



**REQUEST FOR PROPOSAL**

**RFP-001-DEV TRANSFORM-2025**

**CONSULTANCY SERVICES FOR THE DEVELOPMENT OF DEV TRANSFORM WEBSITE**

**RFP ISSUE DATE: - 19<sup>th</sup> JUNE 2025.**

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SECTION 1 - INVITATION LETTER FOR REQUEST FOR PROPOSAL.

RFP REF NO.: - RFP-001-DEV TRANSFORM-2025

RFP Reference No.	RFP-001-DEV TRANSFORM-2025
Title of Tender	CONSULTANCY SERVICES FOR THE DEVELOPMENT OF DEV TRANSFORM WEBSITE
Issuing Office & Address	TAX JUSTICE NETWORK AFRICA Jaflo Limited, Block 3 - 106 Brookside Drive, Westlands Website: - <a href="https://taxjusticeafrica.net/">https://taxjusticeafrica.net/</a>
Location of this Assignment	Nairobi-Kenya
Point of contact for clarifications & questions	TJNA Procurement Unit, <a href="mailto:procurement@taxjusticeafrica.net">procurement@taxjusticeafrica.net</a>
Amendment of RFP Documents	At any time before the submission of proposals, Client TJNA may, for any reason, whether at its own initiative or in response to a clarification requested by an invited firm, amend the RFP. Any amendment shall be issued in writing through addenda. The addenda shall be sent by mail to all invited consultants and will be binding on them. The Client may, at his discretion, extend the deadline for the submission of proposals, if deemed necessary, allow bidders reasonable time to take the amendment into account.
Email address for submission of Proposals	TJNA Procurement Unit, <a href="mailto:tender@taxjusticeafrica.net">tender@taxjusticeafrica.net</a>
Deadline for submission of questions and clarifications	24 <sup>th</sup> JUNE 2024
Deadline for Answering questions and clarifications	25 <sup>th</sup> JUNE 2025
Deadline for submission of Proposals	Please include the subject line "RFP-001-DEV TRANSFORM-2025" in the email.
Anticipated Award Type	Consultancy Agreement
<b>PRELIMINARY/MANDATORY EVALUATION CRITERIA</b>	
	<p><b><u>Preliminary Mandatory Requirements</u></b> Bidders will be evaluated based on the following mandatory requirements. Those who fail to submit any of the documents below will not be considered for evaluation in the subsequent steps.</p> <p><b>Registered Firms/ Individual Entities: -</b></p> <ol style="list-style-type: none"> <li>1. Certificate of registration or Incorporation/IDs for individual-based consultants</li> <li>2. Copy of List of Directors, Shareholders, and beneficial owners (CR12)</li> <li>3. PIN Certificate &amp; Tax Compliance</li> <li>4. Valid business permit from country of jurisdiction</li> <li>5. Submission Technical Proposal</li> <li>6. Submission of the financial proposal</li> <li>7. Previous Experience (Reference letter/LSO/LPO/Contract)</li> <li>8. CVs for the proposed team</li> </ol>

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## **SECTION 2: INSTRUCTIONS TO BIDDERS**

### **1. BACKGROUND**

Tax Justice Network Africa (TJNA) is a pan-African network established in 2007, with 48 member organizations in 26 African countries. The network envisions a new Africa where tax justice prevails, to contribute to an equitable, inclusive, and sustainable development. The mission of the network is to spearhead tax justice in Africa's development by enabling citizens and institutions to promote equitable tax systems through policy influencing. The coordination of the network's activities is delivered by a secretariat based in Nairobi, Kenya.

TJNA seeks to promote socially just, accountable, and progressive taxation systems in Africa by advocating for tax policies with pro-poor outcomes and tax systems that curb public resource leakages and enhance domestic resource mobilisation. It aims to achieve this by challenging harmful tax policies and practices that, on the one hand, facilitate illicit financial outflows of resources and, on the other hand, favor the wealthy while aggravating and perpetuating inequality.

