

FSD Africa Corporate Website – RFP consolidated Q&A responses

#	Section Reference	Query / Clarification	FSD Africa Response
1	Section 4.5, Content Migration	Please confirm the approximate number of pages, publications, media assets, and downloadable resources to be migrated to the new website.	The existing website comprises approximately 45 pages, 178 publications, and 2,879 media and downloadable resources. Total current site size is approximately 15 GB.
2	Section 4.5, Content Migration	Will FSD Africa provide a final content inventory and content mapping prior to migration activities?	Yes. A final content inventory and content mapping document will be provided prior to the commencement of migration activities.
3	Section 4.6, Publications & Knowledge Hub	Are there any preferred search technologies or indexing mechanisms expected for the knowledge hub?	FSD Africa does not prescribe a specific search technology. The preferred solution should demonstrate ease of use, fast retrieval, and the capacity to scale with growing content volumes. Vendors are invited to propose appropriate technologies aligned with these criteria.
4	Section 4.7, AI-ready Design & Content Structuring	Kindly clarify whether schema markup standards or structured metadata frameworks preferred by FSD Africa already exist.	Yes. Schema markup standards and structured metadata frameworks are already in place within FSD Africa. These will be shared with the selected vendor to inform implementation.
5	Section 4.8, Microsite & Initiative-level Platforms	Will the microsites require independent administration roles, workflows, or multilingual support?	All microsites are expected to link back to the main corporate website. FSD Africa prioritises ease of management; accordingly, administration roles, workflows, and technical functions should, where possible, mirror those of the primary site to ensure consistency and operational simplicity.
6	Section 4.9, Systems Integration	Kindly confirm the list of third-party systems currently in use, including CRM, analytics, email marketing, and data dashboard platforms.	ActiveCampaign is the current CRM and email marketing platform. FSD Africa anticipates a transition to Salesforce within the next few months. Vendors should factor potential integration with both platforms into their proposed approach. Additional systems will be confirmed during the discovery phase.
7	Section 4.9, Systems Integration	Will API access, credentials, and technical support for third-party integrations be provided by FSD Africa?	Yes. API access and the necessary credentials will be provided by FSD Africa for all required third-party integrations.
8	Section 4.11, Testing & QA	Kindly clarify whether FSD Africa expects independent security testing/VAPT as part of the assignment scope.	Vendors are encouraged to include security testing and VAPT recommendations as part of their proposed methodology for FSD Africa's consideration. However, our IT team does will be able to support on this.
9	Section 6.1(d), Financial Proposal	Please confirm the preferred currency for submission of the commercial proposal (USD/GBP only or equivalent local currency accepted).	Proposals from firms may be submitted in USD or GBP.
10	Section 6.1(c), Portfolio & Case Studies	Kindly clarify whether website references from subcontractors/consortium partners will also be considered for evaluation.	The inclusion of references from subcontractors or consortium partners is at the bidder's discretion. Evaluators will focus on the composition and track record of the core delivery team and the weight of the referenced work in demonstrating relevant capability.

11	Section 7, Mandatory Requirements	Please confirm whether consortium/joint venture submissions are permitted under this RFP.	Yes, a consortium or joint venture is also allowed to make submissions
12	Section 7, Assessment Criteria	Kindly clarify whether presentation/demo rounds are planned as part of the technical evaluation process.	FSD Africa reserves the right to invite shortlisted bidders for a presentation or demonstration as part of the evaluation process. Confirmation will be communicated to shortlisted firms following technical review.
13	Section 7, Team Composition & Expertise	Please confirm whether key personnel may be allocated on a part-time/shared basis across multiple concurrent projects.	Internal resource allocation and team structure are at the vendor's discretion. Proposals should clearly set out the availability and commitment of all key personnel assigned to this engagement.
14	Section 7, Basis of Award	Kindly confirm whether the financial evaluation weightage is 20% or 30%, as both percentages are referenced in the document.	Thank you for this. Apologies that is a typo. The financial score is 30%
15	Section 8, Applicable Taxes	Please confirm whether withholding tax deductions apply to both consultancy fees and reimbursable expenses.	WHT tax deductions only apply to consultancy services. Reimbursables always have taxes incorporated depending on the type of expense.
