

Date: May 16, 2023

Additional Public Information Notice

Below notice serves as an addition to the previous information notice, published on May 12, 2023 to further clarify and answer questions that were received before the closing deadline of May 5th (before 5:00 PM).

No.	Section and page no. to which the question refers	Quote of the text to which the question refers	Question	Answers
1				
2	RFP - 3.0, pg. 6	The 2nd part of the scope includes content management on the newly built website	To what extent will IDH also, fully or in part, do content management in the new website? And who shall do content upload on the new website in the 1st phase / part of the project?	Content publishing for the MVP is the task within the Part 1 of the Assignment.
3	RFP - 3.0, pg. 6	The 2nd part of the scope includes website analytics	Is our assumption correct that this refers only to the website analytics (Incl. SEO) and not the broader scope online marketing?	Correct, not online marketing.
4	RFP - 3.0, pg. 6	The 2nd part of the scope includes website analytics	Does IDH already work with an online marketing partner? If not,	Web analytics is included in the 2 nd part of the assignment. You may



			would it be of interest to IDH to also learn what Applicants may be able to offer IDH on that subject?	include relevant offerings as part of your proposal.
5	RFP - 3.0, pg. 6	The 2nd part of the scope includes website analytics	Is Marketing Automation / personalisation in scope for this project or of interest to IDH? If so could you outline what experience IDH already has with automation and personalization?	IDH is not currently engaged in marketing automation and it is not within the scope of this assignment.
6	RFP - 3.2.1, pg. 7	Project reasons & potential	Could you outline the core role the website and IDH digital marketing & communications should fulfil? What would ideally be the result, effect or added value of the future CWS? And how are IDH and the digital marketing efforts performing currently on those aspects?	The corporate website will need to communicate the core IDH proposition and clear service offerings to the Audiences. The Target Audience research that will be held during the Discovery phase will shape the value propositions of the new CWS. The actual goals of the CWS will be defined during the Discovery phase. Please, see the answers in the Information Notice from May 12.



7	RFP - 3.2.2, pg. 8	"Individuals within IDH have authority to create pages and publish content"	Since part 2 of the scope includes content management, we wonder if IDH expects these liberties and authorities to be limited or taken away in the future? Or possibly do you envision changes in the content creation- and publication workflow process? Possibly CMS-supported revisioning workflow?	Please, see the answers in the Information Notice from May 12. The workflow for internal stakeholders will be defined internally. The Consultant may support with the technical aspects of users' access rights.
8	RFP - 3.2.3, pg. 8	"It is up to the applicant to suggest a PM framework (scrum, kanban, etc.)"	It is our experience that project management frameworks work best if all participants are to some extent familiar- or experienced with it. What is the project management framework that selected IDH team members (i.e., the Product Manager and other project members) have experience with?	IDH project members will not experience the project management framework continuously throughout the project. Mainly, the Consultant's team members should feel comfortable working with such. Please, suggest accordingly.
9	RFP - 3.2.4, pg. 9	IDH will focus on three major target audiences (and also 3.2.5 basic design requirement - user goal-oriented user journeys'	Assuming IDH wishes to see more engagement and possibly also conversions on the new CWS, Applicant highly recommends user testing prototypes of the UX and	Please, see the answers in the Information Notice from May 12.



			designs of the MVP with key target audience representatives. Would IDH support this recommendation and possibly be able to source test users for this? If not, could you please provide your motivation?	
10	RFP - 3.2.5, pg. 10	"Easy content migration from WordPress (...)" and final paragraph stating "no complaints or problems with WordPress"	Are we correct in concluding that IDH still see WordPress as a viable CWS solution? If not, could you motivate please?	Correct. Please, see the answers in the Information Notice from May 12.
11	RFP - 3.2.5, pg. 10	"No-code CMS (...)"	Could you elaborate how you define no-code and how this term was brought to your attention? Were specific solutions already brought to your attention? If so, which solution(s) and what's the appeal to you?	Please, see the answers in the Information Notice from May 12.
12	RFP - 3.2.5, pg. 10	"E-newsletter" and "subscription form"	For the purpose of including e-mail subscription forms on the website; which e-mail newsletter solution is- or are being applied for generating and sending the e-mail newsletters?	Please, see the answers in the Information Notice from May 12.



13	RFP - 3.2.5, pg. 10	"Basic content requirements: (...) - SE audit and optimization"	Do you mean SEO audit and optimization? If not, can you clarify "SE"?	We mean "SEO audit and SEO."
14	RFP - 3.2.5, pg. 10	"Basic content requirements: (...) - Website support to all content formats"	" All content formats " is quite a broad definition. We assume you mean "All commonly used and applied content formats for digital communication, online marketing and website content". Is this correct? If not, could you outline which specific content formats you imply?	Correct. Please, see the answers in the Information Notice from May 12.
15	RFP - 3.2.5, pg. 11	"(...) Applicant to include Webflow in such an overview and analysis"	Could you share how Webflow was brought to your attention and what the appeal is to your organization?	Please, see the answers in the Information Notice from May 12.
16	RFP - 3.3.6, pg. 13	Service desk	Are we correct in assuming service desk support staff availability is during office hours (workdays 8.30h to 17.00h)?	IDH is a global organization, and we need our website to be running efficiently across all time zones. However, the primary support staff are based in CET and these working hours are most relevant for the service contract.



17	RFP - 3.3.7, pg. 13	Website content management beyond the MVP launch belongs to part 2 of the assignment	Who is expected to do website content upload (and management) to make the CWS launch-ready during part 1 of the project?	The Consultant is expected to do this. See the answer to question 2 in this table.
18	RFP - 3.3.10, pg. 14	IT support	Are we correct in concluding the Applicant's offer should include web hosting for the CWS?	Please, see the answers in the Information Notice from May 12.
19	RFP - 3.4, pg. 15	"(...) ability to travel to facilitate meetings (...) elsewhere in the EU"	As part of sustainability efforts, we assume travel time will actively be limited as much as possible. Does IDH support this, and in case travel is absolutely of added value provide reimbursement for travel- and accommodation expenses for such meetings outside the Netherlands?	Yes, IDH supports limiting unnecessary business travel. In the RfP we ask to include travel expenses in the price (10.2.3. Step 2 - Evaluating price).
20	RFP - 5, pg. 17	Assignment schedule	Are holidays for key stakeholders & project members in IDH side accounted for in the assignment schedule? If not, could you provide insight into the expected (un)availability of at least the Product Manager?	Yes, holidays for key stakeholders are accounted for in the project schedule and will be shared with the consultant after the signing of the contract.



21	RFP 7.3 - pg 19	Tender schedule	Could you allow additional questions after May 12th, to be asked based on the answers you provided? This could possibly greatly benefit the proposals and fit with IDH organization and needs.	No. Please, see the answers in the Information Notice from May 12.
22	RFP - 8.3, pg. 21	References	How many references would IDH prefer to see at minimum?	Please, see the answers in the Information Notice from May 12.
23	GT&C	Payment terms	We notice a payment term of 45-60 days and a possibility that IDH may even pay later than 60 days. We understand the nature of your organization and will consider this, assuming a payment schedule can apply to the contracts. Our preferred payment schedule assumes 30% of the fee is invoiced upon project initiation. Is this acceptable for IDH?	This payment term is IDH's default in our standard contracting. Occasionally, under certain conditions and circumstances it may be discussed after the award of the contract.