

Invitation for Tender

Official Contractor for Revamping HKGBC Corporate Website

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1 BACKGROUND

The Hong Kong Green Building Council Limited (HKGBC, <http://www.hkgbc.org.hk>) is a non-profit, member led organisation established in 2009 with the vision to help save the planet and improve the wellbeing of the people of Hong Kong by transforming the city into a greener built environment. The Founding Members of the HKGBC include the Construction Industry Council (CIC), Business Environment Council (BEC), the BEAM Society Limited (BSL) and the Professional Green Building Council (PGBC). Its mission is to lead the market transformation by advocating green policies to the Government; introducing green building practices to all stakeholders; setting design, construction and management standards for the building profession; and promoting green living to the people of Hong Kong.

2 SERVICES REQUIRED

Tenders are invited from the Contractors to provide a full range of service for the website revamp and maintenance of the HKGBC corporate website.

The Contractors are invited to tender for the provision of the following requirements. The list of requested requirements are not necessarily exhaustive and Tenderers are welcome to incorporate additional solutions for consideration which they believe would be required for the best practice and operation of the HKGBC corporate website.

Tenderers should indicate their capability to provide all the areas of services required, or the Tenderers must indicate clearly both the fee and respective proposals in case they would sub-contract any or part of the roles.

Tenderers should provide a realistic timeline for the provision of services to fulfil the following requirements.

2.1 User Requirements

2.1.1 Website Graphic & Layout Design

- a. Develop the design layout (provide three (3) layout styles for selection) of homepage and sub-pages, including font style, colour palette with current content. The style should be benchmarked with international websites, with references as follows:
 - i. WorldGBC: <http://www.worldgbc.org/>
 - ii. Singapore GBC: <http://www.sgbc.sg/>

- iii. Australia GBC: <https://new.gbca.org.au/>
 - iv. Canada GBC:
<https://www.cagbc.org/CAGBC/Events/BuildingLastingChange/2018/About/CAGBC/Conference/BLC2018/BLC2018.aspx?hkey=521e8cc4-9cc1-476c-93c9-6b5ee669c24d>
 - v. International Development Association: <http://ida.worldbank.org/>
 - vi. National Association of Social Workers: <https://www.socialworkers.org/>
 - vii. ICWE 2018: <http://icwe2018.webengineering.org/>
- b. Homepage elements/ modules, including but not limited to:
- i. Navigation
 - ii. Banners
 - iii. Latest news
 - iv. Event listing / event calendar
 - v. Membership login
 - vi. Members' corner (similar as latest news of members)
 - vii. Ability to embed plug-in / module (e.g. social media)
- c. Responsive Website
- i. Allow on-going update and maintenance for latest browsers and OS
- d. *Optional: Web Accessibility design*

2.1.2 Content Management System

- a. Create/ Edit/ Delete unlimited sub-sections and pages, with templates including album and video page, online submission dynamic form
- b. Customisable auto email notification upon submission of online form
- c. Javascript should be allowed in the CMS and online form
- d. User friendly interface and easy-to-use modules
- e. Allow different administration and user rights
- f. Storage and document management system for uploading site content files (e.g. images & documents)
- g. Enable suitable coding, meta descriptions and layout/structure design for Search Engine Optimisation (SEO)
- h. *Optional: SEO service for content*

2.1.3 Membership Management & Automation

- a. A dedicated Member area should be designed for HKGBC corporate and individual members with functions including:

- i. Membership renewal
 - ii. Subscription system with grace period for Patron Member/ Institutional Member
 - iii. Update of contact person information and company profile (upload function for image and document supported)
 - iv. Change password / forget password
 - v. Generate customised welcome letter, certificate, invoice, receipt, member's logo upon successful registration and approval for download with email notification
 - vi. Reminder email to Members
 - vii. Members' page (Members could directly access information like: news and updates for members, benefits and entitlements record, event registration, number of Professionals in the company, Scheme joined in HKGBC, etc.)
- b. Online registration form (dynamic form)
- i. Extra fields should be able to be added
 - ii. Javascript should be allowed
- c. Members data to be synchronised with database system
- d. Members' Directory for all types of membership
- Types of Membership
- Platinum Patron Member
 - Gold Patron Member
 - Silver Patron Member
 - Bronze Patron Member
 - Marble Patron Member
 - Institutional Member
 - Associate Member – Individual
 - Associate Member – Professional (Direct to BEAM Pro Directory)
 - Associate Member – Student
 - Associate Member – Government
 - Associate Member – Overseas

