

Terms of Reference
carbonn.org Redesign and Web Development

Selection Documentation For
Goods, Works & Services
For ICLEI – Local Governments for Sustainability

1. Contact

Requested By: Ariel Dekovic, Head of Communications, ICLEI World Secretariat
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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 project supports website development work for two projects:

- **[Urban Low Emission Development Strategies \(Urban-LEDS\)](#)**

The Urban-LEDS II project addresses integrated low emission and resilient development in more than 60 cities in 8 countries: Brazil, India, Indonesia and South Africa (from Phase I) and countries added in Phase II: Bangladesh, Colombia, Lao PDR and Rwanda. In addition to these countries, 16 European cities will act as source cities and support peer-to-peer exchange and cooperation. The Urban-LEDS II project is funded by the European Commission and jointly implemented by ICLEI and UN-Habitat.

- **[The 100% Renewables Cities and Regions Roadmap](#)**

This project facilitates the energy transition by raising local awareness on renewable energy sources, showcasing how local and national governments can create coordinated enabling frameworks and policies, exploring access to public and private sector finance, and building local renewable energy projects addressing electricity and heating and cooling.

ICLEI will work together with local and regional governments from three selected cities and regions each in Argentina, Indonesia and Kenya. The project will foster multilevel governance, and put that collaboration at the heart of the sustainable energy transition.

The 100% Renewables Cities and Regions Roadmap project is implemented by ICLEI and funded by the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) through the International Climate Initiative (IKI). The ICLEI World Secretariat is responsible for project management and coordination.

3. Project Background

The carbonn Climate Center is positioned to take center stage as a unifying entity in climate work within the ICLEI network. The redesign of carbonn.org is an opportunity to publicly elevate the role of the carbonn Climate Center as the focus point for climate work at ICLEI globally and give it visibility on par with other centers at ICLEI, such as the Cities Biodiversity Center.

The redesign will emphasize the role of the carbonn Climate Center as a data services provider, technical solutions provider, think tank and providing global advocacy support. The initial role of data collection (a “Registry”) which used to be the main focus of the “carbonn” brand, is now moving to one of several functions.

Web development will be based on an existing ICLEI WordPress customized theme built with Advanced Custom Fields Pro. We have used this theme for multiple ICLEI projects such as the Ambitious Cities Promises (ACP) project. You can view existing elements featured in the theme here: <https://acp.iclei.org/universal-page/>

4. Objectives

We are seeking a firm to help us build out a dynamic API-powered website with a proposed frontend JS framework and a WordPress backend for static content delivery. This website will create a seamless and engaging user experience. Some of the main objectives are:

- Rebranding and style guide development for the website
- Showcase city and country profiles that local governments can use as analytical products from ICLEI based on their reporting
- Showcase expertise of ICLEI’s relevant staff
- Create a user-friendly dashboard where LED team can edit the content from the back end with ease
- Where possible, utilize existing WordPress plug-ins, as opposed to from-scratch, customized development
- Create a fast-loading, stable user experience that can withstand high traffic and data processing

5. Target Audience

ICLEI works with many audiences around the globe. Our main target audiences for this project are:

1. National governments, local and regional governments: Have national profiles as well as “city/region profile”, biennial update reports, data assessment reports, connect to solutions (Solutions Gateway) and finance opportunities (TAP and investment needs)
2. Technical Staff: Report assessment and improvement potential of city and country profiles
3. Researchers: Browse and download datasets
4. Partner organizations: Expect project publicity and well displayed, high quality data
5. Journalists: Search for trends and statement, data and insightful infographic

6. Scope of work

The following is the scope of work for the development of this project, in close cooperation with the carbonn Climate Center and Communication Teams:

- Wireframes
- Website mockups
- Design conversions
- Build onto existing WordPress theme
- Build onto existing customized WordPress dashboard
- Develop local cache for data retrieved from APIs (APIs provided by ICLEI)
- Integrate data from local cache into FE display (see below)
- Mobile optimization
- Testing
- Site launch
- Site maintenance (3 months)

Unique features and deliverables

The following profiles and maps will showcase data from our database as well as partner databases via API calls. The data will be cached locally, so that the maps only pull from the local cache, and the local cache shall be refreshed on a 24 hour basis, or if need be, by a forced pull..

1. City profiles
 - Searchable, filterable city profiles
 - Display latest validated city/region data in form of dynamic graphs
 - Display climate / energy profiles
 - Display any labels and badges acquired, e.g. the validation/recognition by ICLEI or ICLEI partners (GCC 27 steps, GCoM, winners of the OPCC, etc.)
 - Cities that require badges are indicated in the ICLEI database.
2. Country profiles
 - Searchable, filterable country profiles
 - Show aggregated national data of sub-national components
3. Downloadable PDF reports and datasets
 - Downloadable well-structured PDF report of a city/region that reflects data in separate sections
 - Downloadable PDF report reflecting key analytic results as “country profile”
 - Downloadable datasets based on search/filter functionality
4. City and country maps

- o Filterable world map of countries that include cities that fulfill various requirements, such as, CDP-ICLEI URS reporting entities; 100% Renewables Cities and Regions Network; 100% Renewables Cities and Regions Roadmap Project; Climate Neutrality target; Climate Emergency declared, etc.

7. Assumptions

- ICLEI will select a firm and will explain to them the 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.
- ICLEI will provide all needed credentials/API/endpoints for ICLEI's global database and global contacts database for investigation.

8. Requirements

- Compatibility on all modern browsers
- Customized
- Stable for potentially high traffic and dynamic elements
- Mobile-friendly
- Fast loading and optimized for low-bandwidth users
- Clean coding and documentation
- Modular and building on the strengths of the existing theme

9. Milestones

- Launch project: 7 October 2020
- Beta site launch: 15 November 2020, with Features 1 and 2
- Refinements, testing and additions finished: 15 December 2020, including Features 3 and 4.
- Maintenance period: 15 December 2020 - March 15 2020

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

10. 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.

11. 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.

12. Applying

Interested parties are requested to submit a proposal, including costs, by 6 October 2020 (Tuesday, 17:00 CET) Ms. Ariel Dekovic via ariel.dekovic@iclei.org.

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

13. Selection Criteria

Parties will be evaluated on the following criteria:

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

14. 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.