

CAREB-ACCER REQUEST FOR PROPOSALS FOR

“RFP for Professional Services for the Redesign and Rebrand of the CAREB-ACCER Website and Brand Identity Refresh”

RFP#: CAREB-ACCER RFP#001

Issue Date: October 10, 2025

Closing Date: November 10, 2025

UPDATED October 30, 2025

INTRODUCTION

The Canadian Association of Research Ethics Boards / L'Association canadienne des comités d'éthique de la recherche (CAREB-ACCER) is a national membership-based organization that represents the interests of Canadian Research Ethics Boards (REBs) and their members. CAREB-ACCER provides leadership, advocacy, and education to support REBs in the promotion of high ethical standards in research involving humans.

The CAREB-ACCER Board of Directors recognizes the importance of providing its members, partners, and the broader research ethics community with a professional, accessible, and user-friendly website. Our website is a key platform for communication, education, and engagement. To strengthen our digital presence, CAREB-ACCER is seeking professional services to redesign, modernize, and rebrand its website with a strong and consistent visual identity that supports our mission and better serves our members and community.

OBJECTIVE

As a national research ethics organization with a vision to: (1) promote professionalism through the sharing of expertise, experience, information and knowledge; (2) represent and communicate the perspectives and concerns of Research Ethics Board (REB) professionals in local, national and international policy development and implementation; and (3) provide education and resources needed to successfully promote the ethical conduct of research. The objective of this project is to create a redesigned CAREB-ACCER website and refreshed visual identity that:

1. Reflects CAREB-ACCER's values and mission in a professional and accessible way.
2. Enhances usability, navigation, and member experience.
3. Incorporates accessible design standards.
4. Integration of bilingual functionality (English/French)
5. Integrates membership, event registration, and resource-sharing functionality.
6. Provides a sustainable and easy-to-maintain platform for CAREB-ACCER staff and volunteers.
7. Create a new logo, with new colours and design for the CAREB-ACCER website.

RATIONALE & PURPOSE

CAREB-ACCER's current website has served the organization well, but as CAREB-ACCER's membership grows and evolves, it is becoming clear that a new platform is required that better supports our collective needs and reflects the professional standards our national organization strives for. Members and visitors must be able to easily access educational resources, register for events, manage memberships, and engage with the broader research ethics community.

The new website will serve as CAREB-ACCER's central hub for communication and knowledge-sharing. It will also function as a key tool for organizational growth, member engagement, and visibility in Canada's research ethics landscape.

SCOPE OF WORK

This RFP is being issued to obtain proposals for the design and development of the CAREB-ACCER website, along with a full brand identity refresh. The successful proponent is expected to:

A. Website Redesign

1. Redesign the site architecture to improve navigation and user experience.
2. Migrate and organize content into the new site structure (including multimedia assets i.e. videos, documents, links etc.) as well as email migration.
3. Design a modern, professional, and accessible interface that aligns with CAREB-ACCER's updated brand identity.
4. Implement functionality for:
 - Membership management (including registration, renewals, payments, and member communications).
 - Event (Conference, webinars and session) registration and payment integration.
 - Resource library (documents, guidelines, policies, webinars, etc.).
 - Member-only areas with secure login.
5. Ensure the website is fully responsive and optimized for mobile devices.
6. Build the site on a sustainable CMS (e.g., WordPress or equivalent) that allows for ease of updates.
7. Provide training and documentation to CAREB-ACCER Board of Directors/volunteers on content management, updates and basic troubleshooting.
8. Offer user-friendly and easily manageable website backend options to support the CAREB-ACCER Board of Directors in maintaining and updating content efficiently.
9. Provide robust security measures for the website.

10. Provide ongoing technical support/website management for an agreed-upon period after launch.

B. Brand Identity Refresh

To support the website redesign and strengthen organizational recognition, the successful proponent will also:

1. Redesign the CAREB-ACCER logo to reflect a modern, professional, and inclusive visual identity.
2. Update the brand colour palette and typography to ensure accessibility and consistency across digital and print materials.
3. Develop a brand style guide, including:
 - Logo variations (color, black & white, horizontal/stacked formats)
 - Colour codes (CMYK, RGB, HEX)
 - Typography guidelines (primary and secondary fonts)
 - Visual usage examples and accessibility considerations
4. Apply the refreshed branding across the redesigned website to ensure visual consistency and alignment with the organization's values and goals.

