CALL FOR APPLICATIONS
Development of a corporate website for Marine Spatial Planning

How to apply:

Companies and individual professionals are invited to send their proposals to:

msp-ioc@unesco.org

Please include in the subject of your email: "Development of a corporate website for Marine Spatial Planning ". All the proposals should include:

- A financial proposal
- A draft workplan for the proposed timeline, including technical support post-go live
- A portfolio of experience developing corporate website
- A first proposal

Please note that the selected contractor is expected to start the work from 15 January 2019, a first version of the website should be operative by 15 March 2019.

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

Timeline:

The entire assignment has to be accomplished in 2 months after the signature of the contract as follows:

1. Detailed workplan of the assignment developed and approved by IOC-UNESCO

2. 3 creative suggestions for design of website based on the MSP visual identity ()

3. Design of the website structure developed taking into account the functional and structural requirements outlined in this document as well as an overall "common sense" approach to web development: clear catalogues and folders for data and page storage, attractive site and page layout, easy to use, update and maintain, flexible navigation, search function, well integrated analytics (internal use only)

4. Operative version of the website online in all languages and web manager manual
5. Provide onsite support and training to IOC-UNESCO staff in both the administrator interface and basic maintenance of the site architecture and design, in addition to the training manuals and all necessary documents to manage the website

6. Punctual Web technical support to IOC-UNESCO and proposal in coordination with IOC-UNESCO the design and implementation of anti-hacker, anti-virus plan for the website, backup/restore plans, software, hardware, and other back end applications related to the web development, website bug fixing and troubleshooting services from 2018 to 2021

A. PROJECT TITLE:

MSPglobal / Joint Roadmap to accelerate Marine/Maritime Spatial Planning worldwide

B. BACKGROUND INFORMATION

The Joint Roadmap to accelerate Marine/Maritime Spatial Planning Worldwide

Oceans have an essential role for life on earth, sustainable development, employment and innovation. However there are increasing pressures facing oceans: climate change, acidification, eutrophication, biodiversity loss, pollution, over-exploitation and illegal activities. Many countries have undertaken the transition to move towards a more integrated and ecosystem-based management of the marine environment, in the pursuit of sustainable development of the ocean and seas.

The Joint Communication on International Ocean Governance by the High Representative of the EU for Foreign Affairs and Security Policy and the European Commission identifies priority areas for EU action; in particular action 10 on maritime spatial planning.

The objectives and programme of work of the IOC/UNESCO are aimed at promoting ecosystem based management, including through the development and dissemination of the marine spatial planning approach and building of related technical capacity within Member States.

There are different levels of implementation of marine/maritime spatial planning (MSP) processes in the world, including areas where MSP is in its infancy and where joint learning, improved cooperation or capacity building is needed, or areas where arrangements for MSP may exist but a strategic approach to facilitate coordination would be beneficial.

The Directorate General for Maritime Affairs and Fisheries of the European Commission, (DG MARE) and the Intergovernmental Oceanographic Commission of UNESCO (IOC-UNESCO) are committed to support the implementation of the universally agreed Agenda 2030 for Sustainable Development, and in particular the dedicated goal SDG 14, in a comprehensive, consistent and holistic way, both within the EU and beyond at the international level, and the Strategic Plan for Biodiversity 2011-2020 and its 20 Aichi Biodiversity Targets.

In March 2017, DG MARE and IOC UNESCO adopted a "Joint Roadmap to accelerate Maritime/Marine Spatial Planning processes worldwide". This roadmap will contribute to sketching out a vision and a role for MSP in implementing the Agenda 2030. It defines priority areas and strategic objectives for mutual cooperation and includes a set of actions to be implemented in the coming years, reaching out for collaboration with other UN bodies and Member States.

http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/SC/pdf/Joint_Roadmap_MSP_v5.pdf

The International Marine/Maritime Spatial Planning Forum

One of the actions of this Roadmap is to establish an international forum for discussion and exchange, offering concrete examples and guidelines on how to apply MSP. The forum's overarching objective would be to empower a new generation of planners, sectors, businesses and civil society to identify solutions and commit to cross-sectoral actions to conserve our ocean and to use its resources in a sustainable way.

The MSPglobal project / Supporting internationally accepted maritime spatial planning guidance

The overall objective of the MSPglobal project is to support international marine/maritime spatial planning (MSP) for the sustainable development of the blue economy, by enhancing cross-border and transboundary cooperation where it already exists as well as through the promotion of MSP processes in areas where it is yet to be put in place.

The specific objective aims at improving planning of sustainable economic activities at sea by promoting the establishment of MSP plans and by creating an environment conducive to transnational cooperation through the development of international guidance for cross-border and transboundary MSP.

To achieve these objectives, the project will:

-        Build on the results and experiences from a series of cross-border MSP-related projects in the European Union, the Western Mediterranean, the Southeast Pacific and other international initiatives, as well as on existing national MSP processes;
-        Establish frameworks for cross-border cooperation at regional level;
-        Facilitate and carry out concrete cross-border activities at different geographical levels in the pilot case study areas to

meet the needs of the national and cross-border processes and to support the countries in successfully implementing MSP initiatives;

-        Develop approaches and tools at regional level to contribute to a coherent MSP process by improving participation and transparency on data and information;

-        Support practical implementation of an ecosystem-based approach in MSP for the pilot projects;

-        Develop methods to build MSP processes integrated with land use spatial planning processes to emphasize the land-sea interactions influencing the development of the coastal areas as well as the state of the marine environment.

