### Terms of Reference

Website migration

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##

## About us

### International Disability Alliance (IDA)

IDA brings together over 1,100 organisations of persons with disabilities and their families across eight global and six regional networks.

Together we [promote the rights of persons with disabilities](http://www.internationaldisabilityalliance.org/node/80) across the United Nations' efforts to advance human rights and sustainable development. We support organisations of persons with disabilities to hold their governments to account and advocate for change locally, nationally, and internationally. The cornerstone of our work is the United Nations Convention on the Rights of Persons with Disabilities (UN CRPD). We promote the effective and full implementation of the UN CRPD and compliance by governments and the UN System through the active and coordinated involvement of representative organisations of persons with disabilities at the national, regional, and international levels. The 2030 Agenda and its Sustainable Development Goals are integral to IDA's work to promote inclusive, sustainable development in line with the UN CRPD.

IDA represents the estimated one billion people living with disabilities with organisations worldwide. This is the world’s largest – and most frequently overlooked – marginalised group. With its unique composition as a network of the foremost international disability rights organisations, IDA is globally the most authoritative representation of persons with disabilities. It is acknowledged as such by the United Nations system both in New York and Geneva.

More information can be found on [www.internationaldisabilityalliance.org](http://www.internationaldisabilityalliance.org).

### IDA's Website

#### Purpose

IDA launched its website using Drupal 7 more than six years ago. With more than 1500 entries and usage peaks of 15 000 monthly active users and 900 daily active users, IDA’s website is the organisation’s face to the world.

#### IDA's website currently serves multiple purposes:

* Engages donors,
* Provides communications about IDA and its work beyond advocates,
* Educates audiences that know nothing or little about disability or IDA,
* Increases the legitimacy of the organisation,
* Creates the veneer of transparency, and
* Provides interested parties with contact and engagement information.

#### Audience

* Disability advocates,
* International organisations,
* iNGOs,
* NGOs,
* Donors,
* Members,
* Stakeholders in project work, and
* Internal stakeholders: Board members, Management Team etc.

#### Current issues

* The website, in its current form, is limited in its ability to engage IDA’s audience. Below is a non-exhaustive list of the issues we are facing:
	+ Poor information architecture and navigation,
	+ Poor searchability,
	+ Poor maintainability,
	+ Poor SEO,
	+ Limited use of video and audio content due to technical constraints,
	+ A large number of broken links,
	+ Lack of translation, and
	+ Outdated design.

To meet the needs of the audience that IDA currently has, as well as the broader communities that IDA has started to work with, the IDA website needs to showcase transparent and effective communication that enables it to network widely and communicate effectively.

## Objectives

### Current website archiving & migration

As a non-profit organisation relying on funding from institutional donors it is critical that we comply with security industry standards. In order to ensure acceptable levels of security and maintainability, the website must migrate to Drupal 9 before Drupal 7's end of support in November 2023. While we understand that the migration will require fixing incompatibilities, we expect the updated website to offer the same functionalities as the current version.

IDA's website in its current state stores information and intellectual property that is critical to our organisation. For this reason, losing any content would be unacceptable. To address this risk, IDA intends to keep an offline archive of the website in its current state. This archive should be accessible and browsable by IDA staff if/when needed.

As part of this engagement, and with the support of IDA's Communication Manager, you will:

* Lead, coordinate and perform the migration of IDA's historical website from Drupal 7.0 to Drupal 9.0 while preserving all functionalities and minimising downtime. This would include all the work required to:
	+ Analyse and troubleshoot existing issues with current Drupal 7 sites where it interferes with migration,
	+ Troubleshoot and provide support for any issues resulting from the migration to Drupal 9,
* Produce a browsable archive of the current website (pre-migration).

### New pages

As part of this engagement, you will also be helping IDA create 10-20 pages for a “landing website”. While upgrading our historical website to Drupal 9, IDA also needs to improve its online presence. This set of pages would be the first external facing image that IDA shows the world while the rest of the website is curated, updated and made more engaging.

With the support of IDA's Senior Communication Manager, you will create a new 10-20 pages website showcasing IDA's activities. This includes the following activities and their resulting deliverables:

* The planning and coordination of the different phases of the update part of project from inception to completion,
* The definition of the tone of voice and content for the new pages through:
	+ Stakeholder workshops or interviews,
	+ Content audit/analysis,
	+ The definition of personas,
	+ Standardisation of IDA’s digital presence, and
	+ Close collaboration with IDA's Senior Communication Manager.
* Creating the content either indirectly through IDA's communication manager or directly by conducting workshops and/or interviews with stakeholders and subject matter experts. This should result in:
	+ A proposal for 3 templates suitable for the various types of content to be added to the website,
	+ A proposal for a new homepage reflecting IDA's latest graphic identity,
* The iterative design, development, testing, and delivery of the website,
* The creation of a functioning sitemap,
* The creation of a keyword strategy that will advance the website’s SEO,
* The implementation of a social media widget supporting IDA social media platforms, and
* The definition and implementation of user roles and access rights for website management.

