Palladium
MAKE IT POSSIBLE

Responses to questions on P4F brand and website refresh

#	Category	Question	Response
1	Brand	**Is Palladium envisaging the possibility of a brand refresh that only involves minor adjustments to the visual identity?**	The programme is well known in the FOLU sector, so we are expecting the brand refresh to involve minor adjustments to the existing brand identity, making sure it works for incorporating the new components. We would welcome variation in ideas around how best to do this. There is agreement that the existing logo and palette are out of date. We are open to changing elements of the logo whilst retaining some continuity with the existing brand identity. We welcome your ideas on this.
2	Brand	**Would it be possible to include external consultations to assess P4F brand perceptions in our proposed scope of work?**	We would welcome external consultations to assess brand perceptions in the proposal.
3	Brand	**For Components 2 and 3, do you expect completely new visual identities or light-touch sub-brands that visually relate to P4F?**	Our current thinking is that they will share features of the same visual identity as P4F, with distinguishing identifiers. i.e. part of the same family of brands, whilst avoiding a sense of hierarchy. We are open to ideas around how best to do this.

4	**Brand**	**Without knowing exacts on the branded templates that will be required, it's difficult to quote. Are you happy with an estimated budget for this element?**	We are happy to receive an estimate. Our current thinking is: • PPT (an editable introduction to the programme with key impact stats, PPT for general use, slide for project overviews) • Word (internal report, external briefing, external guidance document) But there may be some additions to this based on requests from the wider team.
5	**Brand**	**Have you done any audience or stakeholder research that could inform our messaging framework (e.g. personas, surveys, etc.)? We are assuming we will use your team's subject matter expertise and understanding of the audiences to extract core information.**	We haven't done any formal research on this, but anticipate the team being able to provide this kind of information.
6	**Brand**	**The proposal mentions the audit of other relevant brands, to what extent will these be audited? Do you have an example of what they comprise of? Is it things like how the brands will be positioned when together on the same comms?**	These would be the brands associated with the programme (e.g. Palladium, Systemiq, Efeca and Regeneration) and how the new logo family and brand assets look and work alongside them.
1	**General**	**Would Palladium consider a proposal that includes only a portion of the deliverables, such as brand and messaging only, or website development only?**	We are open to considering proposals that include only some of the scope of work, however our preference would be to contract a provider who can cover all of the deliverables. We are happy for these to be delivered in consortium with another provider, which should be included as part of the proposal.
2	**General**	**Is there any flexibility regarding the overall project timeline?**	The timeline itself is indicative, and certain elements can move around as needed. However, the work needs to be completed in

			August when we launch the programme externally. We want to launch the website in late August, so we would need to have a homepage with key information available, as a minimum. It's possible that we could launch other parts of the site in a phased process. We advise that the proposal includes what you think is realistic for the scope of work. We'll review it as part of the assessment process.
3	**General**	**The proposal mentions under the Requirements section that we should provide "Initial design concept ideas for the website and brand refresh." Given that the scope of work includes "Week 2: Workshop/s to deep dive into the needs of the brand refresh, website, and audience and gather inputs from key stakeholders", we wanted to ask if this is a non-negotiable element in the proposal.**	If you can provide relevant examples of past work, showing the thinking and development process behind each one then that would give us what we need to develop a score in line with the scoring criteria.
4	**General**	**Would our location be a potential drawback for our proposal?**	We are very used to working with teams based worldwide and we would welcome any proposals received from outside the UK.
5	**General**	**We have been contracted in the past by a recipient of P4F funding. Would this potentially constitute a conflict of interest?**	This doesn't appear to be a conflict of interest.
6	**General**	**How many agencies you have approached and how many will be shortlisted along with an outline of the process?**	We will be shortlisting up to four agencies. This is a public tender so there is no limit on how many could apply.