16	Section 8, Double Taxation Agreement	Kindly clarify the documentation required from bidders to avail reduced withholding tax rates under DTAs.	Ultimate Beneficial Owner (UBO) details. The consultancy must have 50+1% ownership on the country where DTA is applicable
17	General / Analytics	Please confirm whether integration with Google Analytics 4, Tag Manager, Hotjar, or equivalent analytics tools is required.	Google Analytics 4 and Hotjar are currently in use and must be integrated into the new website. Vendors should account for the migration and continuity of existing tracking configurations.
18	General / Content Governance	Please confirm whether approval workflows, role-based permissions, and editorial governance features are required within the CMS.	Approval workflows, role-based permissions, and editorial governance features are not required as part of this engagement.
19	General / Security	Kindly clarify whether compliance with any specific cybersecurity or data privacy standards is mandatory.	Yes. Compliance with applicable cybersecurity and data privacy standards is mandatory. Vendors should specify the standards and frameworks their proposed solution adheres to. Further details will be confirmed with the selected vendor during the project initiation phase.
20	Background (Pg 1)	Please provide details of the current technology stack of the existing FSD Africa website.	The existing FSD Africa website is built on WordPress, which serves as the current content management system. Further details on plugins, hosting environment, and associated infrastructure will be shared with the selected vendor at project initiation.
21	Sec 4.2, UX / IA (Pg 3, 4)	Does FSD Africa have an existing sitemap or proposed navigation structure? If yes, will it be shared as a starting point, or is the consultant expected to develop this from scratch based on discovery findings?	The information architecture and sitemap will be developed from scratch as a collaborative exercise between the selected vendor and the FSD Africa communications team. The process will move deliberately away from an internally facing structure toward a more audience-first approach, informed by discovery findings.
22	Sec 4.7, Content Architecture (Pg 3)	Approximately how many content types and templates are expected to be created beyond those listed?	The content types listed in the TOR are considered comprehensive for the current scope. Any additional content types identified beyond those listed are expected to emerge from the inception workshops and will be scoped accordingly at that stage.

23	Sec 4.5, Content Migration (Pg 4, 5)	Will the migration be limited to structural/metadata mapping into the new CMS, or does it also include reformatting/re-entering existing content? What level of editorial involvement is expected from the FSD Africa team during migration?	No response provided. Bidders are advised to direct this query to bids@fsdafrica.org for clarification on the precise scope of migration activities and the expected level of FSD Africa editorial involvement.
24	Sec 4.6, Publications & Knowledge Hub (Pg 5)	The TOR references a separate knowledge management repository that will be integrated into the corporate website. Can FSD Africa clarify the nature of this repository, is it an existing third-party platform (e.g. Zenodo, SharePoint, custom database), and what API or export functionality is available for integration?	Further details on the knowledge repository platform and available integration methods will be provided at the project inception stage. Vendors should include a flexible integration approach within their technical proposal that can be refined once repository specifications are confirmed.
25	Sec 4.6, Publications & Knowledge Hub (Pg 5)	Approximately how many publications or knowledge outputs are currently in the repository and expected to be surfaced on the new website? What metadata fields are currently associated with each item?	The existing repository contains approximately 178 publications. Metadata structures and associated fields will be shared with the selected vendor during the discovery phase to inform knowledge hub architecture and search/filter functionality.
26	Sec 4.7, AI-Ready Design (Pg 5)	Can FSD Africa clarify what is meant by 'AI-driven discovery tools' in practical terms for this project? For example, does this refer to structured data/schema.org markup for LLM indexing, integration with specific AI search tools, or other technical requirements?	Bidders are encouraged to propose their interpretation of AI-ready design within the technical proposal, including structured data implementation, schema.org markup, and content structuring approaches that support future AI-driven discovery. FSD Africa will refine requirements in this area during the inception phase.
