



## TERMS OF REFERENCE (TOR)

For ICLEI – Local Governments for Sustainability

ICLEI seeks to appoint a contractor to design and develop the Urban Food Systems Coalition WordPress Website

### **Timeline for proposal submission:**

**Date of publication:** 2 May 2022

**Last day for submission:** 17 May 2022, 18:00 CET

**Notification of interview for shortlisted proposals:** Within 5 working days of call closure

**Notification of decision:** Within 5 working days of interview

Send all completed proposals and queries to [giulia.salvaterra@iclei.org](mailto:giulia.salvaterra@iclei.org) with [jiwon.lee@iclei.org](mailto:jiwon.lee@iclei.org) in copy.

### **Background**

ICLEI – Local Governments for Sustainability e.V. is looking for a service provider that will develop a design guideline and a website for the newly launched [Coalition on Sustainable and Inclusive Urban Food Systems](#) (UFS Coalition).

FAO, in partnership with GAIN, has been facilitating the Urban Food Systems Working Group (UFS WG) which called for the establishment of an Urban Food Systems Coalition during the UN Food Systems Summit's Pre-Summit Event. The Urban Food Systems Coalition is currently part of the emerging coalitions of the UNFSS and it could become an important next step for supporting national governments in implementing the pathways they shared as part of the UNFSS process. It is important to sustain and build on the momentum that has been generated in 2021 to implement concrete actions and to continue the multi-stakeholder engagement.

In order to provide local and national governments with suitable information on how the coalition works, why to engage into the coalition and what can be done to implement sustainable urban food systems, the project team at ICLEI, in partnership with FAO, seeks to develop the coalition website. This website is envisioned to be simple, functional, and available in three languages (English, Spanish and French).





### Scope of Work

As stated above, we are seeking a web developer to design and develop the UFS Coalition Website.

The following activities will need to be undertaken in order to help meet the objectives of the Coalition.

<b>Brand and design elements</b>	<ul style="list-style-type: none"> <li>Develop a design guideline that includes the coalition logo, color schemes, typography, graphic elements, and virtual background. Templates for letter (in Microsoft Word), report (in Microsoft Word), Microsoft PowerPoint Presentation, leaflet (InDesign), and three different types of tweetcards should also be made available.</li> </ul>
<b>Wireframe</b>	<ul style="list-style-type: none"> <li>Based on the website concept that will be developed by the project team, develop the wireframe that can ensure that user experience and user interface are responsive and interactive</li> </ul>
<b>Design and Layout of website</b>	<ul style="list-style-type: none"> <li>Lead the development of the website’s visual elements particularly the layout of the website itself</li> <li>Deliver the visual design package, including raw files (EPS, PSD, INDD, XD, SVG, SKETCH, and others) that will be used on the site and other materials related to the website’s branding</li> <li>Ensure that design and layout effectively visualize the content and demonstrate the website’s functionality</li> <li>In coordination with the project team, collect and curate relevant elements such as photos, logos, and icons</li> <li>Present the design and layout for the approval of the project team (<i>The project team is entitled to two rounds of review: one round once the consultant has presented the design plan and another one once the visual elements have been assembled and completed</i>).</li> </ul>
<b>Development of website</b>	<ul style="list-style-type: none"> <li>Lead the backend development of the website, and provide two types of access to the backend: (1) administrative access and (2) user access</li> <li>The Content Management System used shall be WordPress</li> <li>Ensure indexing and SEO (includes keyword plan and metatags for Google Analytics)</li> </ul>
<b>Testing, Review, and Delivery of website</b>	<ul style="list-style-type: none"> <li>Ensure that all pages (min. 6 main pages linked to the menu) of the website have been tested for full functionality</li> <li>Ensure website loading speed is in line with the current standards - at least &lt; 3-3.5 s (reference to <a href="https://pagespeed.web.de">https://pagespeed.web.de</a>)</li> <li>Lead the final regression ahead of the beta test</li> <li>Lead the beta test of the website with project team members</li> <li>Implement any additional edits or changes based on the results of the beta test</li> <li>Lead the website’s launch and provide assistance for any bugs encountered during it</li> </ul> <p><i>Note: ICLEI will own the copyright of the website, its visual design, and all related elements.</i></p>
<b>Maintenance and updating of website</b>	<ul style="list-style-type: none"> <li>Provide maintenance support for the first <b>five</b> months</li> <li>Lead and develop a capacity-building/turnover workshop for website administrators</li> </ul>



**It is requested that the service provider shall develop a website that is created in full accordance with the designs and functional requirements without extra time & effort and hardcoding that are needed to deal with limitations of the built-in page builder code and functionality.**

- Develop the website with optimal code by using only the necessary code, functions, styles, plugins.
- Having a website that is easier and faster to maintain and scale in the long run.
- Create a fast-loading, stable user experience that can withstand high traffic and data processing.
- Enable external audiences to access the website content and activities online in a consistent and professional manner.
- Use optimized search functionalities such as microcopy, autocomplete, among others to enhance the user search experience.