7	**General**	**It mentions fixed or variable costs. Are you happy to see variable costs (From XXX to XXX) where there are some unknowns related to things like the workshop, number of templates etc?**	Yes, we are happy to see a range of costs.
8	**General**	**For payment, is it correct that we suggest stages where the payment is due after a past or deliverable?**	We would typically put in place a milestone based contract. It is fine to suggest payment milestones to be agreed during the contracting process.
9	**General**	**How do you plan to manage the consultation process with internal and external stakeholders?** Such a timeline would require very responsive and concerted stakeholder feedback throughout. Is that likely? How many decision-making stakeholders are there?	We will facilitate consultations with both decision makers and people in the team that need to input at each stage. We anticipate this will involve a series of calls, managed by us internally, where we present concepts, gather feedback and send our recommendations back to you.
1	**Key messaging**	**Please could you also clarify what you mean by a communications framework?**	By this we mean a document that provides a succinct of programme, the vision, how we work, including a description of the different components and how they relate to one another to help inform the development of all external communications.
1	**Website**	**Does Palladium have access to Google Analytics and Google Search Console data that may help us understand how users are behaving on the website?**	We do have access to Google Analytics and Google Search Console data for the website, with some caveats. Unfortunately, we don't have access to historical GA data from the first phase of the P4F programme. This phase ended in 2023, which meant that we missed the final migration from UA to GA4 in 2024. The data we do have access to starts from July 2024 onwards when the programme was inactive, and we are still in the inception phase of the new programme. Given this, the GA data may not give the most comprehensive overview of user behaviour but will give some insights.

2	**Website**	**Would it be advisable to include a professional editor or can we expect finalised, proofread content from you?**	If this comes within budget, we would welcome an editor, but we would otherwise be expecting to send finalised/proofread content from the CSE team.
3	**Website**	**Will there be any provision from your side to support with content upload/migration, or are you expecting the content to be migrated by the agency?**	There will be some capacity to support on this, in terms of selecting what needs to be migrated, but we would hope the agency could support us from a technical perspective.

4	**Website**	**Will all the content on the current website need migrating? If not, can you provide us with a rough sitemap/page numbers please?**
		
		We can see the structure and content of the current website—should we presume the new one will have similar content and resources? Or, if it is larger, how many more pages and sections are expected?
			Only certain sections will need migrating. All of the current resources will need to be added to the new resource section. We'd also like to include information about the projects we have supported in the phase 1 portfolio (but this could be done in a later phase). We would upload this content.
			
			We imagine that the size of the current website would be similar, with some pages being condensed together (e.g. the 'How we work' sections being one 'What we do' page) along with some additional pages (e.g. for each of the 2 new components, one explaining the first phase of the programme). We are still consulting the wider team to understand their needs, so this is STC.
			
			Very roughly:
			
			• Home
			• What we do
			  ○ [Information about phase 1]
			• Where we work [including interactive map]
			  ○ Central Africa
			  ○ East Africa
			  ○ Latin America
			  ○ Southeast Asia
			  ○ West Africa
			  ○ Global initiatives
			  ○ [Component 2]
			  ○ [Component 3]
			• Portfolio [currently each project we supported in phase 1 has its own page (~60 projects), we would need to find a way to share key information/impact from these and add the new projects as we approve them, but this doesn't necessarily need a whole page each.

			This could be integrated into the interactive map/regional pages/displayed as pop-ups on this page - TBD]
			• Meet the team
			• Knowledge and tools
			  ○ Resources and publications
			  ○ Financing Nature Database
			  ○ Resources for grantees [including platform for grantees to connect with each other]
			
			• News and events
			• Opportunities
			  ○ Online application portal [requiring integration with Monday.com for processing project applications]
			  ○ Work with us
			• Contact

5	**Website**	**'The primary website language will be English, but as a global programme we will require certain pages/sections to be available in multiple languages and allow editing in these languages.' – this is quite broad. Can you provide further specifics here please (also highlighting on the rough sitemap if possible)? Based on the budget, it might be advisable to look at this as a phase 2.**	We're still in discussions with the regional teams about where they will need information available in certain languages, and we will need to discuss capacity within the team to update this information. But the current thinking is to have regional pages and content associated with them available in their primary languages (French, Spanish, Portuguese, Indonesian) in addition to English.
			