27	Sec 4.9, Systems Integration (Pg 6)	Are there any other third-party system integrations anticipated beyond email marketing, for example, a Salesforce or HubSpot CRM, event management tools, social media feeds, or data visualisation platforms? If so, please list these.	Beyond email marketing, the following integrations are anticipated: CRM integration with ActiveCampaign (current) and Salesforce (planned); Google Analytics 4 and Hotjar for analytics; and embedded data visualisation tools such as Power BI. Social media feed integration and additional external data sources may be identified during the discovery phase. FSD Africa will provide API access and credentials for all confirmed integrations.
28	Sec 4.9, Systems Integration (Pg 6)	The TOR mentions 'data dashboards or external data sources where applicable.' Can FSD Africa provide examples of the data or dashboards envisaged? Will these be embedded iframes from external tools or built natively within the website?	Data dashboards are expected to be surfaced via embedded functionality - for example, Power BI dashboards embedded within relevant website pages. Vendors should include support for iframe-based embedding of external dashboards within their proposed technical architecture. Native dashboard builds are not anticipated at this stage.
29	Sec 4.10, CMS & Development (Pg 6)	The TOR references WordPress or equivalent. Does FSD Africa have a preferred CMS, or is the consultant expected to recommend one? Are there any existing hosting infrastructure, server environments, or IT/security policies that must be adhered to?	WordPress is FSD Africa's preferred CMS platform. The proposed solution should be built on WordPress unless the vendor provides compelling technical justification for an alternative which we are open to. From a security and infrastructure standpoint, the platform should adhere to established best practices including HTTPS enforcement, regular security patching, OWASP Top 10 guidelines, role-

			based access controls, and secure data handling protocols. FSD Africa's existing hosting infrastructure and IT policies will be shared with the selected vendor at project initiation.
30	Sec 4.12, Training & Handover (Pg 6, 7)	How many staff members from the communications team require CMS training? Will training be conducted remotely or in person, and what format is preferred (e.g. live sessions, recorded walkthroughs, written documentation)?	Training should be structured as two independent sessions: one covering content management and one covering system administration. Each session will accommodate a maximum of six attendees. Virtual delivery is the preferred format. Vendors may propose a combination of live sessions and supporting documentation.
31	Sec 7, Basis of Award (Pg 8, 9)	The assessment criteria total 120% (including a 30% financial score). Can FSD Africa confirm the final weighting table, as the listed criteria sum to 120% rather than 100%? How will scores be normalised or weighted in the final evaluation?	Yes, this is correct, it is totalled out of 120% and the consultancy assessment will be evaluated as such. Every criterion will be scored and assessed out of 120% so there is standardisation of the assessment throughout.
32	Sec 7, Basis of Award / Payment Milestone (Pg 8, 10)	The TOR provides the financial proposal format, but deliverable-based payment milestones are not mentioned. Kindly provide deliverable-based payment milestones with a timeline.	Deliverable-based payment milestones will be agreed with the selected vendor and formalised during the contracting phase, aligned to key project milestones and sign-off checkpoints. Vendors are encouraged to propose a milestone payment structure within their financial proposal for FSD Africa's consideration.
33	Sec 6.1(d), Financial Proposal (Pg 7)	Kindly clarify the payment terms after invoice submission, for example, payment within 30, 45, or 60 days.	Our payments terms are within 30 days after submission of an invoice.
34	General Query	Please can you provide the maximum budget available for this assignment.	An indicative budget ceiling has not been disclosed at this stage. Nevertheless, we invite and encourage vendors to submit competitive, value-for-money proposals fully responsive to the scope described in the TOR.
35	Draft Contract	Kindly provide the contract/agreement template for our legal review and assessment.	We would request to provide this at the contracting stage. Kindly bear with us
36	Submission	We believe the submission email for proposal submission is bids@fsdafrica.org . Please confirm.	Confirmed. The correct submission address for all proposals is bids@fsdafrica.org .
37	Submission	Kindly confirm whether the proposal submission should comprise separate technical and financial proposals in two separate emails or a single email, and whether the financial proposal is required to be submitted in a password-protected format.	Proposals may be submitted in a single email. Password protection of the financial proposal is not required.