### **DEV TRANSFORM**

Development Transformations (Dev Transform) is a mission-driven, African-based, African-led, globally focused development organization that seeks to revolutionize development practices through the use of data, evidence, analysis, and thought leadership. Operating both within Africa and on a global scale, Dev Transform works with partners to drive sustainable and equitable development outcomes for the continent and the world.

Dev Transform works at the intersection of financing for development, climate and crisis, grounded in work on data ecosystems, and digital transformation. By strengthening finance data ecosystems and advancing digital transformation, the organization provides high-quality and robust data, incisive analysis, and visionary thought leadership. This informs, reforms, and innovates financing mechanisms to achieve equitable, sustainable, and resilient development outcomes.

Our work is organized around two main program areas:

1. Financing for Development, Climate and Crisis
2. Data Ecosystems and Digital Transformation

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## 2. PROPOSAL SUBMISSION

Interested and Eligible consultants/consortiums are required to submit their application in the English language with the following specific information: -

- Experience in similar assignments.
- Availability of appropriate key staff to be involved in the assignment.
- A brief profile of the firm, including a description of the firm.
- Proposed work plan and approach/methodology/concept.

Interested consultants may obtain further information from our website: <https://taxjusticeafrica.net/>.

2.1 The Technical and Financial Proposals must be submitted separately to [tender@taxjusticeafrica.net](mailto:tender@taxjusticeafrica.net) by **10<sup>th</sup> July 2025 @5:00PM**.

### 2.2 Association

Consultants may associate with other firms in the form of a Joint venture or a sub-consultancy to enhance their qualifications (provide group agreement to the effect). Shortlisted consultants may associate with non-shortlisted consultants ONLY after seeking written approval from TJNA.

### 2.3 Grounds for Exclusion

Organizations or Individuals are to be excluded from participating in this RFP if: -

- a) They are declared prohibited by TJNA because of their involvement in corrupt or Fraudulent practices in Procurement.
- b) TJNA staff or management involved in the procurement process have a financial interest.  
in, or close relatives working with, the organization or individual.
- c) They are bankrupt or being wound up, whose affairs are being administered by a court, who have entered an arrangement with creditors, who have suspended business activities, or who are subject to an injunction against running a business by the court.
- d) They are the subject of proceedings for a declaration of bankruptcy, for an order for compulsory winding up or administration by the court, or for an arrangement with creditors, or of any other similar proceedings.
- e) They have been convicted of an offense concerning their professional conduct by a court.
- f) they have been found guilty of grave professional misconduct or
- g) They have not fulfilled obligations relating to payments of taxes or social security contributions.

### 2.5 Validity of Proposal

The proposal must remain valid for **90 calendar days** after the proposal submission deadline.

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## 2.6 Communication

Communication between bidders or their agents and any official of TJNA is strictly forbidden except as provided for in the relevant sections of this RFP. Infringement of this clause may lead to automatic disqualification from the bid process.

## 2.7 Taxes

The financial proposal shall include all applicable taxes quoted separately. If taxes are not mentioned in the financial proposal, TJNA shall consider that they are included in the prices provided.

## 2.8 Currency

The financial proposal shall be **in Kenya Shillings (KES)** or **US Dollars (USD)**.

## 2.9 TJNA Policy and Standard Terms and Conditions

### a) TJNA Employees

All proposals must indicate any/all known TJNA employees and/or near relatives who hold a position in your organization or have been engaged as a consultant for your organization within the last two years. Also indicate any known TJNA employees or near relatives that own or control more than a ten percent (10%) interest in your organization; If There are none, state so.

### b) Conflict of Interest

The Consultant shall not hire any officer or employee of TJNA to perform any service covered by this agreement. The Consultant should ascertain that to the best of their knowledge there exists no actual or potential conflict between Consultant's family, business, or financial interest and the service provided under this agreement, and in the event of change in either private interests or service under this agreement, any question regarding possible conflict of interest which may arise because of such change will be raised with TJNA.

