

## Request for Proposal

### Website Design and Development

*Please submit your quote by 23 May 2025*

#### 1. Introduction

##### Catalytic Finance Foundation

Catalytic Finance Foundation (Catalytic) is a not-for-profit, Swiss-based foundation with the mission to accelerate the design and deployment of catalytic finance solutions for sustainable infrastructure and businesses. We identify and develop robust project pipelines and deploy technical assistance to support projects to become more investible and impactful. Catalytic seeks to ensure positive social and environmental outcomes in addition to financial returns for impact investors, applying strict environmental and social safeguarding measures and credible methodologies for the measurement and evaluation of positive impacts. Catalytic has been mandated by GFCR to deploy FTA to businesses invested by the Equity Fund.

##### The initiative (final name to be approved)

In December 2024, Catalytic won a mandate to manage the technical assistance and capital acceleration of CAFI's Private Sector Investment Facility. With this mandate, Catalytic will play a key role in building a pipeline of bankable projects and mobilizing private sector investments to support sustainable land use and forest conservation efforts across the region for the Central African forest which is the second largest forest on earth.

#### 2. Objectives

In that context, Catalytic would like to launch a website in June for the above-mentioned initiative. The primary objectives of the website are to:

- Introduce the mission, vision, and strategy of Canopy Trust.
- Present the Trust's governance, funding partners, and investment focus areas.
- Enable submission of projects
- Provide contact information and a basic newsletter subscription mechanism.
- Serve as a trusted source of information for development finance stakeholders, governments, NGOs, and the broader climate and biodiversity communities.

#### 3. Scope of Work

The selected vendor will be responsible for:

- **Website Design:** Develop a visual identity aligned with Canopy Trust and Catalytic's brand guidelines.
- **Site Architecture & UX:** Create a user-friendly structure with clear navigation.
- **Content Integration:** Populate the site with provided content (text, graphics, publications).
- **Technical Development:** Build a responsive, accessible, and secure website.
- **Search Engine Optimization (SEO):** Basic on-page SEO.
- **Training & Handover:** Provide basic training and handover documentation.

#### 4. Deliverables

- Finalized sitemap and wireframes
- Custom website design (2–3 initial concepts with revisions)
- Fully functional website (targeting launch in [Insert Month/Year])

- CMS back-end and user manual
- Post-launch support for a minimum of 3 months

## **5. Proposal Requirements**

Please include the following in your proposal:

- Company Overview: Brief background and relevant experience.
- Portfolio: Examples of relevant work, especially for foundations, NGOs, or mission-driven initiatives.
- Team: Bios and roles of proposed project team.
- Approach & Timeline: Description of your methodology and a proposed project schedule.
- Budget: Detailed budget, including all fees and estimated hours.
- Explain how solution chosen is the most environmentally friendly possible
- References: At least two references from comparable projects.

## **6. Evaluation Criteria**

Proposals will be evaluated based on:

- Alignment with project vision and mission
- Design and development capabilities
- Relevant experience
- Cost-effectiveness
- Timeline feasibility
- Client references
- Environmental friendliness

## **7. Submission Details**

Kindly send your proposal to [secretariat@catalyticfinance.org](mailto:secretariat@catalyticfinance.org)

Deadline for Submission: May 23<sup>rd</sup>, 2025 COB