

REQUEST FOR PROPOSALS

Website Technical Management, Infrastructure and Support Services

March 2026

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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, but also to gender equality, and equal access to quality health care for women, gender diverse people, and communities.

Scope of Work

The selected contractor will provide ongoing technical management and support across ICM's websites and domains.

This includes:

- The main ICM website (large WordPress site with several hundred pages)
- The Midwives Data Hub (complex WordPress-based site integrating ArcGIS technology)
- Two microsites under the internationalmidwives.org domain (this number may vary between two and four over time)
- Three smaller Webflow-hosted websites
- Approximately seven domains (variable)

All WordPress sites are currently hosted and backed up by their respective developers. Hosting arrangements will not change during this contract period. The selected provider will work alongside existing hosting providers as needed.

Activities and Deliverables

1. Technical Maintenance (WordPress Sites)

Primarily for:

- Main ICM website
- Midwives' Data Hub

Includes:

- Updating WordPress core, themes, and plugins
- Compatibility testing after updates
- Routine security checks and vulnerability monitoring
- Review of existing backup systems (managed by host)
- Regular functionality checks across forms, integrations, and plugins
- Preventative monitoring to minimise downtime
- Quarterly technical health reports

2. Technical Support (All ICM Sites)

Applies to:

- WordPress websites
- Webflow sites
- Microsites
- Campaign subdomains

Includes:

- Resolution of errors, failures, or unexpected behaviour (WordPress sites only)
- Troubleshooting broken forms, integrations, or display issues (WordPress sites only)
- Technical adjustments in plugins or forms (WordPress sites only)
- Follow-up and advisory support on technical questions related to:
 - Domains

- DNS
- SSL
- Hosting
- Subdomains
- Website migrations
- Support with migration of newly developed sites under the internationalmidwives.org domain
- Coordination with third-party developers where needed

3. Infrastructure and Domain Management

- Oversight of approximately seven domains (number may vary up to ten)
- Monitoring domain expiry dates
- Proactive reminders to ICM team regarding renewals and payments
- DNS oversight and troubleshooting
- SSL monitoring
- Support in case of hosting or domain-related incidents
- Advisory support on infrastructure decisions if required

Service Level Expectations

The selected contractor must provide coverage from 09:00 to 17:00 CET, Monday to Friday, with a team-based structure ensuring continuity of service.

Minimum response times:

- Critical issues (site down, security breach): Response within 2 hours
- High priority issues: Response within 24 hours
- Standard issues: Resolution within 3 working days
- Low priority or advisory requests: As mutually agreed

The contractor must demonstrate internal redundancy to ensure support availability during leave or staff absences.

Budget

ICM is open to receiving proposals in one of the following formats:

- Fixed monthly retainer
- Tiered service packages
- Hybrid retainer plus hourly structure

Applicants must:

- Provide a detailed cost breakdown in EUR
- Clearly indicate VAT
- Specify what is included in the base fee versus additional services
- Indicate any hourly rates for out-of-scope work

Value for money and clarity of pricing will be evaluated.

Contract Duration

The anticipated contract duration is: one year, with the possibility of renewal for a longer period.

Applicants may propose contract structures aligned with long-term technical stability.

Commencement Date and Location

Target start date: [Month] 2026

Location: Remote

All collaboration with ICM staff will take place virtually.

Procurement Procedure

ICM is using an open procurement procedure. Any suitably qualified agency or team may submit a proposal within the submission timeframe.

Following the initial evaluation and shortlisting process, ICM intends to invite shortlisted applicants to a virtual clarification meeting. This discussion will provide an opportunity to address any questions, clarify elements of the proposal, better understand team structure and approach, and ensure alignment before final selection.

Indicative Timetable

Date	Activity
6 March 2026	RfP circulated
22 March 2026	Deadline for submission
7-17 April 2026	Clarification meetings with shortlisted applicants
24 April 2026	Final selection and contract award
15 May 2026	Service commencement

How to Apply

Please submit:

1. Technical proposal outlining:
 - o Methodology
 - o Monitoring systems
 - o Quality assurance processes
 - o Team structure and availability coverage
 - o Experience with complex WordPress environments
 - o Experience with ArcGIS integrations (preferred)
 - o Experience managing multiple domains and infrastructure
2. Financial proposal with full cost breakdown (EUR)
3. At least two references

Submit proposals as a single PDF document (maximum 10 pages) to:
a.gutierrez@internationalmidwives.org

Subject line: ICM Website Technical Management RfP

Deadline: 22 March 2026 23:59 CET

Selection Criteria

Proposals will be evaluated as follows:

Technical – 80%

- Methodology and work plan
- Demonstrated experience with complex WordPress environments
- Infrastructure and domain management capability
- Team structure and guaranteed coverage
- Risk mitigation approach
- Quality assurance processes

Financial – 20%

- Cost transparency
- Value for money
- Clarity of pricing structure

Contract Award

Only the highest scoring applicant will be invited to enter into contract negotiations.

ICM reserves the right not to award a contract.

Exclusions, Selection and Award Criteria

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.

Selection Criteria	Weighting
Technical	
Methodology – approach, work plan (including exact delivery dates), quality assurance process	80%
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).	
Financial	
Include detailed cost breakdown in EUR clearly indicating overhead costs and VAT	20%
Describe why you think you will be able to offer ICM value for money	

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 incurrance 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.