

**Evaluation Criteria**  
**Website and Facebook Page Development for Union Legal Aid Board**

Proposals received will be evaluated according to the following criteria.

<b>Criteria</b>	<b>Score</b>
<p><b>Relevant qualifications and experience of the organisation and team</b></p> <p>Proposed team composition (including involvement of local and international members) is suitable for the assignment. The supplier must demonstrate the relevant experience against each criterion below and provide evidence of the quality of their services through the portfolio and references submitted.</p> <ul style="list-style-type: none"> <li>a. University level qualification in software engineering, information management systems and related areas of study.</li> <li>b. Proven experience for a minimum of 5 years' experience in website development and social media management in Myanmar, particularly in working with governmental clients and international partners.</li> <li>c. Expertise in the development of online content management systems for public websites and social media platforms (particularly Facebook) requiring a high standard of data protection and security.</li> <li>d. Experience in managing relationships with governmental institutions in Myanmar, with a deep understanding of the context for implementation, realistic expectations for deliver, the ability to adapt and be flexible in response to local realities, and creative and pro-active strategies for resolving challenges.</li> <li>e. Strong communication skills and demonstrated experience of working effectively and sensitively with Myanmar government agencies, particularly with regard to training of government staff to ensure upkeep and maintenance of their website and social media pages.</li> <li>f. Strong understanding of public relations and communications principles and experience training public institutions/government on opportunities, risks and guidelines for engagement on social media platforms.</li> <li>g. Strong written and communication skills in English and Burmese.</li> </ul>	45%
<p><b>Proposed methodology and approach</b></p> <p>The proposal outlines a detailed workplan that reflects a thorough understanding of the scope of the work, and the technological and client management services required as outlined in the RFP and reflect a realistic schedule for delivery.</p> <p>The proposed approach must clearly demonstrate an understanding of the local context, including experience-based activities that address common challenges for timely and successful implementation of similar projects with government partners.</p> <p>The proposed approach reflects an understanding of government resource and capacity constraints and allocates proposed activities/resources accordingly.</p>	45%
<p><b>Commercial</b></p> <p>Costs are reasonably apportioned to proposed activities and represent value for money.</p>	10%