



Request for Proposals (RfP) Publication metrics and monitoring

Attachment 1: Specifications of Requirements

Knowledge Management, Learning, and Library Services Team
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Part 1 – Introduction

IUCN is a membership Union uniquely composed of both government and civil society organisations. It provides public, private and non-governmental organisations with the knowledge and tools that enable human progress, economic development and nature conservation to take place together. Towards this end, IUCN publishes between approximately 30-90 publications with ISBNs per year; the IUCN Library System currently contains nearly 2000 IUCN publications with IUCN ISBNs.

Part 2 – Statement of Needs

IUCN considers publication uptake monitoring as a strategic priority. We need to know if the publications we've published -- which have been assigned ISBNs and, in recent years, DOIs -- have reached, informed, and influenced target and non-target audiences. We want to understand their uptake and impact to better plan for and inform our corporate-, unit- and project-level communication strategies. We want to benchmark our performance against similar organisations.

IUCN is seeking proposals from potential service providers to:

1. Track uptake of and engagement with our pre-2017 backlist of IUCN publications on the IUCN Library System (currently ~7,200 individual outputs, all with a landing page, and ~4% with IUCN DOIs) and IUCN publications with an IUCN ISBN and DOI released on the IUCN Library System since 2017 and on an ongoing basis (approximately 20-60 per year) from the following sources:
 - Traditional citations
 - Policy
 - Social media
 - News sites
 - Wikipedia
2. Assign a performance metric to each publication based on uptake, influence and reach, with an accompanying visualization that can be displayed on each publication's landing page;
3. Provide an intuitive dashboard for IUCN staff to explore publication performance at institutional, regional, thematic and individual publication levels;
4. Provide personalized online training to a small number of IUCN staff in the use of the platform;
5. Provide timely implementation (together with IUCN IT and library staff) as well as call-down support
6. Provide the ability to identify users of our publications and have the option of interacting directly with them via appropriate channels;
7. Benchmark the performance of IUCN's publications against 5 leading conservation faculties at major universities and against 5 conservation organisations that have a good reputation in publishing conservation literature.

Publications are made available via publication landing pages at <https://portals.iucn.org/library/>. IUCN outputs with DOIs hosted on other sites (for example, the [IUCN Red List of Threatened Species](#) and [PARKS Journal](#)) are for the moment not under consideration

HTML metatags are used to identify some of the metadata fields associated with the publication on each publications landing page (see, for example, <https://doi.org/10.2305/IUCN.CH.2020.16.en>). An XML feed of recently catalogued publications can be accessed via <https://portals.iucn.org/library/pubexport>, or various other types of exports at <https://portals.iucn.org/library/libexport>.