2.1.4 Database Management & Automation

- a. Centralise and migrate all current database into this module and enable information synchronisation among various database:
- i. Membership (in excel format)
 - ii. Directors (in excel format)

- iii. Standing Committee Members (in excel format)
- iv. General contacts (in excel format)
- v. BEAM Plus (external system)
- vi. Green Building Faculty (external system)
- vii. BEAM Affiliate (external system)
- viii. BEAM Pro (external system)
- ix. HKGSA (external system)
- x. G-Pass (external system)
- xi. BEST (external system)
- xii. Vendor (external system)
- b. Allow communication of data and authentication between the centralised database with external systems through API
- c. Simple CRM system to record engagements with stakeholders (e.g. attendance of HKGBC events, remarks for communications with stakeholders, etc.)
- d. Allow segmentation and assign contacts to e-mail subscription lists
- e. Administrator can batch import and export selected stakeholders' information
- f. User friendly interface

2.1.5 E-News Management

- a. Provide three (3) layout templates with customisation and quotation for extra layout templates
- b. Easy to target and analyse (click rate, bounce back rate, etc.)
- c. Bounce back notification and management of invalid contacts
- d. Unsubscribe system
- e. Solutions to prevent emails from HKGBC be classified as "Spam"
- f. Integration with Database system

2.1.6 Event Management & Automation

- a. Event page & registration form (dynamic form) with online payment gateway (Asiapay: VISA & Master only):
 - i. Company name to be synchronised with database record
 - ii. Personal information to be synchronised with / transferred to database management
 - iii. Allow various pricing for different events as well as Member price/ Non-Member price
 - iv. Support selection from multiple Asiapay accounts
 - v. Confirmation email to attendees

b. Onsite Registration System

- i. QR code generation for each attendee
- ii. Customised e-mail invitation/ notification/ follow-up
- iii. App/ interface for onsite scanning/ onsite registration and recording
- iv. Real-time checking of information (e.g. number of attendees showed up)
- v. Allow attendance to be transferred/ exported to external system (e.g. BEAM Pro Individual Account system)
- vi. Generate receipt, multiple attendance certificates to attendees and record in BEAM Pro Individual Account system
- vii. Event analytics
- viii. Post-event survey

2.1.7 Security measures to protect the personal information

- a. Security scan on the production site by third party should be included to ensure no critical threat after the official launch of the website

2.1.8 Support site traffic measurement and analysis (Google Analytics is acceptable)

2.2 Technical Requirements

2.2.1 General Requirements

- a. The website shall be developed in HTML/HTML5, PHP/JSP and MySQL database.
- b. The website shall support the browser versions: IE 10 or above, Firefox, Chrome and Microsoft Edge
- c. The website shall be deployed to the testing environment for testing purpose before its deployment to the production environment for production usage
- d. HKGBC provide the hosting environment for testing and production site
- e. The **source code** of the whole project **should be opened** to HKGBC and HKGBC reserves the right to change the code for the same project in the future
- f. The ownership and intellectual property rights of all the content and data shall be vested in and belong to the HKGBC
- g. The Contractor shall ensure that no intellectual property rights of any third party have been and/or will be infringed and shall indemnify the HKGBC against any claims for breach of intellectual property rights.
- h. The copyright of all information provided by the HKGBC shall be and remains the exclusive property of the HKGBC and shall vest in the HKGBC at the time they are generated.

2.2.2 Service Requirements

The Contractor shall provide the following services:

- a. Programming, testing and debugging
- b. Assist HKGBC to apply for all necessary licenses (if applicable)
- c. Perform self-security risk assessment prior to major enhancements and changes associated with the web and related modules;
- d. Software maintenance (e.g. bug fixing) and technical support
- e. Perform system, program and database backup/restoration
- f. User Acceptance Test should be included and the test cases should be provided by contractor before the official launch

2.2.3 Maintenance Services

- a. The Contractor shall provide free maintenance service for the website for **the first year** after written confirmation on completion of the website from the HKGBC.
- b. The maintenance services shall include:
 - i. Response to enquiries related to the use of the functions and programs
 - ii. Repair the web against any failure, including but not limited to bug fixing, within 3 working days or other period as agreed, upon the request by HKGBC
 - iii. Other maintenance tasks which are deemed necessary to the smooth operation of the web as proposed by HKGBC.
- c. The Contractor shall provide ad hoc services in maintenance activities (such as agreed enhancements, 'fire fighting' etc.) on special occasions requested by HKGBC. It is estimated that man-efforts equivalent to 4 man-days is included per year. The amount of payment chargeable shall be calculated based on the actual man-days spent and the rates specified in the Proposal in relation to the delivery of the required services. The estimated cost of 4 man-days for such kind of ad hoc support task will be included for price comparison purpose.
- d. After the first year of free maintenance services, HKGBC may acquire the maintenance services in based on the Annual Fee quoted in the Proposal on an optional basis. HKGBC will write to confirm the procurement of the maintenance services one month before the start of each maintenance year.

