

FSD Africa Corporate Website – ToR Questions

QUESTIONS	RESPONSES
Strategic & Brand	
<p>The TOR references alignment with "ongoing brand and editorial work". Could you share more details on this work and where it currently sits? Are there opportunities to contribute to these workstreams as part of, or alongside, the website project?</p>	<p>We are currently undertaking an organisation-wide brand review, not just the visual identity, but the underlying narrative around who we are and the work we do. This work is ongoing, and our aim is to have a comprehensive brand strategy in place by the time the website project kicks off.</p> <p>A key opportunity for the successful agency will be translating that new brand strategy into the website itself, and we would expect them to play a supporting role in that process.</p>
<p>Has any work already been undertaken around brand narrative, messaging architecture, audience segmentation, or storytelling frameworks, or are you looking for the appointed partner to support this as part of the engagement?</p>	<p>Yes, work is currently underway across brand narrative, messaging, and audience segmentation as part of our broader brand refresh. We expect the core strategic framework to be largely defined by the time the website partner is onboarded.</p> <p>That said, the appointed agency will be expected to interpret and apply these outputs in a website context, including translating the messaging architecture into clear site structure, page-level copy direction, and user journeys for our priority audiences. We see this as an application and extension of the brand work, rather than a redo of it.</p>
<p>Are there existing brand guidelines that the website must adhere to, or is there scope for creative development and evolution of the digital expression of the brand?</p>	<p>Yes, we have existing brand guidelines in place, which are currently being refreshed as part of our wider brand work. We anticipate the updated guidelines will be finalised by the time the website agency is onboarded.</p> <p>The website should align with the refreshed guidelines, but there is scope for creative development in how the brand is expressed digitally, particularly around interaction design, motion, and elements that don't translate directly from print or static applications. We welcome agencies bringing a considered point of view on this.</p>
AI & Future Growth	
<p>The TOR places significant emphasis on AI-readiness and AI-driven content discovery. Could you elaborate on the primary objectives behind this requirement and any specific use cases you are looking to support?</p>	<p>There's a noticeable shift in how people search for information. Where users would traditionally turn to Google, that behaviour is increasingly gravitating towards AI platforms such as Claude, ChatGPT, and Gemini. With this in mind, a key objective for the new build is to ensure these platforms can reference our content when users place queries related to our work, think of it as SEO adapted for the AI era.</p> <p>Linked to this is the question of credibility. When using AI, users often want to verify the information they receive, typically by following up with a prompt asking the platform to share the sources it drew from. We therefore want the new website built in a way that makes it easy for AI tools to discover, cite, and surface our content to anyone searching for information</p>

	related to our work. We're keen to understand all the factors, technical, structural, and editorial, that would support this.
Accessibility & Multilingual	
Are there any specific accessibility standards the website will be required to meet (e.g. WCAG 2.1 AA)?	We've been able to respond to this in the first clarification response.
Do you envisage supporting additional languages beyond English and French, either at launch or in future phases?	Not currently.
If multilingual functionality is required, will FSD Africa provide translated content, or will we be expected to integrate Google Translate?	Integrate google translate or another feature that really does a great job on this.
Microsites	
The TOR references initiative-level microsites. Approximately how many microsites currently exist, and how many additional microsites do you anticipate requiring over the next 2-3 years?	We currently have 2, but we approximate we would have 4 by the time we kickstart this exercise.
Procurement & Delivery	
How fixed is the proposed project timeline and target launch date? Is there flexibility to accommodate additional discovery, migration or integration requirements that emerge?	<p>We would ideally like to deliver within the proposed timeframe, and we don't currently anticipate major reasons that would require this to shift. That said, we recognise that discovery, migration, or integration work may surface requirements that warrant a reasonable adjustment, and we are open to revisiting the timeline collaboratively where there is a clear, evidenced case for doing so.</p> <p>We would expect any proposed changes to be raised early, with implications clearly set out, so we can agree a path forward jointly.</p>
Beyond the published evaluation criteria, are there any particular qualities, capabilities or approaches that you believe will distinguish the strongest proposals?	<p>A strong proposal would be one that clearly resonates with the TOR, but also goes beyond it in a few ways:</p> <ul style="list-style-type: none"> • Demonstrating a genuine understanding of FSD Africa's work, mission, and the broader development finance and sustainable development context we operate in rather than a generic agency response that could apply to any client. • Bringing a clear, considered point of view on how a website like ours should function strategically not just as a digital brochure, but as a platform that supports thought leadership, stakeholder engagement, and the wider ecosystem we convene. • Showing evidence of strong collaboration with in-house communications teams and brand consultants on comparable projects, particularly where brand and website work have run in parallel.

	<ul style="list-style-type: none"> • A pragmatic, transparent approach to project management, with realistic assumptions, clear ways of working, and an honest view of where risks may emerge. • Evidence of designing for accessibility, performance, and longevity recognising that our website needs to serve diverse audiences across multiple geographies and connectivity contexts
<p>How many agencies will you take through to the final interview?</p>	<p>We have not set a fixed number. The shortlist for final interviews will be determined by the volume and quality of bids received, with the aim of taking forward those proposals that most strongly align with the published evaluation criteria.</p>