Terms of Reference (ToR)

Multilingual, accessible WordPress website development project
Selection Documentation for Goods, Works & Services
For ICLEI – Local Governments for Sustainability

1. Details

Requested by: Ariel Dekovic, Head, Global Communications, ICLEI World Secretariat
Email: ariel.dekovic@iclei.org
Date posted: 18 October 2023
Deadline for submission: 2 November 2023
Projected project start date: 15 November 2023
Location: Bonn, Germany

2. ICLEI background

ICLEI – Local Governments for Sustainability is a global network working with more than 2,500 local and regional governments committed to sustainable urban development. Active in 125+ countries, we influence sustainability policy and drive local action for low emission, nature-based, equitable, resilient and circular development.

We bring sustainability to a rapidly developing urban world.

ICLEI makes sustainability an integral part of urban development and creates systemic change in urban areas through practical, integrated solutions. We help cities, towns and regions anticipate and respond to complex challenges, from rapid urbanization and climate change to ecosystem degradation and inequity.

The local and regional governments in our network confront these challenges by incorporating sustainability into day-to-day operations and policy. We invest in the capacity and knowledge needed to design solutions and make decisions informed by data, scientific evidence and local realities and pressures. Our five pathways towards low emission, nature-based, equitable, resilient and circular development are designed to create systemic change.

We work in cities, towns and regions of all sizes, with varying capacities and challenges. Many have set and reached ambitious targets and are at the forefront of sustainability, pioneering new solutions and challenging the status quo. Others are taking early steps towards transformation, strengthening their systems and capacities to achieve sustainability goals.

Across the world, ICLEI brings the latest global knowledge and solutions to the local context.
3. Project background

ICLEI - Local Governments for Sustainability intends to develop a website to showcase for our triennial World Congress in-person event.

The ICLEI World Congress is an event that brings together thousands of attendees from throughout the world to discuss cities and sustainability. In 2024, the event will take place in São Paulo, Brazil.

Every three years, ICLEI hosts the ICLEI World Congress to showcase how cities, towns and regions across our network are advancing sustainable urban development worldwide. The ICLEI World Congress connects local and regional governments with their peers and strategic partners, and provides a platform for discussions that will inform and enhance their work.

The ICLEI World Congress is the core event organized by ICLEI. Each event is a chance for the network and our partners to come together and outline the future of sustainability in urban areas worldwide.

The website is a central showcase for the event and will help to drive registrations to the event.

Prior websites used for this event can be found here:
- 2021: https://worldcongress.iclei.org/

The project will be led by the Communications Team at the ICLEI World Secretariat, in close collaboration with the Global Events team and the Knowledge Management team.

4. Project objectives

The goals of the website are as follows:

- To create a modern, engaging website that inspires target audiences to register for the event
- To display searchable events and speakers of a four-day in-person event in 2024 in an aesthetically pleasing and engaging way
- To display the overall agenda of the event in an aesthetically pleasing, easily readable and engaging way
- To prioritize mobile-optimization
- To drive users to register for the event, although registration will be completed on a different website
- To create a future-proofed site that can be easily adapted to be used in 2027 with only minor technical updates
- To offer all content in three languages (English, Spanish and Portuguese) through a recommended solution (plug-in or otherwise)
- To make our content accessible to people with a wide range of disabilities.
5. **Project webpages / content / modules**

a. The main sections of the website are: About, Agenda, Speakers, Visiting São Paulo, FAQs, Media, Prior Congresses, Register
   i. Each of these sections should have a variety of standard modules available to build a page, including sliders, text, videos, photos, buttons, countdown etc.
   ii. Those listed below should also have additional functionality

b. Searchable, filterable, visually engaging event **agenda**
   i. The agenda is made up of events (see below) and should be searchable and filterable by a variety of categories, tags, speakers, times, language etc.
   ii. The format of the agenda should also allow for multiple events to be displayed simultaneously during the same time slot
   iii. Allows for integrated “add to calendar” button for each session which will add an event to an individual’s calendar (should be compatible with gmail, ical, outlook
   iv. Needs to be easily updated by editors on Wordpress backend
   v. Tags should have a shareable link (Eg Share the events of a single day, involving a specific speaker, in a language)
   vi. Reduce the amount scrolling
   vii. Use tabs, read more links or other ways of compressing information

