



Attachment 1 to RfP IUCN-23-02-P04184-1 Specification of Requirements / Terms of Reference

1. ABOUT BESTLIFE2030

As a follow-up to the previous BEST RUP, LIFE4BEST, BEST2.0 and BEST2.0+ sub-granting programmes, BESTLIFE2030, implemented by IUCN's European Regional Office, will establish a financing facility to support grantees implement projects that will ensure impact on the ground and that will ultimately demonstrate the commitment of the EU Overseas towards regional and international biodiversity and sustainable development strategies. Across the relevant regions, the IUCN-led consortium will engage regional stakeholders with the required technical experience and knowledge in implementation and decision making to provide meaningful and active guidance to applicants and grantees. This support will materialize in concrete actions gravitating around the development of capacity of local actors and regional institutions, project monitoring, communication and visibility, as well as capitalization exercises to share best practices and knowledge management. The BESTLIFE2030 project will build a strategic framework so that the impact achieved by the awarded projects can inform and reinforce not only the local strategies in the EU Overseas, but also those developed nationally and at EU level. The project will: - provide specific support to local stakeholders in Outermost Regions (ORs) and Overseas Countries and Territories (OCTs) for biodiversity conservation and the sustainable use of ecosystem services, including for climate adaptation, as set out in the Commission Communication "A stronger and renewed partnership with the EU's outermost regions"; - empower local stakeholders in ORs and OCTs to define and implement projects tailored to their respective challenges, and to effectively address concrete conservation issues; - stimulate the inclusion of conservation and the sustainable use of biological resources into decision-making, and mainstream issues across all sectors of local economies and policy-making frameworks; - contribute to the achievement of the post-2020 Global Biodiversity Framework to be adopted at the CBD COP 15.

2. DETAILS OF THE REQUIREMENT

IUCN invites you to submit a Proposal to develop the BESTLIFE2030 website and ensure ongoing maintenance throughout the duration of the programme, and to develop the programme's visual identity. The detailed description of the work package (WP) requirements can be found in sections 2.1 (WP1. Public website) and 2.2 (WP2. Visual identity) of this Attachment 1.

2.1. Work package 1. Public website

IUCN requires a simple – yet modern – website with the main purpose of disseminating information on the BESTLIFE2030 calls for proposals and presenting funded projects. It should ensure effortless navigability for the user and easy access to all sections, as detailed below. No login should be required to access the website.

The website will be developed and administered in two languages: English and French.

2.1.1. Main elements

A. With a layout that should be similar to that of the two websites currently in use [BEST2.0+](#) and [LIFE4BEST](#), the new BESTLIFE2030 website must feature the following main sections: "about" (the programme and implementing consortium), news, calls for proposals, projects (per region), useful documents, contact.

B. In addition to the standard sections above, the website must feature a forum section where users can launch discussions, ask questions, and interact with each other (e.g. [basic Wordpress forum](#)).

C. In addition to the sections above, the website must feature a database section, coupled with a dynamic map, that will be fed by the administrators with basic information (programme name, project name, region, territory, total budget, brief description, logos/photos) on the previously funded grants. A simpler version of the BESTLIFE2030 donor [CINEA's project database](#) or one similar to that of the [Network Nature case study database](#) would be the ideal solution. The database, coupled with a dynamic map feature, should feature the following search filters: region, territory, programme, total budget, as well as a keyword search function.

The winning bidder will provide training on backend use (print tutorial and training sessions) and will ensure maintenance support (separate maintenance contract) throughout the duration of the BESTLIFE2030 programme.

2.1.2. Objectives

IUCN is soliciting proposals from contractors that would be able to provide cost-effective design, development and maintenance of a new website for the BESTLIFE2030 programme.

In creating the website, BESTLIFE2030 has the following goals and targets to guide this work and measure the success of the project:

- An accessible website with ease of navigation, searching, and filtering content, leading to an enhanced user experience.
- A website that provides functionality and opportunity for collaboration and knowledge sharing via the content published and the use of the forum and database sections.
- A one-stop platform of all BEST grants and relevant information for practitioners, resulting in increased value for website users and donors.

The new website, including its information architecture and visual design, must support the general strategic objectives of the [BEST Initiative](#). The development phase of the project website contributes to these objectives in the following ways:

- *External users*: users will find, engage with and explore content using the features and tools outlined in the architecture and visual designs, and they will do so as expected, without delays or technical errors.
- *Internal users*: website administrators will have an intuitive CMS (preferably WordPress) that encourages consistency while allowing flexibility and helps prevent mistakes or bad practice.
- *Collaboration partners*: the interfaces and standards used make it possible to access external resources and help other content creators to integrate content from the platform.
- *Reliability and security*: the website will perform as designed even at sustained peak use or under other technical stressors, and will be secure against outside threats and unexpected outages.