2.2.4 Confidential Information

- a. Any confidential information concerning the services, contractual arrangements, dealings and affairs of the HKGBC that may come to the Contractor's knowledge

in the course of providing the services may not be disclosed without the consent of the HKGBC.

- b. The Contractor hereby agrees that it will use such confidential information solely for the purposes of this project and that it will not, at any time before, during or after the completion, expiry or termination of this project use or allow to be used the same for any other purposes (whether directly or indirectly) without the HKGBC's prior written consent.
- c. The Contractor shall ensure that its employees and sub-contractors are aware of and comply with the confidentiality and non-disclosure provisions contained in this Clause and the Contractor shall indemnify the HKGBC against any loss or damage which the HKGBC may sustain or incur as a result of any breach of confidence by any of such persons.
- d. The Contractor shall ensure that its employees and sub-contractors are aware of and comply with the confidentiality and non-disclosure provisions contained in this Clause and the Contractor shall indemnify the HKGBC against any loss or damage which the HKGBC may sustain or incur as a result of any breach of confidence by any of such persons.

3 TENDER EVALUATION CRITERIA AND PROCEDURE

The successful Tenderer should be capable of providing all of the services as specified in Section 2. The Tenderer should demonstrate their ability through the submission of tender.

3.1 Key Deliverables of Tender Submission

3.1.1 Fee Proposal

Tenderers are required to submit the fee proposal using the form provided in Appendix A.

- a. Tenderers should provide solid amount, the breakdown, and the unit rate as detailed as possible for each of the service areas specified
- b. The fee proposal should include all the fees and costs involved in the project, including all service fees, design fees and license fee if necessary
- c. Tenderers should indicate the receiving of commission from outside suppliers, whenever applicable
- d. Under such circumstances, the HKGBC may request the contractor to adjust the fees proportionally

3.1.2 Technical Proposal

- a. Detailed recommendations on the best solutions to fulfil the requirements in section 2
- b. A realistic timeline for the provision of services to fulfil the requirements in section 2 (The project will be commenced in May 2018)
- c. Company and project team profiles
 - i. Company's track record of similar work. Tenderers are required to demonstrate their experience by providing the information on website(s) they have developed with details of the work carried out by the Tenderers
 - ii. Size and structure of the project team dedicated to this corporate website revamp with a description of the team members' responsibilities and degree of involvement
 - iii. Calibre of the proposed team with biographies and relevant experience of key team members

Special remark: Tenderers should exclude all fee information from the technical proposal. Whenever any fee is included in the technical proposal, the submission will be disqualified.

3.2 Evaluation Criteria

Tenderers should note that the appointment of the Official Contractor for Revamping HKGBC Corporate Website and the awarding of contract will not be solely dependent upon the fees quoted but also the proven ability of the Contractor in showcasing their solutions in delivering all the requirement as stated in the tender.

Tenders will be assessed using the following marking scheme:

Evaluation Criteria		Maximum Marks
1.	Fee	100%

The weighted fee assessment score of the tender proposal shall be worked out in accordance with the following formula:

$$50 \times \frac{\text{Lowest total fee amount of all tenders}}{\text{Total fee amount of the subject tenders}}$$

Evaluation Criteria		Maximum Marks
2.	Technical	
	a. Detailed recommendations on the best solutions to fulfil the requirements in section 2	60%
	b. A realistic timeline for the provision of services to fulfil the requirements in section 2	10%
	c. Company and project team profiles	30%
	i. Company's track record (10%)	
	ii. Size and structure of the project team (10%)	
	iii. Calibre of the proposed team (10%)	
Total:		100%

The weighted technical assessment score of the tender proposal shall be determined in accordance with the following formula:

$$50 \times \frac{\text{Technical assessment mark of the subject tender}}{\text{Highest technical assessment mark of all tenders}}$$

Calculation of Combined Scores

The combined assessment score of the tender proposal shall be the sum of the weighted fee assessment score and weighted technical assessment score.

Evaluation Criteria	Weighting
1. Fee	50%
2. Technical	50%

Special remark: Tenderers should note that a maximum of 5% may be deducted from the overall score for missing any of the required information specified in Section 3.1.

