Terms of Reference (ToR)

WordPress Website Development for the Urban Adaptation Financing Facility (UAFF) project
Selection Documentation for Goods, Works & Services
For ICLEI – Local Governments for Sustainability

1. Details

Requested by: Matteo Bizzotto, Senior Officer, Global Communications, ICLEI World Secretariat
Location: Bonn, Germany
Email: matteo.bizzotto@iclei.org
Date posted: 9 February 2026
Deadline for submission: 9 March 2026
Projected project start: March 2026
Expected duration: 4 weeks from contract signature

2. ICLEI background

ICLEI – Local Governments for Sustainability is a global network of more than 2,500 local and regional governments committed to sustainable urban development. Active in over 125 countries, ICLEI works with cities, towns and regions to drive low emission, nature-based, equitable, resilient and circular development.

ICLEI regularly develops project and initiative websites to support communication, visibility and knowledge-sharing with local and regional governments, partners and stakeholders worldwide.

3. Project background

ICLEI intends to develop a new project website for the Urban Adaptation Financing Facility (UAFF), building on the structure and experience of its existing "brother project" website: https://uiif-resilience.org/

The website will serve as a clear, institutional and easy-to-navigate online presence, presenting the project's objectives, activities, participating cities, partners and key resources.

The website is content-driven and largely static, with a limited number of page templates and no complex dynamic data or integrations.

4. Project objectives

The objectives of the website are to:
- Provide a clear and professional online presence for the project
- Present project information in a concise, accessible and visually consistent way

- Support multilingual communication in three languages
- Ensure ease of editing and long-term maintainability by non-technical staff, including streamlined and easy to use backend access
- Align visually and technically with the project branding

5. Overall website structure and content

The website will consist of:
- One main landing page, structured into several content sections
- A limited number of standard subpages using repeatable layouts (e.g. project descriptions, city profiles, etc.)
- Relatively static content across all pages

The agency will be expected to set up:
- A clear navigation structure, particularly top menu and footers
- Reusable page templates for consistency and ease of content creation
- Clean, readable layouts optimized for both desktop and mobile devices

6. Design and theme requirements

- Development using WordPress only (no custom frameworks)
- Use of a well-supported WordPress theme suitable for NGOs or public institutions
- Section-based or block-based page building (native block editor or equivalent)
- Easy styling of headings, tables, callouts and buttons without custom coding
- Theme CSS to be prepared and customized by the agency based on:
  - Project branding (colors, fonts, logo)
  - ICLEI brand alignment (guidelines provided)
- Clean, institutional design, similar in complexity and tone to the UIIF website

ICLEI already uses a WordPress theme that can be shared with the selected agency for reference.

7. Multilingual requirements

The website must be available in three languages (English, Spanish, Portuguese) .We would like it to use the plug in Polylang.pro, which is already in use on the UIIF website.

8. Functional elements to be set up

The agency will configure the following standard elements:
- Top menu with dropdown under "About"
- Footers with:
  - Contact information (copied from the UIIF website)
  - ICLEI logo and description (copied from the UIIF website)
  - Quick links (copied from top menu)
  - Cookie, privacy and legal pages (ready to customize)
- Standard block templates
- Responsive design for mobile and tablet devices

The selected agency will be expected to build the "home" and "about" pages in all 3 languages, based on content from ICLEI.

No advanced functionality (search engines, databases, user accounts, registrations, etc.) is required.

9. Technical and maintenance expectations

The WordPress setup must use a clean, stable, well-supported theme with minimal custom coding and essential plugins only. Ideally, such a setup would consist of a native WordPress block editor or a simple, well-documented block builder. It should be compatible with all major modern browsers and have good performance and loading speed.

10. Documentation and handover

The selected agency is expected to provide a short handover or training session (online) for ICLEI staff.

11. Scope of work and phases

Phase 1 – Setup and structure
- WordPress installation and theme setup
- Initial page templates and navigation structure
- Visual customization based on project branding
- Implementation of landing page and templates
- Multilingual configuration

Phase 2 – Testing and launch
- Responsive and browser testing
- Final adjustments
- Launch support

Phase 3 – Maintenance and support (2 hours per month for 3 years)
- WordPress core, theme and plugin updates
- Minor technical fixes or adjustments related to the existing setup
- Support in case of small layout or styling issues
- Basic troubleshooting and technical guidance
- This maintenance phase does not include:
  - New features or functional extensions
  - Major design changes or new templates
  - Significant content creation or restructuring

Optional post-launch support or maintenance can be proposed separately.

12. Roles and collaboration

ICLEI will:
- Provide content, branding materials and feedback

- Ensure timely communication and approvals
- Provide hosting environment

The selected agency will:
- Provide a development or staging environment
- Work iteratively with ICLEI
- Propose a clear and lightweight project management approach

13. Proposal submission and evaluation

Interested agencies are requested to submit:
- A short technical proposal outlining approach and experience
- Examples of similar WordPress websites (institutional / NGO preferred), with screenshots of the backend interface, if possible
- A clear cost breakdown
- Estimated timeline

Proposals will be evaluated based on:
- Cost-effectiveness: 40%
- Clarity and simplicity of the proposed solution: 30%
- Relevant experience with similar websites: 20%
- Ease of long-term maintenance: 10%

14. Proposal submissions

Interested parties are requested to submit their proposals, including costs and portfolio, by **9 March 2026 at 23:59 Central European Time** to: Matteo Bizzotto, Senior Officer, Global Communications, ICLEI World Secretariat, matteo.bizzotto@iclei.org.