



Request for Proposals (RfP) Website design and development for IUCN's approach to setting robust targets and implementing rapid, verifiable actions for species and ecosystems

RfP Reference: IUCN-25-07-P05011-02

Response to questions

1. What are the types of businesses that would be defined as Category A companies?
 - Companies that manage or own land and make decisions about how that land is used, for example, infrastructure developers, renewable energy companies, agriculture, forestry, and extractives.
2. What types of role/job titles within Category A companies are expected to be seeking this information and therefore using the website?
 - Internal Sustainability and Nature Teams, for example leadership and technical officers.
 - Chief Sustainability Officers.
3. How will the target audience find out about the resources available on the website?
 - A separate communications strategy is being developed to target our primary audiences.
4. Are there a bank of images and assets that will be provided to support the design of the website?
 - The successful applicant will be able to use the IUCN photo library. Otherwise, photos must be used from creative commons sites and be fully credited.
5. What are the primary actions that you want a user to do on the website? What are the KPIs to be measured?
 - The website is an information resource, at appropriate moments the website will direct users to external content.
 - KPIs will be designed at a later course.
6. Are case studies likely to be related to specific pathways?
 - Yes, the first case studies will be related to the direct impact pathway.
7. What is the scope of usability testing as part of the project?
 - There is the potential to explore usability testing with some of our current private sector collaborations.
8. Are integrations with existing IUCN systems required (e.g. CRM, analytics)?
 - No

9. Which analytics platform does IUCN plan to use?

- Please indicate suitable analytics platforms as part of your RfP. Please see Attachment 1 - section 3.7.

10. Is there a preference for managed hosting (e.g. Vercel) versus self-managed cloud infrastructure (e.g. AWS)?

- Please refer to the RfP.

11. Are there any target keyword lists or SEO guidelines already defined?

- Please see Attachment 1 section 3.7.

12. What level of accessibility testing is required (automated scans, manual audits, user testing)?

- Website should follow WCAG 2.1 accessibility guidelines.

13. Do you foresee any additional features (e.g. country-specific landing pages, multi-lingual support) in the next 12–18 months?

- Not within a 12-18 month time horizon.
- Please see Attachment 1 - section 3.5.

14. How will the STAR metric data be surfaced on the site—via a live API, CSV imports, etc?

- The STAR metric is part of the methodology. There is no dynamic use of the STAR data.

15. Is it okay to provide additional technical recommendations for performance, SEO, accessibility, etc?

- Please see RfP section 4.6

16. How will the content of the site be managed?

- Internal communications team.

17. What processing tools are expected for media?

- None specified.

18. Beyond the requirements and criteria outlined in the RfP, what would make a proposal particularly compelling to IUCN?

- Please see RfP documents for exhaustive requirements and criteria.

19. What are the most important elements of this project?

- Please be guided by RfP section 4.4

20. How will the website's impact on the business audience be measured?

- This is to be defined as part of the brand and communications strategy which is outside the scope of this RfP.

21. Would you like training to be included in the RfP?

- No