



REQUEST FOR PROPOSALS (RFP)

RFP No. SNV/WEBDEV/2026/01

Subject: Web development and maintenance services for snv.org

1. Introduction

SNV is a global development partner rooted in the African and Asian countries where we operate. With 60 years of experience and a team of approximately 1,600 people, it is our mission to strengthen capacities and catalyse partnerships that transform the agri-food, energy, and water systems to enable sustainable and more equitable lives for all.

2. Background and Objectives

SNV seeks to engage a web vendor to provide continuous support for developing and maintaining its corporate website, snv.org. The assignment includes ongoing technical support, feature development, and the potential migration to a new CMS platform.

Objectives include:

1. Ensure monthly maintenance and technical support for snv.org, including bug fixes, security updates, and performance optimization.
2. Provide flexible development capacity for new features, design updates, and UX improvements.
3. Evaluate and potentially implement a migration to a more cost-effective and scalable CMS, including complete content migration and integration with existing systems.

3. Scope of Work and Deliverables

The vendor will be responsible for:

1. Maintain the website's technical infrastructure and CMS
2. Perform bug fixes, security patches, and library updates
3. Develop new features and front-end components
4. Implement technical SEO and schema markup
5. Ensure compliance with Core Web Vitals
6. Maintain and operate two environments available to SNV:
 - Acceptance: for staging, testing, and internal review of new features and updates

- Production: for live deployment and public access to snv.org
- 7. Participate in biweekly stand-up meetings
- 8. Maintain a shared development board for task tracking and transparency
- 9. Deliver monthly usage reports detailing SLA hour utilization
- 10. Support or execute a CMS migration (if proposed), including:
 - Migrating ~3000 pages across ~8 post types
 - Preserving or improving existing integrations with Microsoft 365, Mailchimp, and Smart Recruiters
- 11. Provide CMS training and documentation for SNV staff (if migration occurs)

Table 1: List of deliverables, outputs, and quality expectations

Deliverables	List of outputs per deliverable	Quality expectations
Monthly maintenance	Bug fixes, updates, performance checks	<48h resolution of bugs, at least 95% uptime
Feature development	New components, UX improvements	Responsive, accessible, tested
Reporting	Monthly SLA usage reports	Transparent, detailed
Core Web Vitals	Perform audits and improvements to meet Google standards, both mobile and desktop	At least 50% of URLs flagged as good OR need improvement
Accessibility compliance	Implementation of WCAG-compliant features and design	Meets WCAG 2.1 AA standards or higher
CMS migration (if applicable)	Full content migration, system setup	Seamless transition, full functionality
Training & documentation (if applicable)	CMS user guides, training sessions	Clear, user-friendly, complete

Copyright and intellectual property rights

All deliverables, including but not limited to source code, designs, documentation, and any other materials produced under this contract, shall be the sole property of SNV. While the vendor may incorporate previously developed or third-party code into the deliverables or reuse elements from this project in future work, they must notify SNV in advance. This ensures transparency and allows SNV to assess any implications for ownership, licensing, or security.

The vendor shall ensure that all software components, libraries, and tools used to develop the website and CMS are properly licensed and do not infringe on third-party intellectual property rights. Any open-source components must be identified, and their licenses must be compatible with SNV's intended use.

Upon termination or completion of the contract, the vendor shall transfer all relevant assets, credentials, and documentation to SNV to ensure full ownership and operational continuity.

4. Evaluation Criteria

Criteria	Score
Due Diligence	Pass/Fail
Technical	
A) Understanding of SNV's digital infrastructure needs and strategic objectives.	10
B) Web development expertise, including Tailwind CSS, headless, CDN integration, data-layer, CMS, taxonomy/tag-based content injection, and implementation of faceted search for internal site navigation.	20
C) UX/UI proficiency, with emphasis on alignment to SNV's brand identity and accessibility standards	10
D) Advanced technical SEO capabilities, including mobile-first, advanced structured data (schema markup) SERP feature engineering, AI-oriented metadata for discoverability by Gen. AI and LLMs, Core Web Vitals optimization (LCP, CLS), redirect strategy, XML sitemap configuration, and canonicalization best practices.	15
E) Certifications, accreditations, use cases, references, and recognition	5
<i>Total Technical score</i>	<i>60</i>
Financial	
F) Cost competitiveness (unit cost of services offered)	15
G) Total cost of ownership over 2 years	25
<i>Total Finance score</i>	<i>40</i>
Total	100

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5. Contract Duration and Fees

The contract will be based on a Framework agreement model which will be accompanied by a task order with a baseline of 30 hours per month. These hours will be used flexibly across the tasks described in the scope of work. The total duration of the contract is 2 years, from 1 January 2026 to 31 December 2027.

An additional 10 hours per month may be allocated to accommodate increased workload in the first 6 months, mainly if a CMS migration occurs. This adjustment ensures the successful implementation and integration of the new CMS.

6. Payment Terms

Payments will be made monthly based on the task order. Usage reports must be submitted monthly. Milestone-based payments will apply for CMS migration. Advance payments shall not exceed 30% of the contract sum. Payment will be made based on approved reports.

7. Submission Requirements

Interested vendors must submit the following in a single PDF document with subject: ***Web development and maintenance services for snv.org:***

1. Technical proposal outlining approach, team, and timeline.
2. Financial proposal including hourly rates, fixed costs and total cost of ownership.
3. Examples of previous work (use cases) and references, preferably in the NGO/government/development sector (included in the technical proposal).
4. Confirmation of availability and capacity (included as a statement in the financial proposal).
5. Relevant certifications or licenses.
6. Completed supplier registration and vetting form (see 10. Due Diligence Instructions).

9. Submission Deadline

All proposals must be submitted by email to tenders@snv.org no later than September 13, 2025, at 12pm CET.

Questions arising from this RFP must be sent to tenders@snv.org not later than August 29, 2025.

10. Due Diligence Instructions

Vendors must fill in the [Due diligence form](#) as part of their proposal and include all documents required by this form with the proposal submission