DELIVERABLES

- Deliverable 1: Wireframes and design mock-ups for approval.
- Deliverable 2: Development of CAREB-ACCER brand style guide.
- Deliverable 2: Development and implementation of the website.
- Deliverable 3: Testing phase (functionality, accessibility, and user acceptance).
- Deliverable 4: Website launch.
- Deliverable 5: Training and documentation for CAREB-ACCER staff/volunteers.
- Deliverable 6: Post-launch support (as negotiated).

APPROACH & BUDGET LIMIT

The organization has allocated a modest budget for this project and seeks cost-effective proposals that maximize impact.

PROPOSAL STRUCTURE

In response to this RFP, the proponent must include the following sections:

Section A – Proponent Profile & Qualifications

1. Legal name, company overview, and years in business.

2. Experience with similar website design and development projects.
3. Project lead and team members' qualifications.
4. Two (2) examples of recently completed comparable projects (with references).

Section B – Proponent Approach

1. Description of the proposed methodology and project plan.
2. Timeline with milestones for each deliverable.
3. Resources required from CAREB-ACCER and estimated time commitments.

Section C – Budget

Proponents must provide a detailed budget using the template below. Add rows as needed.

Deliverable	Team/Role	Hourly Rate (CAD)	Est. Hours	Total Cost (CAD)
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Deliverable 1				
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Deliverable 2				
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Deliverable 3				
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Deliverable 4				
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Deliverable 5				
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Deliverable 6				
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Deliverable 7				
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PROPOSAL SUBMISSION

Proposals must be submitted by **November 10, 2025, at 4pm** to:

Quotations must be delivered to:

Director of Communications, CAREB-ACCER

Email: memberservices@careb-accer.org

RFP PROCEDURES

Clarification and Questions

Due to the volume of queries, the deadline for clarifications and questions has been revised. The deadline for submitting clarifications and questions is *** NEW DATE November 03, 2025, at 4pm**. Please send all requests by email to memberservices@careb-accer.org.

Notification of Award

CAREB-ACCER will notify the successful proponent by email. All other proponents will be informed once the award decision is finalized.

Pricing

All prices must be quoted in Canadian dollars, exclusive of HST/GST. Prices should remain firm for the duration of the agreement.

Please note: The CAREB-ACCER Board of Directors does not have the capacity to meet to discuss any questions. Please forward all queries via email memberservices@careb-accer.org.

TERMS AND CONDITIONS

Confidentiality

CAREB-ACCER acknowledges and anticipates the disclosure of information may be confidential and/or proprietary to the proponent(s) on a confidential bases for the purpose of this RFP process. CAREB-ACCER will maintain in confidence any confidential and/or proprietary information of the proponent(s) that it receives during this RFP process, and not to disclose or use such information other than in connection with its activities in running this RFP process, and the Initiative.

Ownership and Disclosure of Quotation Documentation

The documentation comprising any quotation submitted in response to this RFP, along with all correspondence, documentation and information provided to CAREB-ACCER by any proponent in connection with, or arising out of this RFP, once received by CAREB-ACCER shall become the property of CAREB-ACCER and may be appended to the agreement executed with the successful proponent(s).

Conflict of Interest

The proponent shall not have any actual or potential conflict of interest or any other type of unfair advantage in submitting its quotation, except to the extent any such conflict of interest or unfair advantage are set out in the quotation.

No Liability

CAREB-ACCER shall not be liable to any proponent, person or entity for any losses, expenses, costs, claims or damages of any kind:

- a. Arising out of or by reason of or attributable to the proponent responding to this RFP
- b. As a result of the use of any information, error or omission contained in this RFP document, provided during the RFP process; and
- c. Which may occur between quantities of work actually done or supplied and the estimated quantities set out in this RFP.

Intellectual Property Rights

The proponent warrants that the information contained in its/his/her quotation does not infringe any intellectual property right of any third party and agrees to indemnify and save harmless CAREB-ACCER its directors, members, volunteers, students, and staff, if any, against all claims, actions, suits and proceedings, including all costs incurred by CAREB-ACCER brought by any person or entity in respect of the infringement or alleged infringement of any patent, copyright, trademark, or other intellectual property right in connection with its/his/her quotation.