This new website should link to the historical website. We understand there will be a significant gap between the historical website and the new pages, and we accept this as a temporary situation but expect a plan into the future from the developers and an idea on cost.

### Hosting, maintenance, and support

As part of this engagement, you will be required to provide the hosting, maintenance and support of the website on an ongoing basis.

IDA expects your proposal to include:

* A managed hosting service package describing service levels, data protection and security measures, data storage and transfer limits, backup and recovery plan.
* A maintenance & support package should include:
	+ Timely system upgrades,
	+ Timely response to IDA's inquiries,
	+ An immediate response to critical issues (system availability issues for example),
	+ Bug fixes, and
	+ Minor improvements.
* A training package, in writing and/or webinar training which will be recorded, describing the steps for individuals to update the website autonomously.

In order to guarantee IDA’s ability to switch providers, all artefacts (source code, credentials, hosting, licences, etc.) required to build, deploy and run the website should be the property of IDA. For the same reason IDA will require the service provider to minimise the use of proprietary/closed source system components.

### Non-functional requirements

* Availability & Performance: the website should be highly available and its performance in line with industry standards,
* Responsiveness: the website should be fully responsive and support all modern browsers on all devices - phone, tablet, etc.,
* Ensure the online content is accessible on all platforms offering a user experience reflecting up-to-date industry standards (PC, tablet, smartphone, etc.),
* Accessibility: the website should be fully accessible and comply with WCAG 2.1 and ATAG.
* Extensibility: the website should be extensible and support the addition of new features as requested by IDA,
* Transferability: the website should be transferable to another service provider at any time,
* Maintainability: the website should be maintainable by current and future providers,
* Internationalisation: the website should support multiple languages, and
* GDPR compliance: the website should comply with [GDPR requirements](https://gdpr.eu/).

## Tentative consultancy timeframe and deliverables

|  |  |  |
| --- | --- | --- |
| Project Kick-off  | * Scoping document
* Detailed project plan including milestones and staffing
* Communication and meeting plan
* Roles and Responsibilities
 | July 1st  |
| New Pages Live  | * New Pages
* Training Material
 | August 1st  |
| Migrated Website live | * Live Website
* Website Archive
* Training Material
 | July 31st |

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## Vendor qualifications

* Extensive experience in website creation using Drupal. Examples will be required,
* Demonstrated experience in Drupal 7.0 => Drupal 9.0 migration,
* Extreme fluency with HTML5/XHTML and CSS.
* Experience working with PHP, JavaScript, and jQuery.
* Ability to write JavaScript with and without the use of libraries such as jQuery,
* Advanced site-building experience including deep familiarity with the Drupal ecosystem: modules such as CTools, Views, and Panels,
* Experience building user interfaces for websites and/or web applications,
* Experience defining and implementing website management tools within the user interface to ensure quality of website postings and changes,
* Experience designing and developing responsive design websites,
* Demonstrated experience building highly accessible websites (front-end and back-office),
* Have wide experience in website development and have developed at least two websites of a similar size or structure to IDA’s website (for instance, other NGO websites).

## How to apply

If interested, please send an email to tenders@ida-secretariat.org indicating in the subject *“IDA website migration”* and request for tender dossier. The deadline for application is 20 May 2022 until 09:00 AM CET.

## Annex 1 - Selection process, inquiries, and timeline

Your proposal should include a timeline for the project including the major milestones, staffing plan.

|  |
| --- |
| **Selection process and tentative timeline** |
| **Milestone** | **Dates** |
| **RFP release date** | 20 April |
| **Application deadline** | 20 May |
| **Shortlist communication (5 proposals)**  | 25 May |
| **Shortlisted proposal evaluation & review** | 05 June |
| **Presentation by providers** | 10 June |
| **Final provider selection**  | 15 June |

## Annex 2 - Deliverable cost & time estimates

For each of the following deliverables, please provide cost and time estimates:

|  |  |  |  |
| --- | --- | --- | --- |
| **Deliverable**  | **Cost (in man/days and $)**  | **Time frame** | **Comments**  |
| **Migrated website** |  |  |  |
| **Current website archive** |  |  |  |
| **New pages design** |  |  |  |
| **New pages implementation** |  |  |  |
| **Training sessions/material** |  |  |  |
| **Hosting, Maintenance & Support services**  |  | On the job |  |

## Annex 3 - Non-financial evaluation grid

|  |  |
| --- | --- |
| **Criteria** | **Max** |
| Organisation and methodology | 10 |
| Proposal delivery time | 5 |
| Technical ability (supported by the portfolio)  | 20 |
| Creative and design ability (supported by the portfolio) | 15 |
| Training material production  | 5 |
| Experience with accessibility  | 15 |
| Support and maintenance conditions (SLA, ticketing …)  | 15 |
| Customer-vendor relationship  | 10 |
| Domain specific knowledge - work with non-profit  | 5 |
| Availability & Staffing capacity  | 15  |
| **Total** | 100 |