



# Request for Proposals (RfP)

IUCN corporate website  
hosting and technical support

## Attachement 1 Specification of Requirements

**IUCN headquarters, Global Information Systems**  
**RfP Reference: IUCN-24-02-P90145-1**

### Introduction and Context

The IUCN.org website is the first entry point for the all audiences interested in our structure or our work. It serves as a comprehensive resource centre, providing information on global conservation initiatives, environmental research, and various projects undertaken by the organization. Visitors can access a wealth of data, reports, and publications related to biodiversity and environmental sustainability. Beyond serving as an informational hub, the website facilitates collaboration and communication among governments, non-governmental organizations, scientists, and individuals dedicated to the preservation and responsible use of the Earth's natural resources.

### IUCN's Website Strategy

IUCN's **main communication objectives** regarding the website are the following:

- Present IUCN as a globally relevant, up-to-date, united organisation of people working for the conservation of nature as well as other sustainability goals

- Profile the Union and IUCN Membership
- Raise IUCN's recognition and reputation with target audiences
- Convey IUCN's authority, credibility and expertise in the fields of conservation and sustainable development

The IUCN website should also help achieve these **specific goals**:

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

**Target audiences** of the IUCN website are:

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

**Secondary audiences** of the IUCN website are:

- General public new to IUCN or unfamiliar with our work:
  - Visitors to the **Homepage** and easily accessible content
- **Specific target audiences**: different units within IUCN have additional target audiences and needs:
  - The website's structure includes specific sections to suite each unit's need, while maintaining a balance and unity with the unified look and feel

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

## 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.

**N.B.:** the website hosting is to start **only on January 2025**.

## Technical requirements

We have split these requirements in 3 topics – hosting, basic support and evolutive maintenance. Please note that this division is merely for the sake of clarity. In your proposal, feel free to group or re-arrange these topics in way that better represents your work methodology.

### Hosting

**N.B.:** the website hosting is to start **only on January 2025**.

The selected contender must provide a reliable hosting solution suited to the needs of the IUCN.org website.

#### *Current state:*

- Drupal 9 CMS - ~ 31 GB of code
- MySQL/MariaDB database - ~ 1 GB
- Files (images, documents, etc) - ~ 70 GB
- Search Platform: Solr
- CDN

#### *Expected traffic:*

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

### *Hosting requirements:*

- CDN
- Firewall / Armour
- Adequate resources (processing power, memory, disk space)
- Worldwide availability
- Daily backups (files and database, both incremental and full, 6 months retention)
- Two environments: TEST/STAGE and PROD

### *Scope of work:*

- Creation and configuration of the hosting solution
- Monitoring the hosting solution's performance and health and alert IUCN in case of any action needed
- Tweak the hosting solution's configurations for optimal performance, especially in an initial phase
- Take quick action to mitigate any attacks on the website – particularly DoS/DDoS attacks – and alert IUCN

### *Quality expectations:*

The website must remain accessible at all times (at least 99.9% uptime).

24/7 support is needed in case of downtime.

The website must be available worldwide with sub two seconds page load average.

Stress tests must be taken to ensure the website can cope with the expected traffic.

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

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

Proven efforts to provide ecologically sustainable web hosting will be evaluated higher.

## **Technical support**

The technical support consists mainly of:

- Migration of the website from to the proposed hosting solution (one time)
- Hosting infrastructure upgrades (security and version upgrades) for MySQL, PHP, etc
- Application upgrades (security and version upgrades for the Drupal core and relevant extension) keeping up with the security best practices
- Urgent bug fixing

### *Quality expectations*

The selected contender must be pro-active about security upgrades, both infrastructure and application, and alert IUCN in case of need for upgrading.

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

In case of an urgent bug, the selected contender must reply within the agreed upon SLA's and must providing regular status updates until the issue is solved.

### **Evolutionary maintenance**

The IUCN website is constantly evolving as new needs arise and new functionalities are needed. The selected contender will work together with IUCN to understand and clarify the needs, define the specific requirements and finally implement the needed solution. The selected supplier is expected to have a pro-active role and propose solutions that may suite IUCN's needs.

### *Scope of work*

- Analyse and propose solutions to the known problems / short comings of the website
- Help ideate and define solutions for new features that need to be implemented
- Implement the agreed upon features or fixes:
  - Install / uninstall drupal modules
  - Update the backoffice configuration
  - Develop custom code to suit IUCN's requirements
- Implement expandable, re-usable code

- Provide Design/UX suggestions or improvements on request
- Provide advice on SEO best practices
- Web analytics technical support and strategic advice
  - Setup and fine-tuning of Google Analytics 4 to enable advanced tracking, reporting, and data analysis features.
  - Expert implementation of Google Tag Manager to manage website tags efficiently. This includes the setup of a data layer where necessary to facilitate the structured handling of data across the site to meet reporting needs.
  - Google Search Console consultancy: Utilization of Google Search Console to monitor, maintain, and troubleshoot the site's presence in Google Search results, ensuring maximum visibility and performance.
  - Strategic advice and guidance on optimizing Looker reports.

### *Quality expectations*

The selected contender must:

- Propose solutions with re-usability and expandability in mind
- Respect and implement Drupal development best practices
- Provide regular status updates on the open issues via a project management software tool
- Provide estimates for any task longer than 8h
- Meet regularly (recurrence to be agreed upon) with IUCN to clarify any questions, discuss open issues and solutions and well as to define priorities and strategies
- Present the agreed upon solutions for validation on the TEST/STAGE environment for IUCN's validation
- Be pro-active in their proposal of solutions, best-practices and recommendations that can improve the IUCN website

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.