3.3 Evaluation Procedure

- a. Upon submission, the proposals will be examined to see if all the submission requirements are fulfilled. Only shortlisted Tenderers will be informed to proceed to the next stage of evaluation.
- b. Shortlisted Tenderers will be invited to the HKGBC office to present their proposals to the Review Panel. The Review Panel consists of around 5 representatives from the HKGBC. The presentation will last for 25 minutes, followed by a 20 minutes Q&A session.
- c. The Review Panel will evaluate the proposals with the marking scheme specified in section 3.2.

3.4 Schedule

- | | |
|---|------------------------------|
| a) Issuance of tender: | 28 March 2018 (Wed) |
| b) Tender Briefing: | 4pm, 4 April 2018 (Wed) |
| c) Deadline of tender submission: | 12noon, 16 April 2018 (Mon) |
| d) Panel Meeting with Tenderers' presentation: | Morning, 19 April 2018 (Thu) |
| e) Appointment confirmation: | End of April 2018 |
| f) 1 st meeting with Appointed Contractor: | Early May 2018 |

4 TENDER SUBMISSION

An electronic copy of the tender should be sent to the Secretariat of HKGBC at marketing@hkgbc.org.hk (please put “HKGBC – Tender for Official Contractor for Revamping HKGBC Corporate Website” as the subject of your email). Tenderers should also submit two (2) sets of hard copy of the tender, which include two (2) copies of the fee proposal in a sealed envelope and two (2) copies of technical proposals in a separate sealed envelope. The hard copies of the tender should be delivered to the following address.

**HKGBC Secretariat
Hong Kong Green Building Council
1/F Jockey Club Environmental Building
77 Tat Chee Avenue, Kowloon Tong**

Both electronic copies and hard copies of the tender should reach the HKGBC no later than 12noon, 16 April 2018 (Mon). Late submission or failure to comply with the two-envelope approach will render the tender submission void and the proposals will not be considered.

5 NOTES TO TENDERER

- a) The HKGBC reserves the right to appoint the Tenderer for taking up all or part of the services as specified in this tender without unit price alteration to the items or sections accepted. The Tenderer hereby acknowledges that there will not be any loss of profit claim as a result of the reduction in the scope of works.
- b) Tenderers should note that HKGBC would not be responsible for the reimbursement of any cost incurred for the preparation of the proposals.
- c) The HKGBC may reject a tender which is unreasonably low in terms of price as it may affect the Tenderer's capacity to carry out and complete the services required. Likewise, The HKGBC may also reject a tender which is unreasonably high in terms of price as it may reflect the Tenderer's misinterpretation of the required work scope.
- d) The HKGBC reserve the right to negotiate with any or all Tenderer(s) on the terms of the tender.
- e) Tenderers shall comply with the General Terms and Conditions of Contract set in **Appendix C**. The tender price shall deem to be included all cost incurred.
- f) The Tenderer shall strictly comply with the following anti-collusion clause:
 - (1) The Tenderer shall not communicate to any person other than the HKGBC the amount of the tender price or any part thereof until the Tenderer is notified by the HKGBC of the outcome of the tender exercise.
 - (2) Further to sub-clause (1), the Tenderer shall not fix the amount of the tender price or any part thereof by arrangement with any other person, make any arrangement with any person about whether or not he or that other person will or will not submit a tender or otherwise collude with any person in any manner whatsoever in the tendering process.
 - (3) Any breach of or non-compliance with this sub-clause by the Tenderer shall, without affecting the Tenderer's liability for such breach or non-compliance, invalidate his tender.

The Tenderer shall submit with his tender a duly signed and witnessed letter in the form set out in **Appendix B**. The Tenderer shall indemnify the HKGBC against all losses, damages, costs or expenses arising out of or in relation to any breach of or non-compliance with this clause by the Tenderer, including but not limited to additional costs due to price escalation, costs and expenses of re-tendering and other costs incurred.

6 CONFIDENTIALITY STATEMENT

Tenderers shall at all times treat the information stated in this tender as confidential and shall not disclose, copy, distribute or pass the information to any other person at any time or permit or suffer any of these things to happen. Tenderers shall not use the information for any purpose other than for the purpose of submitting or deciding whether to submit a tender.

7 ENQUIRIES

Requests for further information or clarification of requirements may be directed to Ms Angel Siu at 3994 8834 / Ms Kathy Chan at 3994 8830 or email to marketing@hkgbc.org.hk.

~ The End ~