

Terms of Reference

Development of an “Ocean Literacy for All” Online Platform for the Intergovernmental Oceanographic Commission (IOC) of UNESCO

Background and Objectives

Background

The Intergovernmental Oceanographic Commission (IOC) of UNESCO is seeking a company to develop a highly visible online platform to share resources, projects and people on ocean literacy for sustainable development, to service their needs and the needs of other stakeholders involved in implementation and dissemination of Ocean Literacy activities.

This web portal, or platform, is part of the Voluntary Commitment Ocean Literacy for all¹: a global strategy to raise the awareness for the conservation, restoration, and sustainable use of our ocean, submitted by UNESCO at the occasion of the UN Conference on the Ocean, held in New York on 5-9 June 2017.

Objectives of the Portal

- Become the one-stop-shop platform for ocean literacy worldwide
- Provide a multi-cultural, multi-lingual platform for interaction and information sharing among all those interested or involved in Ocean Literacy
- Share information and resources – both logistical and educational
- Allow actors and stakeholders to share information and resources on ocean literacy
- Give visibility and legitimacy to Ocean Literacy activities worldwide
- Collectively mobilize the general public toward protecting the ocean and sustainably using its important resources.

Additional information about Ocean Literacy is available on the following web sites:

<http://www.seachangeproject.eu/>
<http://oceanliteracy.wp2.coexploration.org/>

Additional info on similar platform could be found on the following web sites:

<http://www.nature.com/wls>
<http://ed.ted.com/>
<http://www.msp-platform.eu/>

Scope of Work

¹ <https://oceanconference.un.org/commitments/?id=15187>

- Make proposal for design of the Ocean Literacy portal based on guidelines from the IOC team in charge of the project (hereinafter referred to as “the IOC team”)to be reviewed and approved;
- Design the website structure, taking into account the requirements such as multiple languages, user-friendly accessibility, attractive site & page layout, easy to update and maintain, flexible navigation and search function, tracking of webpage visits using up-to-date google analytics technology
 - Use simple, cost-effective techniques to test design features with representative users before implementation of major features such as restructuring the main navigation menu and integrating the database to the main website.
- Design and development of event and resource database structure to be integrated into the UNESCO Portal:
 - Based on secure interface, accessible to registered users, who will be able to add information and files to the database following pre-set templates.
- Training the IOC team on website maintenance and content update
- Design and establish anti-hacker and antivirus plan for the website
- Warranty and maintenance service for 2018, 20XX, 20XX
- Make recommendations for software, hardware, and other back-end applications related to Web development.
- Above all:
 - Add comprehensive search functionality to the website and the database
 - Ensure browser compatibility: website should be compatible with current versions of following browsers (Firefox, Internet Explorer, Safari, Chrome) as well as Internet Explorer from version 6 and onwards
 - Ensure website is optimized for low bandwidth users (a specific requirement for many developing country users) and for access from mobiles and other carry on equipment
 - Ensure mobile visualization and optimization
 - Ensure the website is well indexed into search engines (Google, Bing, etc) for maximum visibility

Hosting

- The website will be accessible via the <http://oceanliteracy.unesco.org> URL, and hosted by the Intergovernmental Oceanographic Commission of UNESCO, at its server in Ostend.

Basic structure of the Ocean Literacy platform

- English, French and Spanish versions are required
- Website based on CMS platform with remote access and with partitioned access (so that we can give select external users the ability to edit specific sections of the website)
- Estimated structure in **single language**:
 - Home page (contains dynamic elements such as slider)
 - Dynamic pages: Events, ressources, news,

- interactive tools for different users
- links to other platforms (e.g. <http://web.vims.edu/bridge/>)
- Static pages:
 - About us
 - Profiles and activities of Voluntary Commitments Organizations
 - Other (To be defined)
- Functions:
 - Subscribe email
 - In site search
 - Social media reposting: all main platforms
 - Google Analytics
 - Photo and Video gallery (optional)
 - Automatic homepage recover (optional)

Roles and responsibilities:

- External provider:
 - Strategy
 - Original design
 - Development
 - Testing
 - Search-engine optimization
 - Client training (IOC team)
- IOC team :
 - Direct Oversight of external provider
 - Content editing
 - Continuous content updates and formatting

Qualifications/selecting criteria

- Contractor may be either a legal entity or individual consultant
- Contractor must be a reputable with prior rich experience in the field of institutional website design and development
- Proven and solid knowledge and experience in providing similar service to international organizations
- Able to provide user training and all documents in English
- Solid knowledge on website security
- The Contractor should provide a proposal including an implementation plan
- The Contractor should provide the quotation including below information:
 - Website design and setup
 - Database design and setup
 - Related software license

- Quotation of maintenance service, with 3 years' Service Level Agreement

Duration / Timeframe

The project should be implemented within **3 months from the signing of contract**, based on a mutually agreed contractual timeframe arrangement.

The new fully functioning website will be officially launched at the Venice International Conference on Ocean Literacy (December 2017, Venice).

Provider qualifications and experience

One of the major requirements for this assignment is to have thorough understanding of web design and development in an intergovernmental institution context. Providers having proven experience working for large intergovernmental organizations will be given preference. The provider should have a team with strong experience on web design and development, as per requirements set out below:

- Practical experience in governmental/intergovernmental sector and experience with undertaking communication activities.
- Experience in design, production and dissemination of knowledge products;
- Positive track record in engaging with institutional clients in broad, inclusive dialogue at all stages of the project;
- Effective report writing/publication of reports and communication skill.

Budget

Total proposed remuneration requirements are expected to fall within a **USD 25,000-30,000** USD budget bracket.

Procedure for submission of expression of interest

Interested providers should submit a proposal containing the following by **21 September 2017 (23:59, Central European Time)**:

- Remuneration requirements (daily rates) and contact information,
- Examples of/references to prior work. *For independent consultants, only*: also include an updated CV.
- A detailed draft implementation plan and timeframe describing how the activities will be conducted.

Only complete and timely applications will be reviewed. *Only short listed proposals will be contacted.*

Please submit your proposals to Francesca Santoro (f.santoro@unesco.org). Please use the same contact information should you have any question about this call for proposals.