



REQUEST FOR PROPOSAL APO Website Development and Maintenance

The Asian Productivity Organization (APO) is seeking proposals for the following services from qualified companies:

- A) Renewal (design, content development) of the APO website in English and Japanese
- B) Overall website maintenance

The APO will only accept proposals submitted by the deadline. Late submissions will not be considered.

Please provide cost estimates for both items A) and B) in the proposal.

Email address for submission of proposals: yfujimoto@apo-tokyo.org

Deadline for submission of proposals: **2 September 2020, 17:00 JST**

1. Project description

1-1. Project title

APO Website Development (Renewal) and Maintenance

1-2. Website URL

<https://apo-tokyo.org>

Total number of pages: about 1,200

1-3. Purpose of renewal

To increase the number of visitors

To increase the number of downloads of APO resources (publications, etc.)

1-4. Issues with the current APO website

- Users cannot find information easily.
- The content management system (CMS) is not very user friendly.
- The site is not optimized for SEO.
[Please refer to Attachment 1 for details.](#)

1-5. Expected date to launch the new website: **1 January 2021**

2. About the APO

Established in 1961, the APO is an intergovernmental organization with the mission of contributing to the socioeconomic development of the Asia-Pacific region through productivity promotion. The current membership comprises 21 economies: Bangladesh, Cambodia, Republic of China, Fiji, Hong Kong, India, Indonesia, Islamic Republic of Iran, Japan, Republic of Korea, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Singapore, Sri Lanka, Thailand, Turkey, and Vietnam.

The APO supports its member countries through capacity-building efforts such as training courses, workshops, seminars, and other activities to enhance productivity. In serving its members, the APO performs five key roles: Think Tank, Catalyst, Regional Adviser, Institution Builder, and Clearinghouse for Productivity Information.

1. As a think tank, the APO conducts research on emerging needs of members for their follow-up and for determining appropriate assistance to them.
2. As a catalyst, the APO promotes bilateral and multilateral alliances among members and between them and others outside the APO region for collaboration in productivity-related

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- activities for mutual benefit.
3. As a regional adviser, the APO surveys the economic and development policies and performance of each member country and assists in formulating strategies for achieving enhanced productivity and competitiveness.
 4. As an institution builder, the APO strengthens the capability of the national productivity organizations (NPOs) and other institutions to provide productivity promotion, training, and consultancy services to the public and private sectors.
 5. As a clearinghouse for productivity information, the APO facilitates the dissemination and exchange of information on productivity among its members.

3. Objectives of the APO website

1) Create awareness and increase the visibility of the APO and its activities among key stakeholders comprising:

- APO Directors, NPO Heads, Liaison Officers, and senior officials from NPOs
- Policymakers and bureaucrats from member economies
- Professionals engaged in productivity, quality, and green initiatives
- Domain experts/prospective participants/prospective employees
- Think tanks/academia/industrial associations
- Researchers/analysts/consultants in the agriculture, industry, and service sectors
- CXOs in public- and private-sector enterprises
- Other international organizations
- Mass media and APO alumni
- Citizens of member countries

2) Disseminate information about the APO, its digital programs, workshops, conferences, various research initiatives, publications, and engagement opportunities; raise awareness of APO operations, productivity issues, and approaches; and expand the APO's reach among different communities.

3) Make the APO visible to similar organizations/agencies/institutions, SMEs, universities, academic and research institutions, domain experts, etc., and foster networks and relationships resulting in possible collaborations and partnerships.

4) Help develop a wider network of international organizations and reach out to nonmember countries, key opinion leaders, and influencers by establishing the APO as a credible reference partner and promoter of productivity in the region.

5) Strengthen the APO brand as a think tank, catalyst, regional adviser, and clearinghouse for productivity information.

4. New pages/functions required for the website

- APO Talk page: This new page will feature APO Productivity Talks, Top Talks, and i Talks that are uploaded on the YouTube channel.
<https://www.youtube.com/c/AsianProductivityOrganization/playlists>
- APO 60th Anniversary page: This new page should feature events held to commemorate the 60th anniversary of the APO in 2021. Reference site:

<https://www.aspenideas.org/attend/festival>

- NPO Section: This new section will contain information only available to NPOs and require a password for login.
- Publications: This will be a database of APO publications in PDF format. It should be easily searchable by category, classification, or keywords. The current publication section needs to be reorganized.
- Annual Program: This will be a database of APO projects. The current database on the APO website needs to be improved.
- Testimonials: Comments from APO participants should be reflected on the top page. These comments should be updated frequently using the CMS.

5. Scope of work

5-1. Website development

- Keyword setting
- Creating basic content (text and visual images)
- Wireframe development
- Creating a sitemap
- Design
- Creating databases for APO projects and publications
- Coding
- Testing
- Release of new website on the APO server
- Checking for bugs/corrections after release
- CMS development
- CMS manual/training
- Overall management

5-2 Maintenance and support services

- Processing, conversion of content
- Layout of content updates
- Publishing approved content, facilitating APO publications via the CMS
- SEO consultation (monitoring and improvement)
- Management of APO relationship with host server provider
- Data backup and archiving consultation
- Responding to APO consultations/requests
- 24/7 up-time monitoring

6. Items to be included in the proposal

6-1. Schedule

The launch date is expected to be **1 January 2021**.
Please include the tasks of the APO in each process.

6-2. Proposed cost

Please make separate proposals for 1) website development and 2) overall maintenance. Overall

maintenance fees will be paid monthly.

6-3. Target keywords

Please propose target keywords for the SEO strategy.

6-4. Design

Please submit a design for the top page of the English website. Please refer to **Attachment 2** for the wireframe prepared by the APO. Please suggest improvements to the wireframe.

6-5. Structure/team contact details

Please complete the form in **Attachment 3**.

6-6. Samples of website development in the last three years

6-7. Others

Proposals for management (analytics, consulting), if any.

7. Notes for proposals

7-1. Domain: apo-tokyo.org

7-2. Current server:

Go Daddy (4 CPU Cores @ 3.1 GHz

32 GB memory

2 TB storage (RAID-1)

Unmetered bandwidth

3 dedicated Ips

7-3. SSL: Necessary. The APO will continue to use the current SSL.

7-4. CMS: The APO prefers to use Word Press.

7.5. Analytics: The APO currently uses Google Analytics.

7.6. Delivery: In addition to releasing the new website, please provide a set of source codes and images used.

Right to Accept or Reject Proposals

1. Issuance of this RFP in no way constitutes a commitment by the APO to award a contract.
2. The APO reserves the right to annul the RFP or the vendor selection process, or to accept or reject any or all proposals in part or in total at any time without providing any reason and without incurring any liability to the affected agencies/companies/firms or any obligation to inform the affected agencies/companies/firms of the grounds for such decisions.
3. The APO reserves the right to change the scope of work if necessary or depending upon any changes in requirements before or during the implementation phase. However, if the changes are made during the implementation phase, the APO will renegotiate the cost for the additional work separately with the design agencies/companies/firms.
4. The APO reserves the right to enter into a contract without further discussion of the proposal submitted based on the initial offer received. The APO reserves the right to contract for all or a partial list of services offered in the proposal. The RFP and proposal of the selected vendor will become part of any contract initiated by the APO.

For inquiries, please contact Yoko Fujimoto at: yfujimoto@apo-tokyo.org
