Terms of Reference

Development of a Website for the United Nations Decade of Ocean Science for Sustainable Development – Preparatory Phase (2018-2020)

Objectives

In the context of preparations for the United Nations Decade of Ocean Science for Sustainable Development (2021-2030) – referred to in this document simply as "the Decade" –, we are launching a call to contract the development of a website to serve as central portal for all activities, resources and other elements to be developed during the Decade's two-year Preparatory Phase (2018-2020).

The goal is to build a modern, user-friendly, multilingual and accessible platform for the Decade, where different stakeholders (i.e. Governments, scientific community, civil society, foundations, private sector, general public) can interact, informing themselves about and providing inputs to the Decade Preparatory Phase.

The website should serve as central platform for communicating about the activities of the Decade's Executive Planning Group (EPG) and Stakeholder Forum (SF). The website should also be equipped with basic community-engagement functionalities to support these bodies in organizing their various activities and mobilizing stakeholders.

The providers will also be working in close collaboration with IOC and UNESCO web developers to ensure that there is seamless and integrated connection between the new IOC website and (i) the IOC OceanExpert database management system (currently under redevelopment) and (ii) UNESCO's public information news and event announcement templates.

Background

Background documentation about the UN Decade of Ocean Science for Sustainable Development can be found under "Resources" at http://oceandecade.org. Interested parties are encouraged to read in particular the Decade's strategy document:

Decade of Ocean Science: Roadmap (Revised, June 2018) - English / French / Russian / Spanish

An overview of websites developed for prior or ongoing "United Nations Decades" can also be a useful source of complementary information. The UN Decade on Biodiversity (2011-2020) website is a good (though not exact) example of the kind of functionalities and wireframe desired.

Scope of Work

- Assess the functional needs of the Decade's Preparatory Phase through interviews with the IOC Secretariat and key Decade stakeholders.

- Make a proposal for a navigation wireframe as well as a set of functional elements (i.e. calendar, interactive map, forum section, etc.) to be approved by the IOC. The proposal should be based primarily on the Terms of Reference outlined here, but may include additional elements as deemed fit by the contractor. Navigation and functionalities should respect and aim to ensure ease of accessibility, quality of contents, user-friendliness, ease of maintenance/update, information retrieval, etc.

- Design the website structure, taking into account the functional and structural requirements outlined in this document as well as an overall "common sense" approach to web development: clear catalogs & folders for data & page storage, attractive site & page layout, easy to use, update and maintain, flexible navigation & search function; well integrated analytics, etc.

- Provide draft text and image selection for all website landing pages, based on existing materials and interviews with IOC staff and key Decade stakeholders. Images will be sourced via IOC's internal image bank and Shutterstock.com. Other options for royalty-free images welcome.

- Perform controlled acceptance testing of the website with relevant IOC staff and Decade stakeholders. Errors and relevant functional changes must be corrected/performed by the contractor and approved by the IOC.

- Organize training for IOC staff on website maintenance and content update. The contractor will also be required to provide training manuals and all necessary documents for appropriate website maintenance and content update.

- Ensure website hosting, support and maintenance (security and software updates) **until December 2020**, in coordination with IOC web developers, including the following actions:

  o design and implementation of anti-hacker and antivirus plan for the website
  o design of backup/restore plans
  o fix website bugs and provide troubleshooting services

Structural and Functional Requirements

The Decade website will be designed and developed according to the following specifications and technical elements:

Public Interface

This interface will contain general information regarding Decade activities, events, publications and other key public information. The section should provide a holistic view of the Decade and its Preparatory Phase, with emphasis on how different stakeholder groups and individuals can participate. The following are specific elements required for the navigation:

1. Presentation of the Decade (emphasis on visual aspects)

2. Actors of the Decade + targeted key messages/presentation per stakeholder group (i.e. policy makers, ocean science community, civil society, etc.)
3. Preparatory Phase Meetings and Events (interactive map/calendar)
4. Resources (making available the logo, branding materials and publications)
5. News
6. Multimedia (videos and images)
7. Discussion Forum visible to the public (Participation will require registration, see **Secure Interface**)

This is not an exhaustive list, but rather the start to a process of mapping out functional and navigational needs by the contractor together with the IOC Secretariat.

Secure interface

Password-protected environment that grants users access to the interactive elements of the website, for instance:

- Participate in the Discussion Forum
- Add events to the calendar and Interactive Map
- Other uses as deemed necessary

Hosting

The scope of this call includes hosting by the contractor of the Decade website until 31 December 2020. The website should be accessible via the existing URL http://oceandecade.org which shall be redirected by IOC once the new website is live.

