1. Contact

Requested By: Ariel Dekovic, Head of Communications, ICLEI World Secretariat  
Email: ariel.dekovic@iclei.org  
Date: 6 July 2020  
Location: Bonn, Germany

2. ICLEI Background

What We Do  
ICLEI – Local Governments for Sustainability is a global network of more than 1,750 local and regional governments committed to sustainable urban development. Active in 100+ countries, we influence sustainability policy and drive local action for low emission, nature-based, equitable, resilient and circular development.

ICLEI brings a strong urban component to national and global sustainability policies and translates these policies into action. We make sustainability an integral part of urban development and create 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.

Our Members and team of experts work together through peer exchange, partnerships and capacity building to create systemic change for urban sustainability. ICLEI creates connections among the local, regional, national and global governmental levels. We advocate for robust national and global sustainability policies that reflect the interests of local and regional governments and their communities. Through our collective efforts to build a sustainable urban world, ICLEI is shifting the trajectory of global development.

This Term of Reference supports the Daring Cities 2020 event. Daring Cities is a global, action-oriented virtual forum, designed by ICLEI and the City of Bonn, to empower urban leaders to tackle the climate crisis, especially in the context of the COVID-19 pandemic. The forum takes place 7-28 October 2020.

3. Objectives

As Daring Cities is a virtual event, daringcities.org will become the virtual “event space” for participants. We are seeking a firm to help us build out a dynamic WordPress website that creates a seamless and engaging user experience. The website should:

- Create a seamless user experience that is sensible and easy to follow, where users can register and build their own agenda.
- Design a professional looking livestream page for all live-streamed events
- Create a virtual networking space, where users are encouraged to share agenda elements and access participant contact information (if participants have chosen to share it).
● Where possible, utilize existing WordPress plug-ins, as opposed to from-scratch, customized development.
● Create a fast-loading, stable user experience that can withstand having potentially 2000-5000 users accessing it at the same time.

4. Target Audience

ICLEI works with many audiences around the globe. Our target audiences are:

1. Local governments, including cities, towns and regions, and the political and administrative individuals working for these entities
2. Partners, including other global and regional city networks, international policy organizations, global and regional environmental organizations, researchers and civil society organizations
3. Funders, including local government organizations, national governments, private foundations and sustainability-oriented corporations
4. Representatives from other levels of government, such as national and subnational governments.
5. Journalists, researchers and urban development professionals, who are interested in proven approaches to sustainability in cities, towns and regions.
6. 300+ staff in 24 global offices

5. Scope of work

● Technical features
  1. “Gated” log-in space for users
    o Guests and users not logged in can view most website content, but only logged-in users can access certain functionalities, e.g. register for events, create custom event agenda (see feature #2)
    o Responsive to local time zone of user
    o Synchronization with ICLEI’s global contacts database
      ▪ FE user profile data will be stored in local tables which will be synchronized with ICLEI’s global database
  2. Searchable, filterable, visually interactive event agenda
    o Event agenda should be searchable and filterable by a variety of categories, tags, speakers, times, language etc.
      ▪ Each individual agenda element also should have its own unique URL that can be easily shared
      ▪ Tags should have a shareable link
        ● Eg Share the events of a single day, involving a specific speaker, in a language
    o Allow users to build “custom” agenda: Potential WordPress plug-in solutions could include something like e-commerce solutions, such as “add to shopping cart” or calendar-oriented plug-ins.
      ▪ Event agenda times appear in local time zone
      ▪ Virtual reminders for an event
    o Allow users to register for an event through integration with platforms such as Zoom and other platforms, so that users can attend virtual events that they are interested in
• Event agenda elements will have different registration options
  ● Some events will have no pre-registration requirement
  ● Some events will have a pre-registration requirement
  ● Some events will have no registration availability (but you can add it to your agenda)

3. Livestream event page
  ○ For sessions that should be watched on the Daring Cities site (e.g. Youtube livestream), this should be a nicely styled, branded page

4. Bonus materials page
  ○ Searchable interface for accessing modular digital communications packages

5. Networking options
  ○ Interactive, searchable participant list
  ○ Allow users to recommend events (registration) to other users, or share an event to a non-user
  ○ Within a local government: Allow users to see other users who have indicated that they can be “viewable” and have the same domain address (“find a colleague”).

6. Alternate language pages available based on user role
  ○ If a user indicates that they prefer a different language than English when they register, they will be assigned a role for that language that displays to them one page that would have relevant information or sessions (this could be updated by the ROs as well).

• Phase Approach
  ● Phase 1: Including feature 1
  ● Phase 2: Including features 2-6
  ● Maintenance phase: Ensuring smooth usage of site through the end of the event (first week of November).

• Assumptions
  ● ICLEI will select a firm and will explain to them their goals and vision on the backend and frontend functionality and design. The project objectives and offered technical approach may be changed in accordance with this new information.
  ● ICLEI will assure fast communication on arising questions in order to reach the deadline goals.
  ● ICLEI will take care of the hosting and server setup for production needs.
  ● ICLEI will set up a slack channel and ticketing system on Redmine. Alternatively, the selected firm could propose a 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.
ICLEI will insert text and image content independently unless agreed upon otherwise.

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.

6. Requirements
   - Compatibility on all modern browsers
   - Stable for potentially large numbers of simultaneous users (up to 5000 at a time)
   - Mobile optimized
   - SEO
   - Clean coding and documentation
   - Fast loading and modular

7. Milestones
   - Kick off meeting – July 24
   - Development – July 24 – August 22
   - Phase 1 Launch – August 22
   - Phase 2 launch – September 15
   - Maintenance/event support, including bug fixes – September 7 – November 7

The milestones are fixed, so if requirements have to be scaled back, then that can be discussed.

8. Costs

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

9. Terms and conditions

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.

10. Applying

Interested parties are requested to submit a proposal, including costs, by 20 July 2020 (Monday, 17:00 CET) Ms. Ariel Dekovic via ariel.dekovic@iclei.org

For any queries, please contact Ariel Dekovic via email address above.

11. Selection Criteria
Parties will be evaluated on the following criteria:

- Cost of proposed services (70%)
- Past experience developing similar scope WordPress websites (30%)

12. Payment

- The payment terms to be discussed and finalized with the selected firm.
- The Client does not take responsibility for any changes in the exchange rate. Payment will be made in Euros.