

*Terms of Reference*

**Development of an “World Oceans Day” Online Portal for the Intergovernmental Oceanographic Commission (IOC) of UNESCO**

Background and Objectives

**Background**

The Intergovernmental Oceanographic Commission of UNESCO, the UN Division of Oceans and the Law of the Sea, The Ocean Project and the World Ocean Network are seeking a company to develop a web portal to service their needs and the needs of other stakeholders involved in organizing World Oceans Day activities.

This Technical Group was established to support, guide and strengthen the development of a universal, multi-stakeholder online portal that can serve as a visibility and awareness tools for the networks, organizations, communities and individuals taking part in the celebration of the World Oceans Day, a festive day celebrated by countries around the world since 1992, following the UN Conference on Environment and Development.

The UN General Assembly officially recognized the World Oceans Day in 2008, further catalyzing an increasing number of celebrations worldwide with events that range from community-organized beach clean-ups to awareness-raising seminars hosted by aquariums, to scientific round-tables organized by oceanography centers. Events range from small to major public events, with celebrations at the UN HQ (coordinated by DOALOS) and the UNESCO HQ (coordinated by IOC) assembling both civil society actors, high profile decision-makers, and Heads of State.

**Objectives of the Portal**

- Provide a multi-cultural, multi-lingual platform for interaction and information sharing among all those interested or involved in the World Oceans Day
- Share information and resources – both logistical (event-planning) and educational
- Give visibility and legitimacy to World Oceans Day activities worldwide
- Collectively mobilize the general public toward protecting the ocean and sustainably using its important resources.

Additional information about the World Oceans Day is available on the following web sites:

<http://www.un.org/en/events/oceansday/>

<http://www.worldoceansday.org/>

<http://www.worldoceannetwork.org/won-part-6/active-3/celebrate-world-oceans-day/e-c-o-l-e-world-oceans-day-2015/>

<http://www.unesco.org/new/en/oceans-day>

### **Governance Structure**

- A core **technical group** coordinates on major editorial decisions and general criteria for content selection/production. The technical group will be composed of representatives from UN-DOALOS, IOC-UNESCO, The Ocean Project, and the World Ocean Network. Other members may join as deemed fit. This group will have oversight over the external provider hired through this call.
- A larger **steering group** gives strategic guidance to the framing and content of the Portal, while helping to generate further engagement from their respective communities. This group is composed of members of UN-Oceans, civil society and scientific institutions who are committed to developing ocean communication and raising the profile of World Oceans Day.
- A specific **Web Working Group** under the coordination of the IOC-UNESCO Digital Communications Editor will be set up to work closely with the external provider in the development of the UNOceansDay.org portal.

### Scope of Work

- Make proposal for design of the UN World Oceans Day portal based on guidelines from the Technical Group, to be reviewed and approved;
- Design the website structure, taking into account the requirements such as multiple languages, user-friendly accessibility, attractive site & page layout, easy to update and maintain, flexible navigation and search function, tracking of webpage visits using up-to-date google analytics technology
  - Use simple, cost-effective techniques to test design features with representative users before implementation of major features such as restructuring the main navigation menu and integrating the database to the main website.
- Design and development of event and resource database structure to be integrated into the UN World Oceans Day Portal:
  - Based on secure interface, accessible to registered users, who will be able to add information and files to the database following pre-set templates.
  - This databased should have seamless connection to the back-end of WorldOceansDay.org so that events registered on either platform can be mutually available, automatically.
- Training web editors and developers from the relevant members of the Technical Group on website maintenance and content update
- Design and establish anti-hacker and antivirus plan for the website
- Warranty and maintenance service for 2017, 20XX, 20XX
- Make recommendations for software, hardware, and other back-end applications related to Web development.
- Above all:
  - Add comprehensive search functionality to the website and the database
  - Ensure browser compatibility: website should be compatible with current versions of following browsers (Firefox, Internet Explorer, Safari, Chrome) as well as Internet Explorer from version 6 and onwards

- Ensure website is optimized for low bandwidth users (a specific requirement for many developing country users) and for access from mobiles and other carry on equipment
- Ensure the website is well indexed into search engines (Google, Bing, etc) for maximum visibility

## Hosting

- The website will be accessible via the <http://unoceansday.org> URL, and hosted by the Intergovernmental Oceanographic Commission of UNESCO, at its server in Ostend (Belgium).

## Basic structure of the UN World Oceans Day Portal

- English, French and Spanish versions are required
- Website based on CMS platform with remote access and with partitioned access (so that we can give select external users the ability to edit specific sections of the website)
- Estimated structure in **single language**:
  - Home page (contains dynamic elements)
  - Dynamic pages: Events, ressources, news, etc.
  - Static pages:
    - About us
    - Profiles and activities of Registered Organizations (UN-Oceans Agencies; Civil Society organizations; Member States): ~20-40
    - Other (To be defined)
- Functions:
  - Subscribe email
  - In site search
  - Social media reposting: all main platforms
  - Google Analytics
  - Photo and Video gallery (optional)
  - Automatic homepage recover (optional)

## Roles and responsibilities:

- External provider:
  - Strategy
  - Original design
  - Development
  - Testing
  - Search-engine optimization
  - Client training (IOC Web Editor and IODE Web Developers)
- UNOceansDay.org Web Working Group:

- Coordinated by IOC Digital Communications Editor (under oversight of Technical Group)
  - Direct Oversight of external provider
  - Content editing
  - Continuous content updates and formatting
- UNOceansDay.org Technical Group:
    - Selection of external provider
    - Determination of branding, content, and oversight guidelines to be implemented by the Web Working Group
  - UNOceansDay.org Steering Group:
    - Expert advice on branding, content selection, and related communications activities

### **Qualifications/selecting criteria**

- Contractor may be either a legal entity or individual consultant
- Contractor must be a reputable with prior rich experience in the field of institutional website design and development
- Proven and solid knowledge and experience in providing similar service to international organizations
- Able to provide user training and all documents in English
- Solid knowledge on website security
- The Contractor should provide a proposal including an implementation plan
- The Contractor should provide the quotation including below information:
  - Website design and setup
  - Database design and setup
  - Related software license
  - Quotation of maintenance service, with 3 years' Service Level Agreement

### 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 25,000-35,000** budget bracket.

### Procedure for submission of expression of interest

Interested providers should submit a proposal containing the following by **24 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 detailed 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)) and Francesca Santoro ([f.santoro@unesco.org](mailto:f.santoro@unesco.org)). Please use the same contact information should you have any question about this call for proposals.