2.1.3. Key audiences

Our users are spread across numerous regions and territories. Thus, multilingualism (initially English and French; other languages may be added later) and the ability to operate in low bandwidth environments are vital requirements (most of our users will be based in the EU's ORs and associated OCTs). Furthermore, our intended users are not necessarily IT specialists, and thus ease of use and intuitiveness are crucial aspects as well. The website has four priority audiences: applicants (information on calls for proposals and projects implemented in their regions), grantees (information on calls for proposals, various useful documents – e.g. guidelines, templates), general public (information on projects implemented in their regions), granting authority & consortium partners & local governments (information on programme impact).

2.1.4. Interoperability and open standards

As a matter of principle, open-source and widely used technologies ([open-source software](#)) should be used to ensure that they can be freely used by third parties at a later date. Deviations must be justified in a comprehensible manner. Completely proprietary software solutions are ruled out. The use of completely self-developed website components without a high degree of Open Source Components should be justified. All technologies used or developed should therefore be licensed in such a way that the website as a whole can be reused as a white label solution.

2.1.5. Functionality requirements

Key functionalities must include:

- A CMS based on a robust and simple-to-use modular design system: we want to allow content creation to leverage page templates, content types and components to allow the creation of visually appealing pages on desktop and mobile.
- A cost-effective and scalable CMS: we want a CMS that provides easy to use publishing tools to produce pages that have impact, is easy to use and is inexpensive to maintain. The webmaster team should be able to easily upload and change content across the website. Edits or new content must have the option to be previewed before being published.
- A CMS able to support integrations: the desired CMS should work with widely used software libraries as far as possible. Standardised partial solutions are preferable to special solutions in order to increase technical sustainability and to avoid lock-in effects. We prioritize quality, robust and effective solutions that are simple to set up, enforce and maintain in the long term.

The list below acts as a detailed reference of the functional requirements of the website, but also requirements of the wider solution and proposal. The relative prioritization and importance on each requirement are indicated using the MoSCoW (Must have, Should have, Could have, and Won't have) method.

Table 1. List of requirements

Reference	Requirement	MoSCoW
SITE CONFIGURATION AND DESIGN		
REQ-1	The site must be optimised for different browser platforms (Google Chrome, Microsoft Edge, Firefox, Safari) and devices (desktop, mobile, tablets)	M
REQ-2	The site must support integrations for page analytics (e.g. Google Analytics or Matomo Analytics) to collect more detailed traffic counts for specific pages and solutions that could be used for tracking effectiveness of communication activities, over periods and intervals that can be set for specific needs for thematic communities.	M
REQ-3	Public content on the site must be optimised for external search engines.	M
REQ-4	The site must provide a powerful search engine that enables users to search by keyword and filter results and sort by relevancy, date, or other options.	M
REQ-5	The site should be able to detect and identify broken links and alert site managers to repair them.	S
REQ-6	The site must have an event calendar system.	M
REQ-7	The site must be set up to support multiple languages (initially English and French, with the possibility to add other languages later).	M
REQ-8	The site must be built so that site administrators can create new sections, pages, and components within pages without the need for technical development.	M
REQ-9	The homepage must be able to pull the most recent content types from the respective areas across the website such as News.	M

REQ-10	It should be possible for site managers to change the layout of a page or new pages from within a predefined list of templates.	S
REQ-11	As it will be an open public website, users will not need to create accounts to access the content published.	W
FEATURES AND CONTENT		
REQ-12	The site must support content types such as files of various formats and multimedia.	M
REQ-13	It could be possible to schedule the release and publication of content on the site.	C
REQ-14	The map explorer linked to the database must have marker popups, clustering capabilities, and allow users to drill through from the map to the individual project profiles.	M
REQ-15	The map explorer linked to the database must allow users to search by keywords, and filter by various fields.	M
REQ-16	The map explorer linked to the database must allow navigation between the displayed content (pins) on the map without having to reload the entire page.	M
REQ-17	The map explorer linked to the database must display a short version of the project and allow further navigation within this frame.	M
REQ-18	Filters must dynamically display the number of projects assigned to them.	M
REQ-19	It must be possible to embed feeds from external social platforms such as Twitter.	M
REQ-20	Users should have the option to sign up to a newsletter that is sent to personal email addresses.	S
REQ-21	The site must be able to display multimedia such as images and videos in galleries.	M
REQ-22	It must be possible for users to download content such as files or multimedia.	M
REQ-23	It should be possible for site administrators to add new content in bulk to content libraries.	S
SITE MANAGEMENT		
REQ-24	Site administrators must be able to download and export all data relevant to each content type on the website.	M
REQ-25	Site administrators must be able to track, analyse, and display various reporting metrics linked to site users, and various content types, on a daily/weekly/monthly basis.	M
TRAINING AND DOCUMENTATION		
REQ-26	The supplier should ensure that all source code is stored in a suitable secure repository such as "Git".	S
REQ-27	The supplier will make the source code readily available to IUCN if and when required in the future.	M
REQ-28	The supplier must offer training sessions to IUCN staff to ensure they know how to manage the website and effectively use all features.	M
REQ-29	The supplier should create easy to use guidelines and online manuals (or videoclips) to compliment the staff training and so that they can be referred to after training.	S
HOSTING, MAINTENANCE AND SUPPORT		
REQ-30	The supplier could identify and mediate several suitable hosting options.	C
REQ-31	The supplier must offer maintenance services which include module upgrades, security patch updates, and site monitoring.	M
REQ-32	The supplier must provide a mutually agreed service level agreement that covers low to high urgency issues and the relevant response times.	M

2.1.6. Browsers and device support

The website design should be fully adaptable across mobile, tablet and desktop – we welcome recommendations on whether a responsive design or adaptive web design is the best option.