38	Sec 6.1(d), Financial Proposal / Annex 1	The TOR states that the proposed fees should be inclusive of all taxes. Kindly clarify the percentage of taxes that bidders are required to include in the financial proposal.	Bidders are advised to contact bids@fsdafrica.org for confirmation of the applicable tax rate and treatment. A clarifying addendum will be issued if required.

39	Sec 4, Scope / Annex 1, Reimbursement Costs	Kindly clarify the project location and expected travel requirements, including whether any onsite visits will be required for discovery workshops, stakeholder meetings, training, or project handover.	This engagement is primarily remote. No in-country or international travel is anticipated at this stage. All discovery, workshop, training, and handover activities are expected to be conducted virtually. Vendors should not include travel or reimbursable costs in their financial proposals unless specifically requested.
40	Invitation to Tender	Please confirm whether there is a prescribed page limit for the technical proposal sections. Additionally, clarify whether the 3-page CV limit applies per team member or for the entire team, and whether an extension to 5 pages per CV would be considered.	Your proposal should not exceed 6 pages. And the 3-page CV limit is per team member – we would request adherence to the page numbers.
41	Taxation	For consultants based in India, kindly confirm whether the applicable withholding tax rate shall be 10% as indicated in the TOR. Also confirm whether any indirect tax (such as VAT) would be paid by the client to the local tax authority.	Thank you. On matters tax, allow the team to check the Ultimate Beneficial Owner (UBO) details and tax legislation once your bid is in. We should be able to advise once these have been confirmed during the bid review.
42	General, Proposal Submission Deadline	We kindly request that at least two weeks' time be provided after the publication of query responses for firms to submit a responsive proposal. Please confirm the revised submission deadline.	The proposal submission deadline has been extended to 20 June 2026, 1200hrs (EAT) . FSD Africa trusts this provides bidders with sufficient time to prepare comprehensive and responsive proposals.
43	Section 3; 4.10	Can FSD Africa clarify the expected scope of SEO activities, specifically whether the vendor is expected to provide only technical SEO setup, or also keyword research, content optimisation, and post-launch SEO monitoring?	The SEO scope under this engagement covers both technical SEO setup and on-page optimisation, including the insertion of agreed key phrases and metadata. FSD Africa will supply the core content; the vendor is expected to structure and optimise it for search performance. Post-launch SEO monitoring is expected to be outlined as part of the vendor's proposed support approach.
44	Section 4.5; 4.12	Who will be responsible for content approvals and overall sign-off during the engagement? Can FSD Africa confirm the approval workflow and expected turnaround times for feedback?	The designated FSD Africa core project team will be confirmed at inception and will serve as the primary point of contact for approvals and sign-off throughout the engagement. FSD Africa aims to be prompt in providing feedback, though specific turnaround times will be agreed with the selected vendor at the project initiation stage to reflect the nature and complexity of each request.
45	Section 4.8	Can FSD Africa confirm the number and expected complexity of microsites in scope, and whether these are to be created as templates only or fully populated initiative-level spaces?	A minimum of four microsites or initiative-level platforms are anticipated within Phase 1, though the final number may be adjusted following the needs assessment at project initiation. All microsites are expected to link back to the main corporate website and mirror its administration roles, workflows, and technical functions to ensure consistency and ease of management.
46	Section 4.3	Will finalised brand guidelines, UI standards, editorial tone guidelines, image libraries, and design system assets be provided at project kickoff?	Yes. Finalised brand guidelines, UI standards, editorial tone guidelines, image libraries, and design system assets will be provided to the selected vendor at project kickoff.

47	Section 3; 4.2; 4.10	Is multilingual or multi-language support required at launch or expected as a future enhancement? If yes, which languages should be supported?	Multilingual support is required at launch. As a minimum, the website must support both English and French at go-live. Vendors should factor multilingual CMS architecture and content structures into their proposed solution accordingly.
48	Section 4.10; 4.12	Who will own and manage hosting infrastructure, deployment environments, domain/DNS, SSL, backups, and ongoing operational support?	FSD Africa will own and manage the hosting infrastructure, domain/DNS, and SSL certificates. Content management and day-to-day editorial operations will remain with FSD Africa. Technical support, including deployment environments, backup management, and ongoing operational assistance, will be the responsibility of the selected vendor as part of the agreed support scope.