Users and Language

The website will cater to major stakeholder user groups (i.e. Governments, scientists, general public, NGOs, foundations, private sector). Much of the content on the website will be same for all user groups, but some content will be user group specific.

English, French, Spanish and Russian will be the reference languages: it does not mean that all content will be available in these languages, but that the website should be able to show all four language versions if and when needed.

Functionality & Technical solutions

Content management system platform

The contractor should make a proposal for choice of CMS, to be validated by the IOC.

Static content

Carefully-designed presentation of the Decade structure, background, and stakeholders. The contractor will be responsible for providing draft text for all website landing pages, working together with key IOC staff for validation. Much content can be derived from existing materials under the Decade brochure (July 2018) and other resources.

Dynamic content

News items, new publications and new multimedia material (videos and images: media library) will be updated consistently and continuously by the IOC – this will not be expected from the Contractor. The Contractor will nevertheless be expected to upload a few initial examples/templates for the benefit of the IOC staff.

Interactive Calendar and Map should be integrated to showcase events and their pertinent information. These events will be input by anyone registered to the Decade website.

User registration should give users the opportunity to participate in the Discussion Forum, add events to the calendar/map, and to talk to other users. This registration process should give users the option to self-categorize into one of the set stakeholder groups (Government, private sector, scientist, etc – groups list to be finalized with IOC staff). Ideally, users registered on the website should automatically be registered onto a dedicated list on the IOC MailChimp.com account.

Language support

Content management system must support publishing content in all five UN languages (even if reference languages are a priori English and French only).

Emphasis on accessibility

The Decade website should be easily accessible to users with special needs and/or who live in localities without access to high speed internet. In terms of accessibility more broadly, the website should respect the following requirements:

- Responsive design for best user-experience on all device formats based on design models and personalized Google analytics data available
- Clear navigation
- Unobtrusive graphics supporting (not drawing attention from) content
- Website should be optimized for search engines
- Website should contain templates for individuals with special needs (visual impairment, for example)

Google analytics reporting

All user experience on the website should be recorded from the website *go live* through google analytics.

Social media integration

The website should enable reposting of news, events, and other relevant content on social media channels, including but exclusive to: Twitter, Facebook, Instagram, Google+, LinkedIn

Roles and responsibilities

The *Contractor* will be responsible for the activities broadly highlighted in the section "Scope of Work", which include elaboration of: website design concept, navigation structure, development, production of text for all static/landing pages, selection of images (which will be procured/provided

by IOC at no cost to the Contractor), acceptance testing, search-engine optimization, social media integration, google analytics integration, and training of key IOC staff. Post go-live, the Contractor shall be responsible for hosting, support and maintenance services until 31 December 2018, on the basis of a proposed number of service hours to be agreed upon between the Contractor and IOC.

The *IOC/Decade staff* will be responsible for overseeing and facilitating the work of the Contractor during the development phase (i.e. procuring selected images; giving inputs for static text to be drafted by the Contractor, liaising between Contractor and Decade stakeholders). Post go-live, the IOC/Decade staff will be responsible for editing the website content and overseeing the hosting, support and maintenance services provided by the Contractor.

Duration / Timeframe

The website should be live within **3 months from the signing of contract**, based on a mutually agreed contractual timeframe arrangement.

Provider qualifications and experience

One of the major requirements for this assignment is to have thorough understanding of web design and development in an intergovernmental institution context. Providers having proven experience working for large intergovernmental organizations will be given preference.

The provider should have a team with strong experience on web design and development, as per requirements set out below:

- Practical experience in governmental/intergovernmental sector and experience with undertaking communication activities.
- Experience in design, production and dissemination of knowledge products;
- Positive track record in engaging with institutional clients in broad, inclusive dialogue at all stages of the project;
- Effective report writing/publication of reports and communication skill.

Budget

Total proposed remuneration requirements, including post-Go live deliverables (hosting, maintenance, security updates), are expected to fall within a **USD 20,000-30,000** budget bracket.

Procedure for submission of expression of interest

Interested providers should submit a proposal containing the following by **3 September 2018 (23:59, Central European Time)**:

- Remuneration requirements (daily rates) and contact information,
- Examples of/references to prior work. *For independent consultants, only*: also include an updated CV.

- A draft implementation plan and timeframe describing how the activities will be conducted.

Only complete and timely applications will be reviewed. *Only short listed proposals will be contacted.*

Please submit your proposals to Julie Rigaud (j.rigaud@unesco.org) and Vinicius Lindoso (v.lindoso@unesco.org)