

Request for Proposal (RfP)

GCoM Website Maintenance & Development

C40 Cities Climate Leadership Group, Inc.

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1. C40 Cities Climate Leadership

C40 is a network of nearly 100 mayors of the world’s leading cities working to deliver the urgent action needed right now to confront the climate crisis and create a future where everyone, everywhere, can thrive. Mayors of C40 cities are committed to using a science-based and people-focused approach to limit global heating in line with the Paris Agreement and build healthy, equitable and resilient communities. We work alongside a broad coalition of representatives from labour, business, the youth climate movement and civil society to support mayors to halve emissions by 2030 and help phase out fossil use while increasing urban climate resilience and equity.

To learn more about the work of C40 and our cities, please visit our [website](#) or follow us on [X](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).

2. Global Covenant of Mayors for Climate & Energy (GCoM)

GCoM is the largest global alliance for city climate leadership, uniting a global coalition of over 14,000 cities and local governments and 100+ supporting partners. The cities and partners of GCoM share a long-term vision of supporting voluntary action to combat climate change and towards a resilient and low-emission society. GCoM serves cities and local governments by mobilizing and supporting ambitious, measurable, planned climate and energy action in their communities by working with city/regional networks, national governments, and other partners to achieve our vision. Led today by UN Special Envoy for Climate Ambition and Solutions Michael R. Bloomberg and European Commission Executive Vice-President Teresa Ribera, the

coalition comprises cities across 6 continents and 150 countries, representing over 1 billion people or more than 13 percent of the global population.

To learn more about GCoM, please visit our [website](#), or follow us on [X](#), [Instagram](#), [Facebook](#), and [LinkedIn](#).

3. Summary, Purpose and Background of the Project

Project Summary

The Global Covenant of Mayors for Climate & Energy (GCoM) Secretariat is seeking a qualified supplier to provide comprehensive web development, technical maintenance, and strategic design-led support. Serving as an integrated delivery partner, the selected supplier will maintain, optimize, and strengthen GCoM’s multi-platform digital ecosystem. Working in close collaboration with the Secretariat team, the supplier will oversee daily technical site operations, manage hosting and database infrastructure, and jointly scope, build, and deploy new features on a task-order basis.

Current Digital Ecosystem & Websites

GCoM’s digital ecosystem serves as a central gateway to showcase global city climate leadership, share key organizational initiatives, and connect city leaders, regional and global network partners, and stakeholders with vital climate resources. The scope of work encompasses GCoM’s primary web portal alongside its specialized initiative domains:

- **Primary GCoM Website (Platform & Data Ecosystem):** Built on WordPress, featuring custom database architecture, managed hosting, and multi-language translations. The supplier will maintain, optimize, and evolve core pages and features, including regional and initiative hubs, a searchable Resource Library, the interactive Marketplace page, and the central "Our Cities" data directory (which powers individual city pages using dynamic database integration for 14,000+ committed cities with multi-criteria filtering).
- **Innovate4Cities.org (I4C):** Built as an initiative-specific hub supporting GCoM’s innovation and research agenda. The supplier will provide ongoing web development, routine content updates, and layout optimizations to ensure visual alignment and technical cohesion with the main site.
- **Urbantransitionsmission.org (UTM):** Built as a dedicated mission platform for city climate transition partners. The supplier will deliver ongoing technical support, building and maintaining landing pages, modular content templates, and interactive City Profiles powered by custom metadata and content-tagging frameworks.
- **City-Business Climate Alliance (CBCA) Platform:** A specialized microsite framework designed for city-business collaboration. The supplier will oversee the development and ongoing maintenance of the dedicated microsite, hosting interactive tools, case studies, and tailored content pages for city and business audiences.

Objectives

- **Ensure multi-site operational stability:** Maintain continuous site health, cross-domain reliability, database integrity, and security updates with defined SLA response times for service restoration.
- **Enhance data systems:** Optimize database workflows, ensuring smooth search performance, accurate tag filtering, mapping tools, and data integration across GCoM pages and platforms.