The Consultant shall not be in a reporting relationship with TJNA employee who is a near relative, nor shall the near relative be in a decision-making position with respect to the Consultant.

### c) Ethics

The Consultant will exercise extreme care and due diligence to prevent any action or conditions that could result in conflict with the best interest of TJNA.

Throughout the term of any agreement resulting from the RFP, the Consultant will not accept any employment or engage in any work that creates a conflict of interest with TJNA or in any way compromises the work to be performed under this RFP or any agreement resulting from this RFP. The Consultant and its employees will not offer gifts, entertainment, payment, loans, or other gratuities or consideration to TJNA employees, their families, other Consultants, subcontractors, or other third (3<sup>rd</sup>) parties for the purpose of influencing such people to act contrary to TJNA's interest or for personal gain. The Consultant will immediately notify TJNA of all such violations of this clause upon becoming aware of such violations.

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**d) TJNA's Right to Reject or Modify**

Selection of a proposal does not mean that all aspects of the proposal(s) are acceptable to TJNA. TJNA reserves the right to negotiate the modification of the proposal terms and conditions prior to the execution of a contract to ensure satisfactory procurement.

**e) Supplemental Terms and Conditions/Modifications**

Any supplemental terms or conditions, or modification or waiver of these terms and conditions, must be in writing and signed by a Consultant and TJNA.

**3.0 Form of Agreement**

The contents of this RFP and the proposal document of the successful Consultant shall become contractual obligations as part of the Contract if acquisition action ensues. Failure of a successful Consultant to accept these obligations in a contractual agreement shall result in the cancellation of the award. TJNA reserves the right to negotiate provisions in addition to those stipulated in this RFP or proposed by a consultant for the purpose of obtaining the best possible contract.

- **Marketing References**

The successful Consultant shall be prohibited from making any reference to TJNA in any literature, promotional material, brochures, or sales presentations without the express written consent of TJNA.

**3. CONSULTANCY SCOPE AND OBJECTIVE**

**CONSULTANCY OBJECTIVE**

**The primary objective is to create/design the website to address the organization's general, programmatic, and fundraising needs.**

**NOTE: - Current Website: [None](#)**

1. **More cost-effective in the long run:** - Rather than throw money at short-term or band-aid solutions, a complete redesign will allow Dev transform to get it right from the start.
2. **Improved SEO and site performance:** - Website redesigns are a perfect time to optimize site performance with relevant keywords. Ensure our website's content matches what users search for and what they can find when they arrive.
3. **Refreshed content strategy:** - Improving content and optimizing the experience. Look at our digital presence holistically and refresh our content strategy in tandem with our website to create a unified, cohesive, and modern digital powerhouse.

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4. **Optimized site experience:** - When 88% of online consumers are less likely to return to a site after a bad experience, keeping our site technically sound should be a priority. Operating with an older, outdated content management system can mean technical complications and management limitations that affect SEO, UX, and conversion rate. Updating our CMS can improve site functionality, security vulnerabilities, and overall website performance. As well as provide an opportunity to relook at browser compatibility and responsive designs.
5. **Increased flexibility:** - Updating our CMS, especially switching to a custom system, can provide more control over our content. At the same time, we can implement new technologies and ensure our software is at peak efficiency for our organization and our users.
6. **Improved Responsiveness (Compatibility):** - As mobile usage continues to prevail, websites must keep in mind all screen sizes during a revamp. Responsive web design allows for this flexibility and accessibility on all screen resolutions. This will benefit our website because it will create a unified look and feel across mobile, tablet, and desktop screens without needing unique websites. It also consolidates your analytics and is easier to manage, especially in ongoing optimizations.
7. **Reduced site loading speed:** - Google released a speed update in July 2018, indicating that mobile site speed is now a significant ranking factor for mobile search results. That means an older website, running older programming frameworks will always perform slower than a website running new technologies and get dinged for it in search rankings.
8. **Improved security:** - With cyber threats and hidden risks lurking everywhere on the digital web, the website must ensure the security of our private data.