c. Searchable, filterable, visually engaging presentation of **speakers** at the event
   i. Speakers are an important feature of the event and should be searchable and filterable by a variety of categories, tags etc.
   ii. Each individual speaker also should have their own unique URL that can be easily shared that shows the event(s) they are associated with
   iii. Option to show featured speakers elsewhere on the site (a module that allows a speaker to be chosen from a pre-populated list to be displayed)

d. Engaging, clear **single event** presentation
   i. Each individual agenda element also should have its own unique URL that can be easily shared
   ii. Option to show featured events elsewhere on the site (a module that allows an event to be chosen from a pre-populated list to be displayed)

e. **Prior World Congress** page template
   i. Icons + statistics module

6. **Scope of work**

**Phase 1 - Discovery and Design**
1. Using consultation and examples from the ICLEI team, design a mock-up of the site
2. Feedback on design
3. Feedback implemented
Phase 2 - Development
4. Convert provided design files to HTML
5. Customization of CSS in theme

Phase 3 - Testing
6. Beta testing
7. Launch
8. Additional refinements / testing

Phase 4 - 1-year maintenance service
9. Site maintenance

7. Requirements

a. Technical Requirements
- The WordPress theme should be based on Advanced Custom Fields (ACF) (without using Visual Composer plugin). This approach has been implemented in previous projects and is the preferred approach. If this approach is not used, a brief explanation should be included as to why not.
- Compatibility on all browsers, including Internet Explorer 11 & Microsoft Edge if possible
- Stable for potentially high traffic and dynamic elements
- Mobile-friendly / responsive design
- Low-carbon website design (e.g. dark mode, fast-loading)
- Fast-loading and optimized for low-bandwidth users
- Develop the theme with optimal code by using only the necessary code, functions, styles, plugins.
- Having a theme that is easier and faster to maintain and scale in the long run.
- Clean coding
- Strong coding documentation (in platforms such as Github or Gitlab)

b. Accessibility Requirements
- Compliant with Web Content Accessibility Guidelines (WCAG) 2.1
  - Firms should provide examples of websites they have created that meet this standard
- Optional, compliant with Web Content Accessibility Guidelines (WCAG) 2.2

c. Brand requirements
- Should align with the brand guidelines for the event (to be shared with the selected firm)
- Should align with ICLEI's overall branding (https://iclei.org/brand/)
8. **How ICLEI will work with the selected firm (our assumptions)**

- ICLEI will assure fast communication on arising questions in order to reach the deadline goals.
- ICLEI will provide domain hosting and server setup for production needs. This is our preferred solution for hosting.
- ICLEI will set up a Slack channel for a collaboration space and a Trello board as a task management system. Alternatively, the selected firm could propose a task management or ticketing system that they already use.
- The final scope of work and its costing may change upon getting more information from ICLEI on their goals, vision, functional requirements, etc.
- Firm will provide access to a test platform to access the development at any given stage and define a process by which ICLEI can give input and feedback iteratively.
- ICLEI will provide all needed credentials/API/endpoints for ICLEI’s global database and global contacts database for investigation.

9. **Estimated milestones**

These are the estimated milestones, but they can be adjusted based on the start date or requirements from the chosen consultancy (and if milestones can be met sooner).

- Projected project start date: 15 November 2023
- Phase 1 complete: 30 November 2023
- Phase 2 complete: 15 January 2024
- Phase 3 complete: 1 February 2024
- Launch: 15 January 2024
- Additional refinements, testing and additions finished: 4 weeks
- Maintenance period: 12 months

10. **Costs**

Please itemize costs as much as possible in the bid and include ALL PHASES with costs in the bid. Any options with price differences should be included in the bid. In addition, the hourly and daily rate at which additional, unforeseen work would be charged should also be included.

11. **Terms and condition**

All content, documents, reports, and other materials prepared as part of this assignment shall be the property of ICLEI and shall be handed over upon completion of the assignment. The provider shall not pass on to any third party any data, document, reports, or other materials prepared or obtained during the assignment and 3 years thereafter.
12. **Proposal submissions**

Interested parties are requested to submit a proposal, including costs, by 2 November 2023, to Ariel Dekovic, Head of Global Communications, [ Ariel.dekovic@iclei.org](mailto:Ariel.dekovic@iclei.org). Queries can also be directed to this email address.

13. **Evaluation**

Parties will be evaluated on the following criteria:
- Cost of proposed services (70%)
- Demonstrated past experience developing similar scope projects (30%)