- **Strategically evolve web features & templates:** Jointly scope and implement new tools, UI/UX enhancements, and page structures across GCoM, Innovate4Cities, UTM, and CBCA web environments.
- **Facilitate efficient stakeholder engagement:** Optimize navigation, search functions, and city profile management to direct stakeholders globally to climate solutions seamlessly.
- **Establish structured ad-hoc support:** Provide responsive technical consultancy and custom feature development through structured task orders, clear cost estimates, and a formal scoping approval workflow.

Scope of Requirement

Category A: Website maintenance & technical operations

- **Routine multi-site upkeep:** Managing stable versions of WordPress core, plugins, and core scripts across managed domains, alongside routine broken link fixes.
- **Database & hosting management:** Managing technical hosting (DNS, WordPress server environments) and database health, including regular automated file and database backups.
- **Data infrastructure maintenance:** Monitoring and maintaining custom database tables powering city profiles, geographical mapping tools, commitment tracking, and the "Our Cities" data directory.
- **Monitoring & service restoration:** Continuous availability monitoring and maintaining an alerting mechanism to trigger next-business-day SLA support during service-down situations.
- **Single point of contact support:** Providing technical support to address service issues, bug fixes, layout changes, and asset insertions (e.g. banners, static maps, videos, infographics).

Category B: Feature development & initiative integration

- **Regional web enhancements:** Evolving, harmonizing, and maintaining regional content hubs and localized assets to deliver consistent global branding, tailored regional messaging, and seamless user journeys across GCoM's digital ecosystem.
- **City data management & directory improvements:**
 - Optimizing database queries, back-end management, and front-end displays for the "Our Cities" page and the individual city profiles.
 - Enhancing multi-variable search and filter functions.
 - Streamlining automated or batch data imports/exports to handle regular updates across several city profiles and partner reporting channels.
 - Improving interactive map performance and UI for global geographical datasets.
- **Initiative & sub-domain enhancements:** Supporting GCoM's multi-site ecosystem through the ongoing development and technical enhancement of dedicated sub-domains and partner platforms (including Innovate4Cities, UTM and CBCA):
 - Scoping and building scalable microsites, modular content templates, and campaign landing pages.
 - Designing dynamic maps, city profile directories, and interactive resource marketplaces.
 - Applying metadata tagging, intuitive user journey flows, and structured categorization across initiative websites and pages.
- **UX/UI design:** UX/UI design resources to build user journeys, design impactful interfaces, simplify data-dense pages, and create new page layouts.
- **Database & tool customization:** Involving Database Administrators (DBAs) and developers for structural database modifications, custom interactive tools, and other tools (e.g. Weglot).

Category C: Project governance & workflow

- **Communication & scoping protocol:** Conducting weekly or bi-weekly calls to set priorities and executing ad-hoc requests.
- **Resource profiles:** Ability to deploy specialized roles as needed, including Project Managers, Business Analysts, Web Developers, Database Administrators, Quality Assurance Engineers, UX Researchers, and UI Designers.

4. Proposal Guidelines

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until **6 p.m. (EST), 16 October 2026**. Any proposals received after this date and time will not be accepted. All proposals should include clear timetables, how you will work with C40, clear costs and detail on experience in this area.

The proposal should give C40 evaluators all the information they need to assess your bid. Please clearly indicate where applicable:

- How your proposal is responsive to the overall project objectives, activities and deliverables;
- How your proposal is responsive to the Evaluation Criteria;
- The assumptions you are making about the project;
- Proposed timeline of implementation;
- Risks you have identified and appropriate mitigation measures;
- Adequate information about how your costs were calculated to enable evaluation of cost reasonableness;
- Proposed working partnership with C40, including (as applicable) project governance and management, key personnel, key roles and responsibilities, and escalation procedure for issues;
- Information on company/organisation size and background;
- Overview of the approach to ongoing technical support, risk management, and continuous performance optimization;
- Methodology for planning, prioritizing, tracking, and delivering work, including day-to-day communication and request-handling protocols;
- Proven track record delivering content-rich websites, inclusive design for diverse global audiences, and strategic advisory on cross-platform user journeys for mission-driven organizations. Submissions must include at least three project examples showcasing UX-led refreshes, including information architecture, and long-term technical support. Candidates must demonstrate expertise in climate/sustainability or public-sector platforms, multi-stakeholder systems, WordPress management, Matomo Analytics, and third-party integrations;
- Reference letter(s) or recommendation letter(s) from other similar clients from the past three (3) years;
- Any additional support that you need to make the project a success, including any inputs you will need from third parties or C40 staff;
- Information on Data Protection (if it is a system, software or a supplier utilizing personal data like passport number, birthday, address, etc): C40 is subject to the European Union data protection regulations and the winning proposal must ensure its continued compliance. If a successful proposal will require that you process or control personally identifiable information (PII), please describe your familiarity and ability to comply with Directive 95/46/EC and the forthcoming General Data Protection Legislation;

- The use of AI-supported tools must be kept to an absolute minimum, and no output (text or visuals) should be produced by AI. Any AI-supported tools used must be clearly outlined and justified in the methodology section. Furthermore, the methodology must explicitly detail how results will be validated and verified using a combination of independent human oversight and cross-referencing with trusted databases/sources. Any data C40 shares is strictly confidential and cannot be shared with any AI tools.

Supplier diversity

C40 is committed to supplier diversity and inclusive procurement through promoting equity, diversity and inclusivity in our supplier base. We believe that by procuring a diverse range of suppliers, we get a wider range of experiences and thoughts from suppliers and thus are best able to deliver to the whole range of our diverse cities and the contexts that they operate within.

We strongly encourage suppliers (individuals and corporations) that are diverse in size, age, nationality, gender identity, sexual orientation, majority owned and controlled by a minority group, physical or mental ability, ethnicity and perspective to put forward a proposal to work with us.

Feel welcome to refer to C40's [Equity, Diversity and Inclusion Statement](#). Supplier diversity and inclusive procurement is one element of applying equity, diversity and inclusion to help deliver the goals of the Paris Agreement and build healthy, equitable and resilient communities.

Contract

Please note this is a contract for professional services and not a grant opportunity. Organisations unable to accept contracts for professional services should not submit bids. The work will be completed on the [C40 Standard Services Contract](#).

These terms and conditions are accepted as drafted by the majority of our suppliers and we reserve the right to penalise your bid on the basis of non-acceptance of terms. If you do wish to include any requested amendments with your proposal, please do not mark up the document in tracked changes but provide [a separate negotiation document](#) for review setting out clearly your rationale for the change.

If C40 is unable to execute a contract with the winner of this competitive process, we reserve the right to award the contract to the second highest Potential Supplier.

Subcontracting

If the organisation submitting a proposal needs to subcontract any work to meet the requirements of the proposal, this must be clearly stated. All costs included in proposals must be all-inclusive of any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organisations being contracted.

5. RfP and Project Timeline

RfP timeline	Due date
Request for Proposals sent	<i>Wednesday, 30 September 2026</i>
Questions submitted to C40	<i>Wednesday, 7 October 2026</i>
C40 responds to questions	<i>Friday, 9 October 2026</i>
Deadline for receiving Offers	<i>Friday, 16 October 2026, 6 p.m. EST</i>
Clarification of Offers	<i>19-23 October 2026</i>
Evaluation of Proposal	<i>26-30 October 2026</i>
Presentation of Proposal	<i>Friday, 30 October 2026</i>
Selection decision made	<i>Monday, 2 November 2026</i>
All Potential Suppliers notified of outcome	<i>Wednesday, 4 November 2026</i>

Project timeline	Due date
The project initiation phase must be completed by	<i>Friday, 20 November 2026</i>
Project planning phase must be completed by	<i>Friday, 15 January 2027</i>
Project implementation phase is expected to be completed by	<i>Throughout the duration of the contract, no later than 31 December 2027</i>
The project is due to run until	<i>31 December 2027</i>

6. Proposal Evaluation Criteria

Proposals will be evaluated against the following criteria.