#### **SCOPE OF WORK:**

Under the line management of the Communications Manager and ICT Department of the Dev Transform, the service provider will be expected to undertake the following tasks:

1. **Web design and development:** - Develop a layout and structure for the dynamic website capturing the latest trends for website presentations that are compatible and easily accessible to most standard devices' browsers (Laptops, mobiles, and other handheld devices).
2. **Integration with a Content Management System (CMS):** preferably WordPress, based on the best user-friendly tools. We prefer to work with Drupal.
3. **Integrate an effective search function:** - allowing individuals to donate online directly on the website and transfer funds to Tax Justice Network Africa's existing merchant accounts, with information deposited in our donor database. (MPesa, Pesapal integration)
4. **Develop a user guide for the website and the CMS:** - complete with the most common troubleshooting guidelines.

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5. **Training:** - Train the Advocacy and Communications and IT Department on updating content on the website and all DEVTRANSFORM Staff.
6. **Transfer of Data:** - Following an internal appraisal process, install the website on the hosting location and transfer all archived content from the current website into the new website (images, text, embedded video, PDFs, HTML, photo albums, etc.)
7. **Maintenance:** - Provide technical support, bug fixing and ongoing security maintenance.

## **WEBSITE FEATURES:**

### **Site Design: -**

1. A simple and attractive graphic layout that embodies our image and adheres to Tax Justice Network Africa (DEVTRANSFORM) branding specifications. The site must have an attractive mix of text and graphics that does not overwhelm the user. (Simplicity is key)
2. Interactive and user-friendly.
3. The website should be easy to navigate. Should have simple and intuitive navigation that allows users to easily identify where they are within the site and where they need to go.
4. Be mobile-friendly.
5. Media gallery: the website should have ready-made tools to create a photo/video gallery.
6. A design that allows regular improvements on look and features.
7. We suggest a 6-page site but are open to recommendations that will work best.
8. SSL/TLS secure connection and green bar enabled.
9. A video widget that allows us to pull in YouTube videos or any other site videos.
10. A widget that allows us to stream DEVTRANSFORM's Twitter page feed.

## **CONTENT MANAGEMENT SYSTEM -CMS (DRUPAL):**

We are looking for a highly user-friendly CMS which is easy to use and robust to support emerging website technologies- Preferably Word Press (open to discussions on this).

1. The CMS should be dynamic and allow content to be easily updated by staff without specialized web development skills.
2. Ability to incorporate all our social media platforms (Facebook, Twitter, YouTube, etc.) with live update options (e.g., Scrolling text). We insist on a live social media feed.
3. A Google Translate option, at least to French and Kiswahili.
4. Ability to work well with search engines.
5. Incorporate Google analytics.

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## 4. PROPOSED SITE STRUCTURE (DRAFT)

Home Page

About Us

- Our Journey
- Our Organization (Who we are, What we do, Where we work, Our Vision, Our Mission, Our Values)
- Our People
- Our Partners
- Our Funders

Our Work

- Financing for Development, Climate and Crisis
- Data Ecosystems and Digital Transformation
- Flagship projects

Resources

- Publications
- Research Papers
- Policy Briefs
- Reports
- Fact Sheets
- Blogs
- Infographics
- Other papers
- Presentations
- Data Stories
- Podcasts
- Videos
- Data Portals
- Annual Reports
- DevTransform Strategy 2025-2027

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## News and Events

- News
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- Press Releases
- Statements
- Media Coverage
- Events

## Opportunities

- Vacancies
- Procurement Notices

## Contact Us.

### **PROPOSED CONTENT: -**

#### Home Page

1. This is the landing page and also accessible by clicking on the Dev Transform logo on the website)
2. Use high resolution, dynamic and powerful Pan Africa images representing the thematic focus of Dev Transform (Financing for Development, Data Ecosystems and Digital Transformation).

