



Request for Proposals (RfP)

IUCN corporate website hosting and technical support

Attachement 1 Specification of Requirements

IUCN headquarters, Global Information Systems

RfP Reference: IUCN-23-10-P90145-1

1. Introduction and Context

IUCN's website runs on Drupal 9 and is currently hosted on Pantheon. For the past 18 months improvements and new features have been brought to the website with the support of external consultants.

IUCN is now tendering to find a partner that would provide a hosting solution as well as technical support for the IUCN website. This partner would focus on infrastructure management, backups, security, bug fixing as well as strategic and substantive enhancements to the platform.

IUCN requires two environments, production and test.

The migration to the new hosting solution is integral part of the proposal.

1.1. *Background Information*

IUCN Website's Strategy

IUCN's **main communications objectives** linked with the IUCN website are the following:

- Present IUCN as a unique and valuable organisation which is relevant to the 'outside world' and to current global priorities. More specifically, this means establishing IUCN as an essential contributor in achieving global priorities beyond conservation, especially the Sustainable Development Goals.
- Raise IUCN's recognition and reputation with target audiences
- Profile the Union and IUCN Membership
- Convey IUCN's authority, credibility and expertise in conservation and sustainable development

The IUCN website should also help achieve these specific goals:

- Meet institutional communications and governance requirements
- Be a shop window for IUCN programs, regions and commissions
- Support fundraising efforts

Target audiences of the IUCN website are external:

- Government agencies and representatives (*Members and potential members*)
- Non-profit organisations (Members and potential members)
- Donors and potential donors
- Development agencies, businesses and other non-conservation actors in sustainable development
- Academia and conservation professionals (Commission members and potential commission members)
- Media

Secondary audience are equally important for *some specific aspects or pages* of the IUCN website:

- **HOMEPAGE:** Visitors new to IUCN or unfamiliar with IUCN as a whole. This could include the above target audiences as well as anybody with a special interest in conservation and sustainable development
- **STRUCTURE:** Different units within IUCN have additional target audiences and needs. Therefore certain sections of the website require a compromise to balance specific unit and corporate objectives

IUCN has an online Portal/extranet for its constituents, therefore the IUCN website does not need to accommodate these types of use.

2. Duration of the contract

The contract will have the duration of 1 (one) year and will be renewed yearly unless any of the parties disagree for the maximum duration of 5 years.

3. Requirements

The requirements are divided between hosting and support.

3.1. *Hosting: Scope of Work*

3.1.1. Hosting Component and hosting details

There are two main components to be hosted: the main corporate IUCN.org website and a few other low-traffic, low-maintenance websites.

Corporate Website components

- Corporate website (iucn.org):
 - Application: Drupal 9 (~31 GB)
 - Database: MySQL/MariaDB (~750 MB)
 - Files (~70G)
 - Search platform: Solr
- Firewall/Armour
- CDN

Expected traffic:

- Monthly views: Up to 2,500,000 worldwide
- Monthly visits: Up to 750,000 worldwide

Backups (files and database):

- Weekly: Full
- Daily: Incremental
- Retention: 6 months

Static and low traffic websites:

- Static HTML pages (~20 GB):
 - 2008congress.iucn.org
 - 2012congress.iucn.org
 - 2016congress.iucn.org
 - digital.iucn.org (root for multiple static / low maintenance websites)
- Old Dupal 7 website (~100GB):
 - Consultation by IUCN only

The previous version of our website needs to be kept because it contains content that hasn't been migrated yet. We expect very low traffic for these websites.

3.1.2. Quality Expectations

The website must remain accessible at all times.

The hosting infrastructure must be able to quickly deliver the website content worldwide (assuming no application problems).

The server must follow all security best practices for Drupal 9/10 hosting.

In case of a DoS, DDoS or any other type of attack, the infrastructure team must be quick to alert and act to mitigate the attack. Regular reports are expected during and following an attack.

3.2. Technical Support: Scope of Work

The contractor will provide services in the following areas:

3.2.1. Maintenance:

Environments: Set up, installation and maintenance of the full stack (servers, php, database, database cache, solr, GIT and Drupal core) for production as well as test environments for the above mentioned website components.

Security: The IUCN website must remain accessible at all times. To achieve this, IUCN expects its contractor to maintain a high level of security of the infrastructure as well as the Drupal installation (Drupal core and Drupal modules must be updated regularly). The contractor will also be responsible to manage the Firewall.

Migration: The contractor will be responsible for the migration of the IUCN corporate website to the new hosting platform.

Small fixes: Any quick to solve fixes to the code.

3.2.2.Evolution:

Functionality: The IUCN website must be able to evolve and stay relevant to our target audience and to keep pace with the market. It must also be able to respond to new requirements/needs.

Design/UX: The IUCN website should not be behind in terms of the audience's expectations of a credible and relevant institutional organisation.

Note: The two aspects of the work – *maintenance* and *evolution* – must be billed separately, either by counting and reporting the hours spent on each aspect or by an estimation of the ratio of work to be done on each aspect agreed upon by IUCN and the contractor.

3.2.3.Specific Tasks

The contractor will be required to conduct the following tasks:

Security

- Perform infrastructure upgrades (server infrastructure, database, SSL, etc) as necessary
- Manage the firewall rules
- Review Drupal security updates monthly and update Drupal core or modules as necessary
- Ensure regular backups are maintain and accessible
- Perform a full site recovery if required

Functionality

- Provide and maintain online development and test environment that allows IUCN to test and validate developments, new features or amendments before applying them to the production environment
- Provide technical maintenance and support to the IUCN website

- Develop and implement strategic improvements (technical and design) based on IUCN needs
- Implement technical upgrades based on security and best practice
- Suggest improvements based on market and technology evolution
- Meet or call twice a month with IUCN in order to:
 - follow-up on current developments
 - discuss advisable security updates
 - discuss improvements options when appropriate
- Provide advice to IUCN on SEO best practices

3.2.4. Quality Expectations

Security standards, such as basic general security and privacy configuration, user roles and permission configuration, robot files (.txt and .htaccess) configuration, restriction of certain files and sensitive documents, must be guaranteed.

Improvements and bug fixing brought to the IUCN website must be expandable and flexible to allow further optimization and incorporation of new features and functions properly and without requiring intervention by the original developers.

Similarly, best practices in development and configuration must be followed in order to meet responsive requirements, compatibility with most common browsers in use and to allow optimal data analysis with Google Analytics.

Operational communications and accounting updates will be clear, consistent and timely.

In addition to the above requirements, IUCN prefers candidates which:

- Are able to provide an integrated approach between website development, strategic advice and visual identity design and implementation
- Demonstrates the ability to keep up to date with current website best practices and the application of best practices in the handling of developments
- Understand the complexities of international organizations and have been successful in suggesting and implementing functionalities to fit those complexities
- Can suggest a clear escalation path / method for issues that become urgent or blockers

3.3. *Emergency off-hours support*

In addition to the above requirements, IUCN would like to know if the candidates can provide 24 hours, 7 days a week emergency support for the hosting and/or for application support.