49	Section 5; Section 7	Can FSD Africa clarify the expected implementation timeline? The RFP references 16 weeks overall but the assessment criteria references capacity to deliver within 8, 12 weeks.	The definitive project delivery period is 16 weeks from the date of contract signing. Any proposed deviation from the 16-week timeline must be accompanied by adequate justification within the technical proposal.
50	Section 4.13; Section 7	What is the expected scope and duration of hypercare, post-launch support, maintenance, SLAs, security updates, and performance monitoring to be included in the proposal?	Proposals must include a 12-month post-launch warranty period. FSD Africa expects a stable, fully functional system at the point of handover. Ongoing maintenance, SLAs, security updates, and performance monitoring beyond the warranty period fall outside the current scope and will be addressed under a separate support agreement. Vendors may include optional ongoing support packages for FSD Africa's consideration.
51	Section 4.2; 4.10; 4.12	Can FSD Africa confirm the expected accessibility, performance, security, and compliance requirements, including any preferred standards or audit expectations?	The platform must conform to WCAG 2.1 Level AA accessibility standards as a minimum. Performance should meet or exceed Core Web Vitals benchmarks as defined by Google's PageSpeed standards. Security practices should align with industry-recognised frameworks, including OWASP Top 10 guidelines, HTTPS enforcement, and regular vulnerability patching protocols. Compliance with applicable data privacy regulations, including GDPR principles where relevant, is expected. Vendors should specify the standards and frameworks their proposed solution adheres to within the technical proposal.
52	Section 4.6; 4.9; 4.10	Will existing website analytics data from Google Analytics, Search Console, or other platforms be shared during discovery to inform IA, content decisions, and performance baselines?	Yes. Existing analytics data from Google Analytics and other active platforms will be made available to the selected vendor during the discovery phase to inform information architecture decisions, content prioritisation, and performance benchmarking.
53	Section 4.1; 4.4; 4.7	Will FSD Africa provide access to existing taxonomy structures, content inventories, metadata frameworks, tagging conventions, and programme/theme/geography classification systems currently in use?	Yes. FSD Africa will provide access to existing taxonomy structures, content inventories, metadata frameworks, and classification systems to the selected vendor at the appropriate project stage. These will inform content architecture, AI-ready design, and structured CMS development.
54	Section 4.1; 4.2	Can FSD Africa confirm whether user research sessions, stakeholder workshops, content audits, and journey validation sessions will be facilitated virtually, in-person, or hybrid?	All discovery and UX sessions, including user research, stakeholder workshops, content audits, and journey validation, are expected to be conducted virtually. Vendors should plan and resource accordingly.

55	Section 4.8	Can FSD Africa confirm whether there are existing initiative microsites that will need migration, consolidation, redesign, or only alignment under the new shared microsite approach?	At least one existing initiative microsite will require design alignment under the new shared approach as a confirmed scope item. Additional microsites will be assessed on a needs basis, with final scope to be determined during the discovery and needs assessment phase at project initiation.
56	Section 4.5	Can FSD Africa clarify whether content writing, editing, summarisation, or editorial restructuring beyond migration is expected from the selected agency?	No. Content will be provided by FSD Africa. The selected vendor's role is limited to content migration, structuring, and technical implementation. Copywriting, editorial refinement, and the creation of new content are outside the scope of this engagement.
57	Section 4.10; 4.11	Can FSD Africa provide expected traffic volumes, uptime expectations, load/performance benchmarks, and any known peak traffic scenarios for the proposed platform?	Traffic data, uptime expectations, and performance benchmarks will be shared with the selected vendor at the project inception stage to inform technical architecture and QA planning.
58	Section 4.6; 4.9; 4.10	Can FSD Africa clarify whether the selected agency will be expected to provide ongoing analytics dashboards, monthly reporting, or performance insight reports after launch?	Ongoing analytics dashboards and post-launch reporting are not required from the selected vendor. Analytics will be integrated into FSD Africa's existing Google Analytics profile as part of the implementation, with reporting managed internally thereafter.