM reserves the right in its absolute discretion, without any incurrence of costs or damages, to:
3.2.1 refuse any tender submitted;
3.2.2 extend the time or date for fixed submission. In such circumstances ICM will endeavour to notify all tenderers of any change;
3.2.3 amend any aspect of this RfP (including but not limited to the evaluation criteria and the timeline) or cease the process at any time;
3.2.4 negotiate the award of additional services which are a repetition of the services advertised in this RfP to the successful applicant;
3.2.5 limit the number of proposals invited to participate in any follow-up activity or to dispense with any follow-up altogether.
3.2.6 require that you clarify your tender in writing and/ or provide additional information and/or adequate references to ICM’s satisfaction. A failure to respond adequately may result in you not being selected.
4 Tenderer Responsibilities
4.1 You shall be responsible for all of your own costs, expenses and losses which may be incurred in relation to the preparation of your proposal, provision of additional information, or attendance at interviews or similar.
4.2 You shall at all times treat the contents of ICM documentation as confidential, as well as any information regarding ICM imparted to you by any other means, and only disclose such information as may be necessary for the preparation of a compliant response. At ICM’s request you shall return or destroy all documents, other materials, working papers relating to this RfP and all copies thereof including all electronic copies. When completed you shall confirm such to ICM in writing.
4.3 You shall not before the date and time specified within the RfP documentation disclose to any person the amount of your proposal except where the disclosure in confidence is necessary to obtain insurance premiums or guarantees required as part of any proposal to ICM.
4.4 Any contract entered into as a result of this RfP will be based on the draft contract submitted by ICM and on ICM’s general Terms and Conditions (copy available on request). No third party general Terms and Conditions will apply.

5 Intellectual Property
5.1 All intellectual property rights in this RfP and all materials provided by ICM or any third party acting on its behalf shall remain the property of ICM.
5.2 Any intellectual property arising out of the provision of the services shall belong absolutely and exclusively to ICM.

6 Warnings/Disclaimers
6.1 Nothing contained in this RfP or any other communication made in respect of it between ICM or its representatives and any party will constitute an agreement, contract or representation between ICM and any other party. For the avoidance of doubt, receipt by you of this RfP does not imply the existence of a contract or commitment by or with ICM for any purpose.
6.2 The information contained in this RfP does not purport to contain all the information which you may require. While ICM has taken all reasonable steps to ensure, as at the date of this RfP that the facts contained in it are true and accurate in all material respects, ICM does not make any representation or warranty as to the accuracy or completeness or otherwise of this RfP.
6.3 ICM accepts no liability to you whatsoever and however arising and whether resulting from the use of this RfP, or any omissions from or deficiencies in it.

7 Waiver
Failure or neglect by ICM to enforce at any time any of the provisions of these Terms and Conditions shall not be construed nor shall it be deemed to be, a waiver of our respective rights hereunder, nor in any way affect the validity of the whole or any part of this agreement, nor prejudice our respective rights to take subsequent action.

8 Jurisdiction
This RfP shall be solely governed by and interpreted in accordance with the laws of the Netherlands and subject to the exclusive jurisdiction of the Dutch courts. The general Terms and Conditions of ICM are applicable and will be forwarded upon request.
Annex 2: Declaration of Conflict of Interest

I, [Name of Team Leader] declare that [I do] or [do not] have (strike out whichever does not apply) a potential or actual conflict of interest which may prevent me or any member of my organisation from working with ICM.

Signature

Date (DD/MM/YYYY)

If you have declared a conflict of interest, please describe in full the nature of this conflict.