Evaluation criteria	Weighting
Demonstrated expertise in UX, information architecture & data management Proven capability in design-led UX and information architecture, with the ability to simplify content-rich websites and maintain technical cohesion across a multi-domain digital infrastructure. This includes hands-on experience in database administration, structured content tagging/metadata frameworks, and managing multi-site data assets to ensure seamless data accessibility and usability.	30%
Quality of technical infrastructure management & SLA commitment Quality of approach for managing high-traffic, multi-site web infrastructure and hosting environments. This includes proactive site monitoring, hosting administration, regular backups, and advanced database management - specifically maintaining custom data structures, optimizing query performance for heavy directory filtering, and managing multi-site data synchronization. Includes commitment to a robust SLA that guarantees rapid response and resolution for system glitches, security patches, bug fixes, and site-down emergencies.	25%
Cost Reasonableness measured by: • Economy: minimising the cost of resources used/spending less • Efficiency: the relationship between the output from goods/services and the resources to produce them • Effectiveness: the relationship between the intended and actual results • Equity: the extent to which services reach the intended recipients fairly	25%
Robust approach for minimizing digital carbon footprints and the ability to act as a collaborative	10%
Alignment with C40's goals on diversity, equity, and inclusion	10%

Following the evaluation of written submissions, C40 reserves the right to invite a shortlist of the highest-ranked bidders for an interview or technical presentation to further validate their proposals. If conducted, the results of these sessions will be incorporated into the final technical score as outlined in the evaluation criteria.

7. Project Budget

The maximum budget for this project is USD 125,000.00, inclusive of all value added taxes, other taxes and charges¹. Potential Suppliers should submit a detailed cost breakdown that reflects the creative ambition of a project of this nature while maintaining cost-efficiency.

Payment will be made on a time and expenses basis in accordance with agreed rates. The Supplier shall invoice monthly or quarterly, subject to GCoM's approval of days worked and satisfactory delivery of the services.

All proposals must include proposed costs to complete the tasks described in the project scope, including all VAT and taxes. Costs should be stated as one-time or non-recurring costs or monthly recurring costs. All costs incurred in connection with the submission of this RfP are non-refundable by C40.

8. C40 Policies

C40 expects third parties to be able to abide by these C40 policies

- Non-Staff Code of Conduct Policy [here](#)
- Equity, Diversity and Inclusion Policy [here](#)

9. Submissions

Each Potential Supplier must submit **one copy of their proposal** to the email address below by **6 p.m. (EST) on Friday, 16 October 2026**:

- Melanija Tacconi, GCoM Head of Communications, mtacconi@globalcovenantofmayors.org
- Katherine Amber, GCoM Communications Officer, kamber@globalcovenantofmayors.org
- Hester de Klerk, GCoM Operations Manager, hdeklerk@globalcovenantofmayors.org

Anonymised responses to questions will be provided here ([link](#)) when the Q&A period closes.

Based on the submissions received, C40 reserves the right to promote the establishment of consortium relationships or request potential suppliers refine their submission after receipt.

Have a concern?

C40 is committed to the highest standards of ethical behaviour. As such, we are committed to being open and responsive to complaints and suggestions on how we can improve from outside the organisation. Please refer to [C40 Complaints Procedure](#) on how to reach us.

¹ An award resulting from this RfP is contingent upon the availability of funding and final budget approval. The maximum stated budget does not constitute a guaranteed award amount.

Disclaimer

C40 will not accept any liability or be responsible for any costs incurred by Potential Suppliers in preparing a response for this RFP. Responses submitted will be accessible by all C40 staff and external evaluators (if any).

Neither the issue of the RFP, nor any of the information presented in it, should be regarded as a commitment or representation on the part of C40 (or any of its partners) to enter into a contractual arrangement. Nothing in this RFP should be interpreted as a commitment by C40 to award a contract to a Potential Supplier as a result of this procurement, nor to accept the lowest price or any tender.