The website should be mobile-first responsive design that considers users on mobile, tablet and desktop devices. The website should function for >iOS 13 and >Android 10.

The website should be supported by the most modern Web Browsers and Operating Systems below:

- Windows
 - Mozilla Firefox 106.0
 - Google Chrome 106.0
 - Edge 106 (Windows 10)
 - Opera 92.0
- Macintosh (MacOS)
 - Mozilla Firefox 106.0
 - Google Chrome 106.0
 - Safari 16
- Linux
 - Mozilla Firefox 40.0
 - Google Chrome 65.0
 - Opera 92.0

2.1.7. Security and legal

Maximum level of security, preventing breaches such as spam, viruses, phishing, DOS and DDOS attacks, site hijacking, unapproved posting and content, FTP access and personal information, content or database thefts. The website must be SSL protected.

Additionally, the website must be compliant with GDPR and there must be a fully GDPR compliant Cookie Consent module included on the site. The contractor must also provide IUCN with details of all cookies applied to the site, to be used in the Privacy Policy (this does not need to be included in the proposal), as well as describe all personal data collected throughout the site and the reasons for the collection.

2.1.8. Training

The proposers should include the development of a user manual and delivery of a webinar for the support staff and system administrators to perform content upload, system maintenance and administration. The webinar should touch on:

- *Content management*: the content management training will cover the basic website management such as uploading of content, editing of web pages, navigation of pages and accessing the dashboard among others.
- *Technical backend*: the technical backend training will cover the technical aspects of the website management such as website hosting, existing server specs, overview on how to configure the server to 'publish' the website, backup and restoration, advanced options in security, troubleshooting guide (error codes).

2.2. **Work package 2. Visual identity**

BESTLIFE2030 requires a strong programme identity that is consistent with that of the BEST initiative overall. The logo packs used for two of the previous programmes can be consulted here: [BEST2.0+](#) and [LIFE4BEST](#). The BEST banner should be incorporated in (at least some of the versions of) the communication pack elements listed below.



Figure 1. BEST banner

When designing the visual identity, the [obligatory and recommended communication requirements of the LIFE programme](#) must be taken into account (especially the use of the LIFE logo and funding statement).



Figure 2. LIFE logo and funding statement

A brand book and the standard communication materials (letterhead, signature, report template, presentation template, banner, poster, social media post templates) will be provided together with brand guidelines, as needed.

Final deliverables will include: wordmark / logo in vector format (.ai, .eps, .pdf) (including negative version, greyscale version, one colour version), any font used with relative licence, and technical guidelines for its use (including spacing, standard size, minimum size for legibility in web and print, and colours codes RGB, CMYK, HEX), and the communication elements listed below in Table 2 (non-exhaustive list).

Table 2. Non-exhaustive list of communication deliverables

1	Letterhead	Microsoft Word format (.doc) + editable vector (.ai, .pdf)
2	Report/Publication design	Microsoft Word format (.doc) + editable vector (.ai / .indd, .pdf)
3	General presentation	Microsoft PowerPoint format (.ppt) + editable vector (.ai, .pdf)
4	General brochure	Print and editable formats (.ai, .pdf)
5	Poster	Print and editable formats (.ai, .pdf)
6	Rollup banners	Print and editable formats (.ai, .pdf)
7	Social media post templates	Twitter/LinkedIn (.psd)
8	Wordmark / Logo	Print and editable formats (.ai, .eps, .pdf)

3. TIMELINE

The new website and visual identity would ideally need to be ready by early June 2023, when the BESTLIFE2030 project kick-off meeting and a launch event at the European Parliament are provisionally planned.

Alternatively, the main visual identity element (wordmark) would need to be ready, as would the website’s landing page (displaying the main sections), in both English and French versions.

The below target dates represent a general workflow toward the launch date. Items labelled TBD are items where IUCN will leave the delivery deadline to the Contractor so long as it occurs before the launch date.

The production environment should be set up at a date to be discussed between IUCN and the contractor in order to allow enough time for content population before the launch.

Table 3. Website development timeline

Target dates	Item	Note
1st week	Kick off & planning	Final and intermediate goals are known and defined
TBD	Website & Visual identity design	
TBD	Website & Visual identity development / programming	
TBD	Website content upload	
TBD	Website beta testing and review of deliverables	
8th week	Deliverables Website & Visual identity are completed	Full website is published Visual identity is ready
alternatively		
8th week	Website landing page & Visual identity element “wordmark” are completed	
TBD	Deliverables Website & Visual identity are completed	Full website is published Visual identity is ready