

# Website and Report Graphics Tender

## Innovation Report 2019

Date 25/04/2019

### 1 Overview

The International Civil Society Centre is looking for a web designer (individual or firm) to develop a user-friendly website and report graphics (for use online and in print) to communicate our Innovation Report 2019.

### 2 Background Information

One of the key objectives of the International Civil Society Centre's 2019–2021 strategy is to bring into focus innovations that can benefit international civil society organisations.

The Innovation Report 2019 will showcase promising innovations, from inside and outside the sector, and share them via the website.

There are four main elements of the report which should be correspondingly presented on the website:

1. **Overarching analysis and framework to describe and categorise innovation**
2. **Showcasing case studies, tools and resources**
3. **Summarise key findings and recommendations**
4. **Think pieces on future trends**

**NB:** Each element may include some kind of text, graphic, video or audio element. They may also involve links to other existing external examples/materials produced by case study contributors.

### 3 Examples

The following examples have the look and feel we are looking for in our website, in particular, some of the easy to access multimedia elements and interactivity that we want to include in the site:

1. [Socialists & Democrats in the European Parliament](#)
2. [350.org report](#)



3. [Girls who code](#)
4. [Schirn Kunsthalle Frankfurt](#)
5. [charity: water](#)

## 4 Objectives and Audiences

The main purpose of the website is to share the examples of innovation reported. The examples should be broken down and presented into bite-sized chunks with accompanying graphics. In addition, the graphics will be based on the gathered case studies and should represent their individual stories. The use of gamification/interactivity is highly encouraged. The user should, where possible, be encouraged to explore the site and rewarded for doing so with different multimedia content.

The main target audience of this website is:

- Innovators in civil society
- Staff in international and national civil society organisations
- Other civic actors and organisations, including activists
- Interested and supportive stakeholders e.g. donors and multilaterals

## 5 Scope of Work and Key Deliverables

The website and graphics should meet the following criteria:

- Appealing, wide-bodied highly user-friendly and responsive English web design;
- Interactive/Gamified/Storified layout elements included;
- Average site load-time should be kept to a minimum;
- Create graphics that help tell the case study stories and can be used in the printable version pdf text version of the Innovation Report;
- Create a visual identity that can be utilised to create a downloadable pdf text version of the Innovation Report;
- Possibility to upload and change audio-visual and audio content in an interesting and engaging way for the user which helps tell the story of
- User-friendly search engine with the ability to search for and locate content based on keywords;
- Able to render appropriately on a wide variety of different browsers, optimised for tablet and smartphones, and remote places (low connection and internet penetration, e.g. no additional plug-ins or downloads required for full visibility);
- User-friendly content management (Wordpress preferred) system allowing non-expert authorised users to edit and update the website including the ability to create, remove, edit and publish content;
- Integration of social media platforms – ability to share on Email, Facebook, LinkedIn, WhatsApp, Twitter, Skype, Outlook, Reddit, WordPress and Print, Print Friendly;



- Easy access to a number of relevant reports on site statistics, for example, site usage, key searched interests/topics being, downloads and other relevant statistical data. (compatible with Google analytics);
- Ability to reuse web functionality to present subsequent reports, while maintaining previous year's content
- Optimised design and structure to English language;
- Search engine optimisation

Features and Guidelines of the Website:

The basic content includes but is not limited to:

- Homepage (Overview)
  - Text Sections
  - Media including podcasts and videos
  - Blogs
  - A report (downloadable)
  - Data set/methodology
  - Resources and Downloads
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- The service provider is required to advise the project team on the visualisation of the website structure
  - The service provider is required to coordinate with the project team concerning the guidelines of the website.

Other related tasks:

- Flexible to handle upgrades/modification requests within a reasonably brief timeframe;
- User-friendly CMS, admin management endeavoured so that as many changes as possible can be made from the CMS user interface
- An administrator tutorial document with screenshots for different tasks, with the most common troubleshooting guidelines; if necessary, provide an administrator training for project team members who will manage and populate the website;
- A guide for web hosting needs and security setups and controls to consider with the hosting of the website and data protection;
- Regular maintenance and updates of the project website for the entire contract period, when needed (at least once a month);
- Support throughout the contract period to assist with content update when the changes that have to be made are not possible from the CMS user interface;
- Maintain a full backup of the website through the duration of the contract;
- Verify monthly that the site is up and running, and revert to the back up whenever necessary;
- Potential for website hosting and management transfer.

## 6 Selection Criteria

- Proven experience of innovative, interactive and creative web design; track record of delivering this for international non-governmental organisations preferred;



- Strong experience in developing in common and widely used open source platforms, such as Wordpress, Drupal, Joomla, Typo3, Craft, etc.
- Understanding of end users' needs and take it into considering when designing adequate technical solutions;
- Ability to provide tutorial training and all documents in English;
- Strong track record in website design, security and administration, Google analytics, etc.;
- Search Engine Optimisation;
- Value for money, budget assessment

## 7 Estimated Timeline

- Deadline for application: Friday 31 May
- Website development: May-September (with content being provided in monthly stages throughout this period)
- Website user testing (and key improvements): by 30 September
- Website launch: 1<sup>st</sup> Week of October

## 8 Application

If you meet the selection criteria, please submit your application including:

- A brief implementation plan with the first outline of ideas for the website;
- A budget proposal, including a quotation of maintenance service and web hosting per year, as well as other related software licenses if needed; and,
- A track record of your experience and examples of relevant work;
- [Please submit you application online, here.](#)