Request for proposal
Redesign and update the CGIAR Research Program on Water, Land and Ecosystems (WLE) website

Who we are

The CGIAR Research Program on Water, Land and Ecosystems (WLE) is a global research program that promotes a new approach to sustainable agricultural intensification in which a healthy functioning ecosystem is seen as a prerequisite to agricultural development, resilience of food systems and human well-being. This program is led by the International Water Management Institute (IWMI) and is supported by CGIAR, a global research partnership for a food-secure future.

The program is located at IWMI headquarters in Colombo, Sri Lanka.

Purpose of the call

WLE has evolved as a program since the current website was first implemented. We require an updated website that incorporates both functionality and design to highlight the breadth of our work from publications to stories to tools and data.

Functionality

The website should function as a:

- mechanism to promote WLE as a credible scientific body that puts ecosystem service-based approaches on the global agenda to all key target audiences;
- resource for
    - those seeking research outputs (in both text and multimedia formats) - research is WLE's key output; the website will serve this central fact;
    - project information - this would be indexed for the search function; we have a range of partners and this feature should allow partners to be able to search and identify projects in which they are involved or interested;
    - stories around the work that we do;
    - data and tools that we have produced; and
- multi-site platform that coherently brings together different aspects of the program
    - incorporation of multiple blogs, particularly the Agriculture & Ecosystems Blog;
    - allowing for expansion to future web pages for regional subsidiaries.

The revamp should also clearly articulate WLE messages, achievements and methodology for a more general audience (students, donors, etc.). In simple terms, our vision is one of prosperous communities, productive food systems and healthy landscapes. This can be a key message that should be conveyed throughout the site and can be incorporated into the site's visual identity.

Design

WLE's target audiences include researchers and academics, donors, partners and other interested parties. For this redesign, we envision a site that incorporates current, elegant design and consistent information management structures. We want this website to be more user-focused and user-friendly than before.

Also, WLE is in the process of implementing an open access policy. Therefore, the site will be under a Creative Commons license which should be highlighted on the site.

Requirements

WLE seeks an organization/individual that is capable of conducting the following tasks using the current content management system (CMS).

Pillar 1: Updated structural framework
- Initial audit of the WLE website to provide options for incorporating different elements (WLE global, key thematic areas, focal regions, projects, databases from different projects, Agriculture and Ecosystems Blog)
- Page structure overhaul to better reflect who WLE is and what work we do
- Navigation rethink
- RSS feed integration for blog sections to draw from external websites
- Integration with WLE's existing repository system, CGSpace (a module for Wordpress is currently awaiting finalization)
- Prepare site for multilingual display
- Set underlying structure for multi-site functionality under the WLE umbrella

Pillar 2: Design
- Use WLE's existing branding guidelines with font and graphic standards as a base
  - o Set graphic standards for content display
- Make appearance decisions: color, menu design, scrolling type
- Ensure integration of current and future multimedia through template design
  - o Incorporate social media functionality for our existing accounts
- Refocus home page to consider core aspects of WLE
- Responsive design - both for smart phones and tablets as well as considering that most of our users access the site from areas with low/bad connectivity.

Pillar 3: Support
- Provide ongoing technical support and training to WLE staff

Examples

Here are some examples of what we envision for the site, namely, elements that we would like to see incorporated into the overall design:

- A full-width responsive homepage slider
- An overall clean feel which includes full-width elements, including video
- Four-button home page navigation (which makes information easily accessible) and an interactive map showcasing WLE's work (this would apply to us as well, because it could be used to represent the regions where we work)
- Highlighting projects & easily communicating who we are and what we do

Consultancy details

Duration: 90 days

1. **Assessment and design**
- Audit of existing site and user survey (*5-8 days*)
- Proposal and work plan - *2 days*
  - o Discussion of phase 1 (structure/functionality) with WLE web team - *continuous*

- Basic shell (draft 1.0)/staging site - *15 days*
- Design and feedback - *5 days*

2. **System development**
- Updates/improvements to draft *1-15 days*
- Options for web-hosting and services
- Deployment and transfer of existing site into new one - *10 days*
- Training - *3 days*

3. **Launch and revisions**
- Updates, improvements and feedback to site - *10 days*
- *Ongoing support (2 days per month for first year)*

Deliverables
- Plan of work from inception to deployment
- Page wireframes (early stage)
- Designated point of contact at your organization for the WLE web team
- CMS based on Wordpress
- Training modules
- Multi-site functionality
- Updated design and functionality

Interested organizations and individuals should send a proposal for completing the above work. Proposals should include:
- a strategy on how to design and implement the stated objectives and deliverables;
- reference to all relevant expertise and experience; and
- a detailed budget for the work.

It is expected that the organization/individual will:
- possess technical IT and design skills, and worthy aesthetic sensibility;
- be based in Asia, in order to facilitate timely communications. Organizations and individuals based outside Asia will be considered, but they must be prepared to be exceptionally responsive to queries and to work around time zone differences;
- be available full-time until February 2015 and then part-time thereafter to provide support;
- be available either to help coordinate efforts to launch focal region sub-sites after February or to set up clear style/format guidelines for focal regions to follow; and
- have the capacity to train the WLE web team on the updated CMS structure and other customizations.

WLE is capable of providing some of its own resources, including
- basic content management;
- tagging and categorization of old material;
- copywriting and brainstorming; and
- basic Wordpress skills.

Please send a proposal and budget by e-mail to Martina Mascarenhas, Communication and Outreach Manager, CGIAR Research Program on Water, Land and Ecosystems (WLE) at m.mascarenhas@cgiar.org by **November 24, 2014 (Monday).**