About ECCIL
The main purpose of ECCIL is to represent the European business community in Laos and to advocate interests of members in Lao PDR.
Its principal objective is to promote and increase business between Lao PDR and the European States for their mutual benefit and for the benefit of its members. This includes:
- o Promoting investment
- o Raising the profile of the Lao PDR in the European business community and vice versa
- o Promoting linkages between Lao and European SMEs
- o Facilitating the entry of European Companies into the Lao market.

ECCIL aims to make Europe the preferred business partner of Lao PDR.

Objective
Redesign of **ECCIL Website https://eccil.org**

We are seeking to update the ECCIL website to a format that is more **dynamic, modern, user-friendly, memorable** and **navigable** (please check as example: https://icc.org.hk , https://www.eurocham-cambodia.org , https://eurocham.org.sg). This will be achieved by delivering a new modern and clean design, adding features and removing menu clutter, old content, unnecessary text, and duplication.
The goal is to create a user experience that encourages members, local businesses, and foreign ones to link EuroCham Laos as one-stop service for: **business services**, **networking opportunities, market and government news, communication and advertising, advocacy, business delegations, export to EU, trainings.**

The ultimate goal is to impact and inspire desired behaviors from different members and non-members:
- For **members** to be well informed about Lao business rules and laws, current local market situation, EU plans for Laos; EuroCham events and news, to have a platform for promotion and advertising; to create opportunity for business matching and support with research of local products and services
- For **non-members** to be better informed about Lao market and country, and make better market entry decisions, and to ultimately join the chamber as ECCIL members
- For **governments** to access evidence and data as well as business stories to see impact of EU business in Laos. This should encourage governments to cooperate with ECCIL in future.

The website update is to focus on:

1. **An engaging, well-designed, uncluttered homepage that features harmoniously teasers of the Chamber's highlights: Membership Network, Events, News, Business Services, Advocacy, Business Delegations, Trainings, Members' Privileges.**
2. **A modern, essential, and clean membership directory,** for both individual member profile pages and "view-all" landing directory page.
3. **Creating clear, concise page layout for each section and sub-section across the website consistent with homepage's design**(text to be provided by ECCIL)

4. **Use impactful and striking imagery and design across the website from these 3 sources:** Stock photo depositories, ECCIL depository, new photo-taking
5. **Develop a member-only page for full self-profile update, add employee email contacts and a business matching feature of proposal/inquiry (i.e. Abc Inc. provides X, Abc Inc. looks for Y)**

Scope of Work and Deliverables

1. Conduct user testing sessions with approximately four user groups to collect and analyze feedback for developing clear goals for the redesign effort.
2. Based on the findings of the user testing, ensure the ECCIL website presents a new visual look, and its functionalities are enhanced to provide a better experience to users. Ensure seamless mobile responsiveness.
3. New sections/elements are developed and integrated into the ECCIL website.
4. Source code handover: Full source code including all developed libraries shall be handed over to ECCIL.
5. Develop a user manual based on the changes made on the website and deliver a briefing session for relevant staff and web administrators.

Specific Deliverables

All new developments listed in this section will be built in the current ECCIL website created in WordPress, with total cost including theme updates and plugin updates at lifelong license or at least 5 years.

A) New look and feel

1. Following the ECCIL branding guidelines and the design philosophy used in the ECCIL website and based on the inputs collected through user testing, design a new look-and-feel for the ECCIL website capturing the different functionalities outlined in this TOR. The company will develop a graphic concept and the visual language of the new website.
2. Ensure a consistent visual language on the new site by introducing fixed styles in templates ensuring consistency in fonts, colors, formatting, icons, images and layout techniques consistent in harmony with ECCIL logo and EU/Lao flag colors
3. Create a detailed information architecture/sitemap, mapped out in a hierarchical fashion, to define the relationships between the site's content flow and functionality.
4. The new look and feel should be adapted to the homepage, sections, subsections, and the following components of the site: membership directory, blog template, page template (s), portfolio template, country landing page (s), event calendar, job board and menus.
5. Fully redesign and upgrade the standard elements including header, headlines, featured story slider, footer, tabs, accordion, recent post/publication grids, main menu, content slider/carousel, contact us, team profile, testimonial, blockquote, event calendar, client box and so on.
6. Re-organise and redistribute the Categories and Tags to guarantee that the latest and the most relevant items are displayed (news, resources, publication, country stories, events) on the homepage, country pages, blog posts and on the portfolio pages.
7. The current sections and sub-sections of the site should be adapted using the new templates.

8. Optimize the site's page speed (preferably under 2 seconds) and ensure maximum SEO optimization and include Google Analytics.
9. Security of the website according to latest available measures appropriate for the nature of this business.
10. Include a banner section at bottom of each page that can be used to advertise ECCIL activities or external advertisement from members and clients

B) New sections/elements
1. Membership Directory SQL Database(with details info about each member: company name, company description, logo, company contacts, business category, representative contact, other contact's contact, able to search/filter/update existing database)
2. Separate section under login, only for members for profile update, member-only shareable content(i.e. ECCIL publications or members' publications) and business inquiry/proposal via check list and custom field
3. Based on the agreed templates, develop the following sections/elements for the website based on, but not limited to the structure, functionalities and features defined in these terms of reference:
   o Social sharing features for articles, publications, and resources – enabling users to share our content on major social media platforms.
   o An interactive map showing ECCIL members in Laos.
   o A highly functional pages with filtering functions, types of publication/resources, date, and topics.
   o Multiple page styles and custom post types; and a 'Signup for latest news' feature/section.
   o QR scan functionality for Membership Directory to extract member's profile contact

C) Connectivity with GlueUp
1. As the ECCIL is using GlueUP as its CRM platform, provide connectivity, wherever possible including but not limited to: event sign up, membership payment, membership directory profile update.

