

*Terms of Reference*

# Development of a Corporate Website for the Intergovernmental Oceanographic Commission (IOC) of UNESCO

## Background and Objectives

In the context of IOC's redevelopment of its communications strategy and tools, we are launching a call for a provider to redevelop the IOC website to provide a modern, user-friendly, up-to-date homepage and portal to its communities, Member States and the general public.

One-pager brief about the mission and vision of UNESCO's IOC can be found [here](#).

Current IOC web presence: IOC is currently present online via two websites.

- **loc-unesco.org:** IOC's former corporate portal which contains most of IOC's governing body documents and contact/event management system. It serves as a gateway to IOC programme and project websites, catering mostly to our Member States and technical communities. The website is most used in and around June, during Executive Councils and Assemblies. This website has become IOC's *de facto* intranet for technical users.
- **loc.unesco.org:** a corporate portal aimed at the larger public as well as Member States, which contains basic content about IOC structure and activities. The website posts dynamic IOC content, such as new publications, news and media material, and connects IOC with other UNESCO-wide theme pages (i.e. One Planet, one Ocean) and to the work of other UNESCO sectors. It caters to various user types, and visitor rates remain fairly constant throughout the year. It is the *de facto* IOC corporate homepage.

The purpose of this call is to develop a new, multi-purpose, dynamic, integrated website that is *the* gateway to IOC's web presence. This corporate website should offer, at a minimum, the functionalities currently covered by both existing websites.

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.

## Scope of Work

- Assess the current IOC / UNESCO website structure and contents to find the best redesign solutions to ensure ease of accessibility, quality of contents, user-friendliness, ease of maintenance/update, information retrieval, etc.
- Access UNESCO Drupal production environment for reference, applying the backend and any perceived advantages of layout design, navigation, usability & etc. to the redesign & implementation of the new IOC website.

- Make proposal for design of new website based on corporate UNESCO guidelines and specific IOC functional and structural requirements (outlined below) for Senior Management's review and approval.
- 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.
- Training to IOC and (potentially) UNESCO staff on website maintenance and content update; in addition, provision of training manuals and all necessary documents for appropriate website maintenance and content update.
- Propose, in coordination with IOC web developers:
  - o the design and implementation of anti-hacker and antivirus plan for the website
  - o backup/restore plans
  - o software, hardware, and other back-end applications related to the web development
  - o Website bug fixing and troubleshooting services for 2017, 2018, 2019

### Structural and Functional Requirements

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

- Interface (Public versus Secure)
  - o Public interface: This interface will contain general information regarding IOC activities, publications and other key public information. The section should provide a holistic view of IOC as an intergovernmental institution, as a part of UNESCO, and as a hub for scientific networks, private sector and civil society partners.
    - Specific requirements for this section:
      - Seamless connection to IOC OceanExpert Events/Documents database, showcasing registered activities and events
      - Seamless connection to UNESCO Drupal production environment in order to allow web news and event announcements to feed both IOC and UNESCO pages. **Emphasis on emulating as much as possible UNESCO news and event announcement templates.**
  - o Secure interface: multi-level access restricted to members of IOC Secretariat and Governing Bodies as well as members of expert communities part of OceanExpert database.
    - Specific requirements for this section:
      - Seamless connection to IOC "OceanExpert" contact database, so that OceanExpert profiles will define security access level on website
      - Seamless connection to IOC OceanExpert, permitting the showcasing of in-depth information on events and associated documents.
- Hosting

- The new integrated website will be hosted in the Ostend (IOC Project Office for IODE) server and accessible through the URL [ioc.unesco.org](http://ioc.unesco.org).
  - The URL for the second website, [ioc-unesco.org](http://ioc-unesco.org) will be redirected to the new website.
- Users and Language
- The website will cater to four major user groups (i.e. Research, Policy, Member States and Public & Media)
  - Around 80% of the content on the website will be same for all user groups and 20% will be user group specific.
  - English and French will be the reference languages: all content will be available in these languages (other languages must nevertheless be supported on ad hoc basis)
- Functionality & Technical solutions
- Content management system platform
    - CMS built in Drupal abiding by the following specifications:
      - Seamless connection to UNESCO Drupal backend to allow mutual feeding of event announcements and web news releases
      - CMS developed in a way that allows it to display IOC related information in OceanExpert database using web services.
  - Static content: carefully-designed presentation of IOC corporate structure, history, mandate, Member States and stakeholders
    - Content derived from Marketing Brochure (to be produced by Flinch Marketing Ltd. by late October 2016)
  - Dynamic content: news items, new publications and new multimedia material (videos and images: media library) will be updated consistently and continuously by IOC Web Editor
    - Select news items from IOC Programme websites will be uploaded after modification by IOC Web Editor for editorial consistency
  - Gateway to Programme and Project websites: interface will provide easy user access to all IOC programme websites (i.e. Tsunami, MSP, IODE, etc.)
    - Information (events and news items) from these websites will be shared with [ioc.unesco.org](http://ioc.unesco.org) manually by IOC Web Editor
  - Language support: content management system must support publishing content in all five UN languages (even if reference languages are English and French only).
  - Emphasis on accessibility:
    - 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
    - Content selection led by IOC Editor, with approval from IOC Senior Management
    - Website should be optimized for search engines

- Website should contain templates for individuals with special needs (visual impairment, for example)
- Graphics and images derived from:
  - Existing resources (UNESCO and IOC)
  - Marketing Brochure (under production)
  - Additional procurement of stock imagery by website contractors, as required
- Email newsletter signup
  - Via Mail Chimp
- Google analytics reporting
  - New account
- Social media reposting of news, events, and other relevant content:
  - Google+
  - Facebook
  - Twitter
- Branding
  - IOC branding guidelines (to be produced by Flinch Marketing Ltd. by Late November) will be incorporated in the design and content selection of the website.
- Roles and responsibilities
  - External provider:
    - Strategy
    - Original design
    - Development
    - Testing
    - Search-engine optimization
    - Client training (IOC Web Editor and IODE Web Developers)
  - IOC Web Editor:
    - Oversight of external contractor
    - Content editing (with materials from IOC marketing brochure, under production by Flinch Marketing Ltd.)
    - Continuous content updates and formatting
  - IODE Web Developers:
    - Oversight of external contractor
    - Continuous website maintenance (updating cms, security, general servicing)
    - Redevelopment of OceanExpert database and integration into new website

#### Duration / Timeframe

The project should be implemented within **2 months from the signing of contract**, based on a mutually agreed contractual timeframe arrangement.

The new fully functioning website will be officially launched at the UN Conference to Support the Implementation of Sustainable Development Goal 14 (5-9 June 2017, New York).

### 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 are expected to fall within a **USD 35,000-40,000** budget bracket.

### Procedure for submission of expression of interest

Interested providers should submit a proposal containing the following by **20 January 2017 (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 Vinicius Lindoso ([v.lindoso@unesco.org](mailto:v.lindoso@unesco.org)).