-        Share best practices and build new knowledge to inform, guide and support MSP at global scale.

The project is designed to support the implementation of the Joint Roadmap to accelerate marine/maritime spatial planning processes worldwide, adopted by the Directorate General for Maritime Affairs and Fisheries of the European Commission (EC-MARE) and the Intergovernmental Oceanographic Commission of UNESCO (IOC-UNESCO) as part of the conclusions of the 2nd International Conference on MSP jointly organised in Paris, March 2017.

The results of this project will be a joint contribution of EC-MARE and IOC-UNESCO to the joint commitment launched by both institution during the UN Ocean Conference through the #OceanAction15346. This project will also be a major contribution to the International Decade of Ocean Sciences for Sustainable Development adopted by the 72th United Nations General Assembly on 5 December 2017.

C. OBJECTIVES AND SCOPE OF WORK

Scope of work

Working closely with the MSPglobal Coordinador at IOC-UNESCO, the service provider is expected to carry out the following tasks:

1. Develop a new, multi-purpose, dynamic, integrated website as the gateway of the marine spatial planning activities jointly led by the Intergovernmental Oceanographic Commission of UNESCO and the Directorate General for Maritime Affairs and Fisheries of the European Commission.
2. Develop web manager manual.
3. Coordinate a web training session for IOC-UNESCO staff.
4. Provide punctual support during 12 months once the website is operative.

D. DELIVERABLES AND INDICATIVE TIMEFRAME

No	Deliverable	Category	Form of delivery	Period of implementation
1	**Detailed Workplan of assignment developed and approved by IOC-UNESCO**		**Word document containing GANTT chart**	**5 working days from contract signature**
2	**3 creative suggestions for design of website based on the MSP visual identity**	Website Beta	**Website (URL not published)**	**15 days from contract signature**
3	**Design of the website structure developed in agreement with IOC-UNESCO**	Website Beta	**Website (URL not published)**	**15 February 2019**
4	**Operative version of the website online and web manager manual in agreement with IOC-UNESCO**	Website	**Website (URL published)**	**15 March 2019**
5	**Training for IOC-UNESCO staff to manage the website**	Training Session	**Training session**	**Before the end of March 2019**
6	**Punctual Web technical support to IOC-UNESCO**	Technical support	**E-mail, phone, skype contacts**	**March 2020**

E. Technical specifications of products

1. Website

1.1. Concept

- Develop a new, multi-purpose, dynamic, integrated and user friendly website as the gateway of the marine spatial planning activities jointly led by the Intergovernmental Oceanographic Commission of UNESCO and the Directorate General for Maritime Affairs and Fisheries of the European Commission:

    - MSPglobal Project
    - Joint Roadmap to accelerate Marine/Maritime Spatial Planning Worldwide
    - International Marine/Maritime Spatial Planning Forum

1.2. Design and structure

Colour palette and logos - in order to ensure the visual identity of the project, the contractor will consider the logos and guidelines of MSPglobal provided by IOC-UNESCO.

Structure –

The public interface will contain general information about the three key initiatives dedicated to marine spatial planning as a hub for partners, stakeholders, scientific networks and civil society.

Hosting –

The new integrated website will be hosted externally in a Member State of the European Union, the contractor will propose different options to be agreed with IOC-UNESCO. IOC-UNESCO will be in charge of covering the expenses of hosting.

The URL for the website should be proposed and agreed with IOC-UNESCO.

IOC-UNESCO will be in charge of covering the expenses of the URL.

Users–

The website will cater to four major user groups (i.e. Research, Policy, Member States and Public and Media)

2. Content management and components of the manuals

The static contents will provide the basic information of the MSP initiatives in all languages.

The dynamic content dedicated to news, new publications, new multimedia materials (videos and images: media library) will be updated consistently and continuously by the web administrator and it should be unique for the 3 MSP initiatives.

The website should also be a gateway to Programmes of IOC-UNESCO and the European Commission in relation to marine spatial planning and other project websites.

In relation to accessibility, the website should have a responsive design for best user-experience on all device formats based on design models and personalized Google analytics data available (new account to be created).

Email newsletter sign up.

Social media reposting of news, events and other relevant content vía Facebook, Twitter, Google+, e-mail, etc.

Website should contain templates for blind and visual impairment users and "low-band width" version for users connecting with less development wifi/internet networks.

Guidelines/Manual/Handbook in English for the administrator interface and basic maintenance of the site architecture and design will be provided to IOC-UNESCO.

The content management system must enable the web administrator to easily update the content of the website without the need of programming. It should allow updating content, adding pages, updating navigation menus, managing users, uploading contents (files and media) and any other operations needed to control and update the website without the need to contact the solution provider.

3. **Multilanguage:**

The website interface and content will be in English, Spanish and French (also Arabic for the MSPglobal project contents) therefore the website must enable the web administrator to upload all kind of data and content in all mentioned languages. English will be the main interface and landing page.

4. **Search engine:**

All contents of the website must be searchable on all search engines.

5. **Media gallery:**

Gallery to support all forms of media: images, videos, pdf documents, etc.