D) Website Language
1. The new website should be available in English, Lao and French.(Translations to be provided by ECCIL team)
2. Permanent content of the website, such as homepage, menu, header footer, membership directory fields will be all translated by the launch of new website version.
3. News, Event, Blog content should have the option to be translated by ECCIL team if deemed necessary.

Timing and duration of the assignment
The duration of the contract will be 2.5 months with starting date August 11st 2023 and expected to be delivered by October 31st 2023.

Reporting
The selected firm will work closely and report directly to the ECCIL HQ based in Vientiane.

Support to be provided
- ECCIL will grant access to a sandbox containing the current ECCIL website code and content including Word Press administration console, all documents and pages, plugins, themes, additional files and photo library. Once the redesigned website is completed and tested, the firm will coordinate with the website maintenance service provider to update the LIVE website.
- The selected firm will work with the ECCIL team to establish a revised content architecture as part of the redesign project.
- The ECCIL team will significantly cut text so that the pages on the redesigned website are as concise, direct and visually appealing as possible.

Required Skills and Experience
The consulting firm/organization must be/have strong professional experience in designing visually appealing websites, WordPress themes, UI and UX with the following minimum requirements:
   - At least 3 years of experience designing visually appealing and fully responsive websites;
   - Familiarity and relevant experience in developing themes and web elements for different Content Management Systems (CMS), particularly WordPress;
   - Have a broad knowledge of current web development technologies and design tools, software and web programming languages including HTML, PHP, CSS, JS, JQuery and AJAX;
   - Have excellent knowledge of the latest trends in UI and UX design and development of interactive web elements;
   - Experience working with NGOs/agencies and development organizations is a plus.

Technical Evaluation Criteria [Max 50 points]
1. The work presented through the portfolio will be evaluated to assess the quality of the company's work [25 points];
2. Experience and qualifications of the team proposed to deliver the work by the company. This part of the evaluation will be based in the profiles of the individuals comprising the team and the mock up proposal [15 points];
3. Quality of the technical proposal (methodology to accomplish the assignment) [10 points];
4. Experience in developing high-quality websites and web applications for Chambers of Commerce or business associations [10 points];

Recommended Presentation of Proposal
Interested firms/organizations should submit detailed proposals made up of documentation to demonstrate the qualifications of the prospective firm/organization and to enable appraisal of competing bids. This should include technical and financial proposals, details of which are listed below:

Technical Proposal
1. Firm information – Name of the firm/organization and details of registration, address and bank account; business registration certificate and corporate documents (Articles of Association or other founding authority); if applicable;

2. Relevant Experience – Description of experience in projects of a comparable nature, with specific description of past assignments of the firm/organization in related work;
3. Process - The Technical Proposal needs to contain a detailed description of the process the firm/organization intends to follow to complete the tasks including a detailed work plan and time schedule for completion/delivery of the final product which, after selection of the contractor, will be agreed upon by the ECCIL.
4. Human Resources - The Technical Proposal needs to contain a list and detailed information on the proposed Human Resources, which will be utilized for the tasks including their respective qualifications and relevant experience/exposure and required expertise/skills to complete the tasks.

Financial Proposal (excluding VAT)
5. The Financial Proposal shall specify a total amount (in USD) including consultancy fees and all associated costs.
6. In order to assist ECCIL in the comparison of financial proposals, the financial proposals will include a breakdown of the total budget and timeline.

Selection Process
Cumulative Evaluation Method will be used for this procurement exercise and contract will be awarded to the highest scorer(s) in cumulative analysis considering Technical and Financial Evaluation.
The Technical proposal will contain 70% and financial proposal will contain 30% weight whereas Technical Evaluation passing score is 70%. Any firm that scores less than 70% in Technical Evaluation shall not be considered for financial evaluation.

Payment Schedule
- 1st Payment – 20% of the contract value will be made upon completion of a detailed work plan that would be acceptable to ECCIL subsequently submission of invoice.
- 2nd Payment – 50% of the contract value will be made upon completion of user testing and finalization of the website design concept that would be acceptable to ECCIL subsequently submission of invoice.
- Final Payment – 30% of the contract value will be made upon completion of rest of service as per agreed work plan including reporting that would be acceptable to ECCIL subsequently submission of invoice.

Proposal Submission
Interested parties are invited to submit their Technical and Financial Proposals in separate PDF files mentioning "Proposal: ECCIL website redesign" on the subject line to the following email address: communication@eccil.org and CC: sev@eccil.org on or before August 1st, 5:30PM (Lao time). Final decision is expected to be announced to successful part on August 8th, 2023.

Clarifications/Questions: If any potential firm has any query about the TOR, that has to be forwarded through email: communication@eccil.org and CC: sev@eccil.org by July 25th, 5:30 pm (Lao time).