



WEBSITE REQUEST FOR PROPOSALS (RFP)

INTRODUCTION

ICH invites proposals from qualified suppliers to redesign and rebuild ich.org as a modern, user-friendly, and sustainable public website. The site is used internationally and must operate as more than a corporate presence: it functions as a working environment where users find, rely on, cite and track changes to ICH guidelines and related materials.

ICH seeks a supplier who will be responsible for end-to-end for delivery, including discovery, information architecture and UX, visual design, WordPress implementation, search experience, structured content modelling, migration, launch and post-launch stabilisation.

ICH has a **preference for WordPress** as the content management system (CMS). Proposals should therefore assume WordPress unless a supplier believes there is a compelling reason to propose an alternative; in such cases, the supplier must justify the recommendation clearly in terms of long-term sustainability, editorial usability, security, and total cost of ownership.

ICH is **not publishing an estimated budget**. Suppliers should propose a pricing model and total cost aligned to the approach described in their proposal.

Full proposal must be submitted by **March 15** to Eduardo Belinchon, ICH IT & Innovation Manager. This RFP covers strategy, design, and launch of the ICH website, to be carried out between **April 2026** and **September 2026**.

About ICH

ICH is a unique global forum that brings together regulatory authorities and the pharmaceutical industry to harmonise scientific and technical requirements for the development, registration, and lifecycle management of safe, effective, and high-quality medicines. ICH's work is consensus-based, science-driven, and supported by transparency and public consultation. ICH also develops and promotes MedDRA (the Medical Dictionary for Regulatory Activities), a globally used medical terminology supporting safety and pharmacovigilance information exchange.

Disclaimer

Your submission will be reviewed by ICH and/or by representatives of its members and observers, and it will not be shared with any third parties outside of the organisation. You may request at any time that your information be withdrawn. ICH will not reimburse any costs related to preparing or



submitting your proposal. Respondents may be contacted for additional information, and selected suppliers will be invited for an interview.

STRATEGIC CONTEXT FOR THE WEBSITE REDESIGN

This redesign is informed by ICH's evolving strategic direction. ICH's strategic vision and planning emphasize strengthening ICH's identity and visibility, maintaining historic transparency about ICH activities and governance, communicating outcomes using clear and accessible language, and expanding outreach across digital platforms. The strategic direction also highlights the importance of global implementation of ICH guidelines and the role of training and implementation support in achieving consistent understanding and uptake worldwide.

The website is therefore expected to serve as a primary delivery channel for these aims: it must be a coherent public knowledge environment that helps diverse audiences understand what ICH does, what it delivers, why it matters, how to participate in consultations, and how to efficiently access ICH Guidelines (and other products) and related training.

WHY THIS REDESIGN NOW

ICH recently conducted a survey on their website usage. What emerged was two fairly distinct user groups, which we can call **ICH-related** (i.e., ICH Members and Observers, Working Group Members and related experts, and perhaps those considering membership) and **non-ICH-related** (i.e., ICH Guideline implementers and other stakeholders), showing a clear need to serve both groups without splitting into separate websites.

The survey indicates ich.org is primarily used as an active **reference library** with the most accessed content being **Guidelines** and **related updates**, followed by news, meeting updates, processes/procedures, governance content and representatives/profiles.

The website is nine years old, with outdated design that does not reflect the evolution in user-centred website design. Users reported that finding familiar content is often manageable once they know where it lives, but finding new or unfamiliar content is substantially harder, pointing to discoverability issues, lack of crosslinking, and search limitations. Open text responses reinforced this: the strongest pain themes were **search & filters**, **navigation/information architecture** and **design modernisation**, alongside needs for updates/notifications, training linkage/support, accessibility/language, versioning/archives and performance.

At the same time, today's ich.org already contains structured, "database-like" functions that users utilise. While we want to maintain the spirit of these features, a new approach is needed to categorize, identify and make guidelines, content and their context more accessible for both audiences.



The redesign must therefore modernise ich.org, strengthen the site’s role as an accessible public expression of ICH’s mission and strategic priorities, and support the site as an active and user-friendly reference library.

PRIORITY AUDIENCES AND INTENDED USE

The redesigned ich.org must serve at least two primary user journeys:

A. Users seeking guidelines, updates and training (non-ICH-related users).

These users primarily need fast and confident access to guidelines and training, and clear visibility on what is new. Survey evidence shows guidelines and updates are the dominant content types for this audience, and that speed, stable deep links and discoverability are important given frequent return usage and bookmark/direct access patterns.