			Find these highlighted where these might be on the indicative site map.
			
			• Home **[French, Spanish, Portuguese, Indonesian]**
			• What we do **[French, Spanish, Portuguese, Indonesian]**
			• Where we work
			  ○ Central Africa **[French]**
			  ○ East Africa
			  ○ Latin America **[Portuguese, Spanish]**
			  ○ Southeast Asia **[Indonesian]**
			  ○ West Africa **[French]**
			  ○ Global initiatives
			  ○ [Component 2]
			  ○ [Component 3] **[French]**
			• Portfolio
			  ○ **[Option to add info in another language on project-by-**

			project basis, depending on location]
			• Meet the team
			• Knowledge and tools
			  ○ Resources and publications
			  ○ **[Option to add resource info in another language depending on target audience]**
			  ○ Financing Nature Database
			  ○ Resources for grantees
			• News and events
			• Opportunities
			  ○ Online application portal
			  ○ Work with us
			• Contact

6	**Website**	**Will the P4F team provide translations for multilingual content, or should our team include language support services in the proposal?**	Where this is needed, we would expect to provide the multilingual content.
7	**Website**	**Presenting and testing the brand/website against internal and external audiences may open the project to unconstructive, subjective feedback. Will your team be providing consolidated feedback to the agency from external audiences?**	We anticipate that the agency should host/facilitate user feedback sessions. We can organise and send the invites - so you'll have the feedback directly.
8	**Website**	**Our alternative suggestion [to WordPress] would be to rebuild the site on Craft CMS - is this on the list of providers that would be approved by the Palladium IT team?**	We would need to submit it for a cybersecurity assessment request, but would recommend including Craft CMS as your preferred option and the rationale in your proposal for our consideration.
9	**Website**	**A rebuild onto a new platform would also mean a longer build time needed (and a higher budget) than your RFQ allows for - would this discount us from consideration?**	Please also explain this in the response, and we will factor this into our decision making. The IT team will want to prioritise a stable and secure platform.

10	**Website**	**Can you provide access to any relevant documentation that outlines Palladium's IT policies and ISO 27001 compliance requirements that the new site must adhere to?**	We would expect the selected provider to have a solid understanding of ISO 27001 compliance, to ensure the website and data are secure. We will facilitate discussions with the Palladium IT department to ensure the proposed platforms and integrations meet our standards.
11	**Website**	**Are there any preferred or restricted vendors for hosting, DNS management, or SSL certification that we should consider when planning the technical infrastructure?**	The current site is hosted on DigitalOcean, but Palladium IT have suggested a preference towards GoDaddy. This is open to suggestions based on security considerations.
12	**Website**	**Are there any specific analytics platforms, CRM systems, or third-party integrations (e.g., Google Analytics, Salesforce, Mailchimp) that must be included in the architecture of the new site?**	We would definitely need integrations with Google Analytics and Monday.com. We are yet to decide on an email provider, but ActiveCampaign is currently approved by Palladium IT. The integration with the interactive map will need to be discussed. It is possible we may need this to work with Esri/ArcGIS, but this is not confirmed. An SEO integration (e.g. YoastSEO) would be useful.
13	**Website**	**For the website training component, would you prefer this to be delivered as a live session, recorded modules, or a combination of both formats?**	We would definitely need a live session with the CSE and C3 teams, which could be recorded. Either a PDF or recorded modules would be useful, but budget dependent.
14	**Website**	**For existing assets like the interactive map - will any of these need redesigning in line with the new brand? or just migrating too the new website? We need be mindful if any assets will last against the new brand.**	We are expecting the interactive map to be redesigned with better integration to the project information. There may be some capacity to support with this in-house from our GIS mapping team, but this is TBD.