### **Assumptions**

- ICLEI will select a web developer and will explain the needs 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.
- English pages should be duplicated for the Spanish and French contents and ICLEI will provide the translated text to the service provider.
- The domain will be purchased by ICLEI.
- The contractor will provide access to a test website to access the development at any given stage and define a process by which ICLEI can give input and feedback iteratively.

### **Requirements**

- Compatibility on all browsers, including Internet Explorer 11 & Microsoft Edge if possible
- Stable for potentially high traffic and dynamic elements
- Mobile-friendly / responsive design
- Fast-loading and optimized for low-bandwidth users
- Clean coding
- Strong coding documentation (in platforms such as Github or Gitlab)

### **Deliverables and time frames**

These are the estimated deliverable, but they can be adjusted based on the start date of the chosen contractor and the formation of the UFS Coalition. The engagement and consultations with ICLEI will be made online (e.g., via email). The following table lists the deliverables and their respective delivery date.



<b>Deliverables</b>	<b>Indicative timeframe</b>
Design elements	July-August 2022
Wireframe	June-July 2022
Design and layout of website	
Development of website	July-August 2022
Testing, review, and delivery of website	
Maintenance and updating of website	From launch of website until November 2022

### **Payment**

ICLEI shall pay the contractor for the services herein stipulated. Payment will be made in the following schedule of tranches.

30 % (Mobilization Fund)	Upon contract signing
50 %	Upon the launch of the platform and delivery of design elements
20 %	Upon the completion of the maintenance and support period (until November 2022)

### **Terms and condition**

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.

### **Service provider requirements**

The successful service provider must provide evidence of:

- A portfolio of similar work completed in the last three years
- Business registration, business permits (city, district), receipt, and other proof of eligibility
- At least five years of experience as backend developer
- Experience in developing and implementing custom and complex WordPress websites
- Hands-on modern VN and knowledge of VN front-end frameworks such as Symfony
- Proficient with popular JS application frameworks such as Angular, Vue, React, Node, and Ember
- Excellent working and demonstrated knowledge of HTML, CSS, JQuery, and experience with responsive design and development
- Ability to write secure and clean code and documentation
- Experience in editing WordPress plugins
- Good communication skills



- Ability to conduct performance debugging, benchmarking, and able to identify resolutions
- Experience working with nonprofit organizations

### **Reporting requirements and management**

- The contractor will report to Ms. Giulia Salvaterra, Officer, Global Events, ICLEI World Secretariat and Ms. Jiwon Lee, Acting Head, Global Projects, ICLEI World Secretariat.
- Regular meetings/calls to report on progress on specific tasks and deliverables will be required.
- Payment of the service provider will be contingent on the timely submission of deliverables listed in this term of references.

### **Requirements for the proposal**

- A proposal based on the Scope of Work (proposal should have the following attachments: Work Plan and Budget Plan). For the Budget Plan, please itemize costs as much as possible in the bid. Any options with price differences shall be included in the bid.
- CV of team members, organizational profile
- Portfolio of previous relevant work for the past three years

### **Evaluation**

Parties will be evaluated on the following criteria:

- Cost of proposed services (60%)
- Demonstrated past experience developing similar scope projects (40%)

### **Applying**

Please send all materials via email with subject "Urban Food Systems Coalition Website: Full Stack Web Developer" by **17 May 2022 by 18:00 CET** to [giulia.salvaterra@iclei.org](mailto:giulia.salvaterra@iclei.org) with [jiwon.lee@iclei.org](mailto:jiwon.lee@iclei.org) in copy.

Applicants who do not comply with the instructions will not be considered. Applications will be based on a rolling basis and interested parties are encouraged to send their applications as soon as possible.

Please use English for all communications. Only successful candidates will be contacted. For more information about ICLEI World Secretariat, visit: <https://www.iclei.org/>