B. Users who participate in or work closely with ICH (ICH-related users).

These users also rely heavily on guidelines and updates, but more often need governance/process information, meeting outcomes, and representation details. This user group is composed primarily by regulatory authorities and scientific experts. Survey evidence suggests this group experiences more friction and higher dissatisfaction, likely due to complexity and depth of content needs.

The ICH website redesign should provide clear access and navigability for these **two distinct types of information and user groups** within one coherent information architecture, aligning to these two journeys while maintaining a unified editorial and governance model.

USER EXPERIENCE PRINCIPLES

ICH seeks a supplier who can translate strategic direction and user evidence into a coherent, durable experience. The following principles should guide the redesign.

a. Guidelines first: “Guidelines as the core product”

Given that guidelines and guideline updates dominate usage, the redesign should treat guidelines as the core product experience. The site should make it easy to find the relevant guideline, understand its status and find related documentation. This aligns both with user needs and with ICH’s strategic emphasis on impactful, science-based harmonisation and strong implementation support.

b. ICH governance and process documentation: second among equals

While not a core ICH product, documentation and updates related to ICH’s governance, processes/procedures and membership comprise an important second area of document use for



ICH-related users. In addition, its inclusion supports ICH's commitment to transparency. The site should have clear navigation to and between this content and respond to the expressed dissatisfaction of the primary seekers of this information.

c. Search and filtering as primary UX (not a secondary feature)

Search is the most frequently cited pain point in user feedback and a core success requirement. The site already contains search and filter experiences in the guideline index and implementation status tools, including export. The redesign should modernise and unify these capabilities into a coherent experience that supports both "I know what I need" retrieval and improved discoverability of unfamiliar content (currently weak).

d. Clear visibility on what's new

Users asked for better visibility of news and updates beyond traditional press releases, including guideline status changes and other publications. The redesigned website should make change visibility a structured experience. It needs to help users quickly see what is new and where to go for more information. This supports ICH's strategic commitment to transparency and clearer, more accessible communication of outcomes.

e. Reduce siloing through structured relationships

Survey results suggest the site often works only once users already know where to look, implying siloed navigation and insufficient crosslinking. The redesign should use structured content relationships so users can move naturally between guidelines, updates, consultations, implementation status and training materials without requiring repeated manual searching across disconnected sections.

f. Training and implementation support as first-class journeys

ICH's strategic direction places emphasis on strengthening guideline implementation through training, monitoring and responsiveness to feedback. The current website provides a Training Library containing guideline-specific training modules, but it is not accessible (no cross-link) from the guidelines section of the site. The redesign should strengthen and simplify this relationship, so guidelines and training are connected in the way users actually work – i.e., with cross-linking.

g. MedDRA appropriately positioned as an important ICH product-ready

ICH's strategy highlights the relevance of MedDRA (medical dictionary) and the need to promote it and ensure it evolves for global users, including integrity and multilingual/interoperability considerations. While access to MedDRA will remain in a separate website (meddra.org), the ICH website's information architecture should reflect MedDRA's importance as a major ICH product alongside the guidelines.

h. Clear, approachable design



ICH intends to communicate using clear, accessible language while maintaining transparency and encouraging stakeholder engagement. The new website should reflect this orientation towards more accessible language with an updated design that does not alienate users. The goal is **not** to match the highly technical content of the guidelines with complex site design.

i. Modern, accessible and fast

Users asked for visual modernisation but also raised performance concerns. The redesign should modernise design and readability without compromising speed and stability, especially important given frequent return usage and reliance on deep links. Accessibility should be embedded as a standard practice across design and build following WCAG best practices. Increasingly the ICH website will be accessed also in environments with limited connectivity; the redesign should pay particular attention to make the website accessible on low-bandwidth environments.

SCOPE OF WORK

ICH is seeking a supplier that can deliver the redesigned ich.org through a complete lifecycle, working collaboratively with ICH stakeholders and managing decisions, trade-offs and delivery risks.

The work is expected to include:

Discovery and definition.

The supplier will align stakeholders around objectives, constraints, success measures and the strategy-to-website implications described in this RFP. The supplier should demonstrate how they will translate ICH's strategic direction into web content and experience outcomes without overcomplicating the site.

Information architecture and UX design.

The supplier will design a coherent information architecture that supports access for the two types of user groups described above and reduces siloing. The supplier should test and validate key experiences such as cross-linking, finding the most recently issued guideline or update, locating meeting reports and discovering unfamiliar content.

Design system and UI.