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- Redefining Development. Powered by Data. Driven by Africa.

Dev Transform is a mission-driven, African-led organization transforming how development is conceptualized, financed, implemented, and evaluated through bold policy thinking, robust data ecosystems, and digital innovation. We empower communities, influence global norms, and work alongside governments and their negotiators, civil society, African intergovernmental institutions, development partners and multilateral institutions to create sustainable, and equitable futures for all.

## About Us

- Our Journey

Dev Transform was born from the conviction that development in Africa must be reimagined by Africans, for Africans. Founded in 2024 by seasoned experts in development policy, data governance, and public finance, Dev Transform emerged as a bold successor to Development Initiatives' African legacy. We respond to a critical moment: aid is shrinking, global governance is shifting, and the future hinges on equitable, data-driven solutions.

Our journey began in Nairobi and continues to grow across Africa fueled by a passion for justice, evidence, and transformation.

- Our Organization (Who we are, what we do, where we work, Our Vision, Our Mission, Our Values)

## Who We Are:

Dev Transform is a Pan-African, non-profit think-and-do tank working at the nexus of data, digital governance, and financing for development, climate and crisis. We bring together strategists, technologists, economists, and policy experts to shape inclusive development futures for Africa and beyond.

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## **What We Do:**

- Produce high-quality research and policy analysis
- Build national and local data ecosystems
- Advance African agency by Advocating for fair, accountable and transparent development financing for development, climate and crisis.
- Strengthen African leadership in global digital and financing dialogues

## **Where We Work:**

We work in Eastern, Southern, and West Africa.

### *Our Vision*

To lead a Transformation in development, climate, and crisis risk investments financing and practices where data-driven insights and equitable financing create sustainable, resilient, and impactful solutions for Africa and beyond.

### *Our Mission*

To be a global Pan-African center of excellence in development, climate and crisis financing, and the preferred and trusted data and evidence partner in Africa.

### *Our Core Values*

- Integrity

We uphold the highest standards of honesty, accountability, and transparency in everything we do.

- Evidence-driven

We ground our actions, strategies, and advocacy in data, research, and verifiable evidence.

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- Equity and Inclusion

We champion fair, inclusive, and just development that leaves no one behind, especially the marginalized groups.

- African Leadership

We prioritize African agency, voices, and leadership in shaping development solutions and narratives.

- Innovation for Impact

We embrace bold, transformative thinking and technology to solve complex development challenges.

- Partnerships

We believe in the power of partnerships at sub-national, national, regional, and global levels to drive systemic change

- Our People

Our team is a vibrant network of African professionals with deep experience in data systems, public finance, digital policy, and grassroots engagement. We are economists, technologists, development thinkers, and change agents united by a shared purpose.

(Include founders, staff, consultants, and board members bios, photos, and links to their LinkedIn profiles in alphabetical orders. As we do not have time and budget for professional photo shoots, I recommend that we use the professional photos of the team members taken by DI in January last year. We can organize the same for board members once they are onboarded)

- Our Partners

Logos of all partners that we work and collaborate with

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- Our Funders

We are proudly supported by a diverse range of philanthropic foundations, bilateral donors, multilateral institutions, and African regional partners. Our funding enables us to remain independent, bold, and locally grounded.

(Include logos/testimonials of key funders such as Hewlett Foundation, Ford Foundation, Gates Foundation etc.)

