## Terms of Reference for CapaCITIES Phase II Website Redesign

<table>
<thead>
<tr>
<th>Objective</th>
<th>To hire a website developer/designer for redesigning the project website and maintaining it for 3 years with a possibility of extension.</th>
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<tbody>
<tr>
<td>Background</td>
<td>The goal of CapaCITIES is to mainstream climate action in select Indian cities and states by enhancing capacities to adopt integrated climate-resilient planning, design innovative finance mechanisms and develop climate-resilient infrastructure. Funded by the Swiss Agency for Development and Cooperation (SDC), the project consortium consists of South Pole Group (Switzerland), ICLEI - Local Governments for Sustainability, South Asia, and econcept (Switzerland). The Consortium works in close collaboration with several other partner organisations/international experts, together forming the project Implementation Agency (IA). The CapaCITIES project has a broad-based multi-stakeholder approach involving public, private, non-government organisations and academia. It serves as a national platform for its stakeholders for dialogue, sharing and learning, ultimately leading to the development of climate-resilient cities. For the project to scale up and achieve its vision, it is essential to redesign the existing online platform as part of its communication strategy. Hence, it is proposed to redevelop/redesign the existing CapaCITIES website with attractive and innovative visual elements for a wider reach for the project’s second phase. The website is required to be user-friendly and easy to navigate as it will serve as the key reference point for public information dissemination.</td>
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<tr>
<td>Scope of Service</td>
<td>The agency will be leading the website transition from Phase I to Phase II. It will be required to revamp the existing website in terms of design and display of content. Hence, the agency will redesign, develop and deploy the CapaCITIES website as a strategic communication, information sharing, and knowledge management tool, ensuring its optimal interactivity, usability and content retrieval in the test phase, covering the following:</td>
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</table>
| Redesign of the Website and Hosting a Website | - Secure the existing site during the transition to the new platform; preservation of all current website content and functionality.  
- Incrementally migrate the website to a standard CMS (e.g. WordPress, Drupal or Joomla) and implement new |
features that add value for optimal website performance. The domain and hosting will come from the contract website developer.

- Make a proposal for the new design of the website for the client’s review and approval. Some example websites as a benchmark will be provided by the contract website developer.
- Redesign and redevelop the website’s structure and functionality, taking into account the requirements of the client. Upload the website contents provided by the client as and when required.
- Development and integration of info graphics in the website pages as the implementation of the project progresses.
- Ensure that the website is compatible with all devices and platforms (such as Safari, Google Chrome, Mobile, iPad, etc.)
- Optimize the site for low bandwidth users as our target audience might not have access to high bandwidth all the time.
- Fix any errors that occur during the test phase of the website.
- Implement a basic “blog” function with integrated Twitter and Facebook posting (CapaCITIES currently has active LinkedIn and Facebook groups; the website should facilitate streaming of information between these different platforms).
- Authenticate access to intranet: Intranet should be secured through SSL Certificate. Members in different agencies / different locations/states should be able to access it with ease.

Maintenance of the Website

- Website content updates: the contracted web development company will assist with content updates whenever the changes that have to be made. It should have endeavored that as many changes as possible be made from the CMS user interface.
- Maintain full backup of the web site through the duration of the contract. The backup, code and source files will be delivered in full to the client on the closing of the contract.
- Create an automated testing system that checks for broken hyperlinks on the site.
- Verify regularly that the site is up and running, and will revert to the back up whenever necessary.
- Monitor the server logs to see the most popular pages and downloads and generate regular reports.

Search Engine Optimization and Site Analysis
The contracted web development company will ensure search engine optimization. The SEO work will include:

- Keyword research & analysis
- Site analysis
- Site content optimization
- HTML code optimization
- Search Engine submission (free search engines)
- Link exchange
- Web ranking report

The contracted company will provide annual and detailed reports analyzing progress, trends, and areas to be improved. The reports should also include comprehensive and cumulative figures for downloads.

Structure of the Website

The following is an estimated structure of CapaCITIES website in a single language (English):

- Home
- About us
  1. About CapaCITIES (background, vision & mission)
  2. Partners
  3. Team
  4. Governance Structure
- Cities
  1. Gujarat
     - Rajkot
        - City Profile
        - Projects
        - 2 new cities to be added
        - City Profile
        - Projects
  2. Tamil Nadu
     - Coimbatore
        - City Profile
        - Projects
        - City 1
        - City Profile
        - Projects
        - City 2
        - City Profile
        - Projects
  3. Rajasthan
     - Udaipur
Features of Website
The website is envisaged to have the following elements and functionalities:

- Responsive website layout design
- In-site search field displayed across all pages
- Newsletter sign-up form home page (incl. integration for managing newsletter)
- Carousel/display of company logos on home page
- Events section on the home page (adding events from back-end)
- News section on the home page (adding news from back-end)
- Video embedded on the home page (streaming from YouTube)
- An interactive map on home page showing project locations
- Social media integration on the home page (adding the latest social media pages)
- Google analytics
- On-page SEO

Duration of Assignment
The website redesign should be completed within 35 days after the award of the contract. The website maintenance, however, will continue for the next 3 years of the project.

The time schedule for completing the website redesign is given below:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Time Frame from the Date of Advertisement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submission and presentation of the technical</td>
<td>10 days</td>
</tr>
<tr>
<td>and financial</td>
<td></td>
</tr>
<tr>
<td>Activity</td>
<td>Duration</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>Redesign of website, including content updatation</td>
<td>15 days</td>
</tr>
<tr>
<td>Testing website performance</td>
<td>5 days</td>
</tr>
<tr>
<td>Incorporating changes</td>
<td>5 days</td>
</tr>
<tr>
<td>Total</td>
<td>35 days</td>
</tr>
</tbody>
</table>

**Submission of Proposals**

Website design firms that are keen on submitting a proposal should send the following information to Ms. Samiksha Dhingra at k.dhingra@southpole.com:

1.Credentials of the firm and information on clientele with work orders over the value of INR 500,000 each, for the last 5 years
2. Technical proposal
3. Financial proposal

Commented (Soumya1): Samiksha and Subuhi can decide who should receive this