The supplier will design a modern, accessible, and performance-aware UI and component system suitable for a structured knowledge website.

WordPress build and implementation.



The supplier will implement the website on WordPress (preferred), including templates, structured content types, governance-friendly editorial workflows and a maintainable architecture.

Search and structured retrieval experiences.

The supplier must redesign and improve the structured retrieval functions present on ich.org. The supplier should explain clearly how search relevance, filtering and user discovery needs will be met across the site, not only in isolated tools.

Consultations publishing and stakeholder participation.

The supplier must preserve and improve the public consultations experience, including clear publication of consultations and deadlines and reliable presentation of submission guidance, consistent with the existing consultation model.

Training and implementation support integration.

The supplier should strengthen the linkage between guidelines and training resources, building on the Training Library model and ICH's strategic emphasis on implementation support (i.e. training).

Migration, redirects and continuity.

The supplier will propose and execute a migration approach that protects continuity and deep links as far as feasible, reflecting user reliance on direct links and bookmarks. The approach should include redirect planning, content QA and SEO continuity.

Quality assurance, training, launch and hypercare.

The supplier will provide testing and launch readiness support, editor/admin training, documentation and a defined postlaunch stabilization ("hypercare") period.

SUPPLIER PROFILE

ICH seeks one primary supplier with strong capability across:

- **UX and information architecture** for complex, document-heavy, structured knowledge environments, with demonstrable improvements to discovery and cross-linking outcomes.
- **WordPress delivery** that supports structured content, editorial governance, security and long-term sustainability.
- **Search and findability** design and delivery appropriate to a guidelines library and related artefacts, reflecting the user evidence that search is the leading pain point.
- **Implementation and training integration**, aligning with ICH's strategic emphasis on strengthening guideline implementation and training support.

- **Strategic design to support communications and content clarity**, supporting ICH’s intent to communicate outcomes in clear, accessible language and strengthen identity/visibility.

WHAT ICH WILL PROVIDE

ICH will provide access to relevant stakeholders and subject matter experts, existing site materials and content sources required for delivery, and guidance on priorities for migration and ongoing governance. The supplier will be expected to translate these inputs into a coherent content structure and working WordPress implementation consistent with ICH’s strategic direction and user needs.

SUBMISSION GUIDELINES

Proposal length limit

Proposals must not exceed **eight (8) pages**, excluding optional annexes.

Proposal submission deadline

Proposals must be received no later than **15 March 2026, 23:59 CET** by email to **procurement@ich.org**

What proposals must cover

Within eight pages, proposals should address:

1. **Concept and vision** for the redesigned ich.org, including how it supports ICH’s strategic direction (identity/visibility, transparency, accessible communication, implementation support) while meeting the user need for guidelines-first retrieval and change tracking.
2. **Approach and methodology**, explaining how discovery, co-design, validation, and delivery will be managed end-to-end by a single accountable supplier.
3. **Project management and communications**, outline how progress will be monitored, and reported and how clear, timely communication with ICH will be ensured throughout the project.
4. **Draft structure and UX direction**, showing how two user journeys will be supported, and how guidelines, updates, consultations, implementation status, and training will connect as a coherent system.
5. **WordPress and technical direction**, including how search, filtering, and structured “database-like” experiences (including export) will be modernised.

6. **Team and roles**, including the prime supplier’s delivery lead and key contributors (UX/IA, design, WordPress engineering, search, content/migration).
7. **Workplan and timeline**, with milestones and assumptions, and completion not later than the last week of September.
8. **Budget breakdown**, including total cost, day rates and estimated days per role (ICH is not publishing a budget range).

Optional annexes (not included in the 8-page limit)

Optional annexes may include: assumptions/risks/dependencies; relevant case studies and examples; CVs; and a short text-based concept illustration (e.g., how a guideline page could present “latest version + related training”).

EVALUATION APPROACH

ICH will evaluate proposals based on overall value and confidence in delivery. Assessment will consider:

- **Strategic alignment:** how well the proposal supports ICH’s strategic direction on identity/visibility, transparency, accessible communication, and implementation support, as well as the site principles and priorities outlined above.
- **Quality of approach:** credibility of delivery plan, risk management, and ability to deliver end-to-end as one accountable supplier.
- **WordPress sustainability:** maintainability and simplicity of editorial governance.
- **Search and structured retrieval capability:** ability to modernise and improve existing index/implementation tools and overall site search experience.
- **Cost clarity and value for money.**

Shortlisted suppliers may be invited to present their approach and respond to questions.