#### Our Work

- Financing for Development, Climate and Crisis

At Dev Transform we believe that finance should be a force for structural transformation, anchored in inclusivity and justice, and not dependency. We are redefining development finance by placing equity, transparency, and African agency at the center. Our work spans:

- Research and advocacy on reforming aid, debt, crisis and climate finance
- Influencing global and regional financing and cooperation mechanisms frameworks like International Development Cooperation, IDA, regional public investment models the Global Public Investment model, UN Financing for Development processes, UNFCCC, and initiatives to reform the Global Financial Architecture reforms
- Supporting African governments and their negotiators for fair outcomes in international negotiations and processes
- Supporting partners to strengthen their capacity and advocacy messaging for accountable and transparent domestic resource mobilization and to mobilize domestic resources and track public spending

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Building civil society's capacity to engage in budget transparency and accountability

- Data Ecosystems and Digital Transformation

At Dev Transform we see data not just as a resource, but as a right. We support the building of resilient, rights-based, and inclusive data ecosystems that drive better decisions and unlock digital public goods. Our work includes:

- Building models for data ecosystems and digital transformation at sub-national level in Africa
- Designing and scaling citizen-generated data platforms and data story telling
- Strengthening national statistical systems and data governance frameworks
- Advocating data privacy, digital inclusion, and ethical AI use
- Supporting implementation of the Global Digital Compact, and the African Union Digital Transformation Strategy
- Flagship projects
  - Data Storytelling Labs
  - Development, Crisis, and Climate Finance Tracker

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## Resources

- Publications
- Research Papers
- Policy Briefs
- Reports
- Fact Sheets
- Blogs
- Infographics
- Other papers
- Presentations
- Data Stories
- Podcasts
- Webinars
- Videos
- Data Portals
- Annual Reports
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## News and Events

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## Opportunities

- Vacancies
- Procurement Notices

## Contact Us

### 5. DELIVERABLES

	Main Deliverables	Expected time of delivery
1.	Implement Landing Page	3 weeks
2.	Design and development	2 months
3.	Corrections, Updates and Training	1 month

**Note:** - All outputs and intellectual property created during this assignment, including but not limited to system code, system design, data, findings, results, solutions, recommendations and any other documents and designs developed throughout the project shall be owned by Dev transform. The websites listed below can be used as a benchmark.

- <https://www.heifer.org/>
- <https://actionaid.org/>
- <https://www.oxfamamerica.org/>
- <https://www.savethechildren.net/>
- <https://end.org/>

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- f. <https://www.memphiszoo.org/>
- g. <https://www.msf.org/>
- h. <http://www.brac.net/>
- i. <https://twloha.com/>
- j. <https://taxjusticeafrica.net/>
- k. <https://afrodad.org/>

**6. EXPERIENCE AND SKILLS REQUIRED:**

1. Demonstrate experience in undertaking similar assignments (Provide recommendations/reference letters; Local Purchase/service orders/Contracts etc)
2. Provide valid relevant registration documents for Organizations.
3. Qualified personnel (Attach CVs and academic papers)
4. Clearly elaborative methodology approach and timelines.
5. Excellent writing and communication skills
6. Excellent time management skills

**HOW TO APPLY:**

Please submit the following by **17:00 East African time on Thursday, July 10th, 2025**, to [tender@taxjusticeafrica.net](mailto:tender@taxjusticeafrica.net) with the email subject **RFP-001-DEV TRANSFORM-2025:- CONSULTANCY SERVICES FOR THE DEVELOPMENT OF DEV TRANSFORM WEBSITE.**

**EVALUATION CRITERIA:**

	<b>CRITERIA</b>	<b>WEIGHTING</b>
1	Detailed profile (Mandatory Requirements)	10 Points
2	Demonstrate experience in undertaking similar assignments (Provide recommendations/reference letters; Local Purchase/service orders/Contracts etc.)	20 Points
3	Technical proposal outlining the consultant's understanding of the TOR, proposed methodology, and work plan.	30 Points
4	Qualified personnel (Attach CVs and academic papers)	20 Points
	<b>TOTAL TECHNICAL EVALUATION SCORE</b>	<b>80 Points</b>

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