

Terms of Reference (TOR) for the development and maintenance of Asia LEDS Partnership (ALP) website: 2021 – 2023

1. Organizational Background

The Asia LEDS Partnership (ALP) is a voluntary regional network that promotes and enables low-emission, climate-resilient development across the Asia and Pacific region through peer-to-peer learning, knowledge sharing, and improved coordination and cooperation among governmental and non-governmental partners. Please visit <http://www.asialeds.org> for more information.

ICLEI – Local Governments for Sustainability South Asia (ICLEI SA) hosts the ALP Secretariat in partnership with ICLEI regional offices (ICLEI Southeast Asia, ICLEI East Asia and ICLEI Kaohsiung Capacity Center (KCC). This contract will be executed by ICLEI – South Asia on behalf of the Asia LEDS Partnership (ALP) Secretariat. Please visit <http://southasiaoffice.iclei.org> for more information.

2. Project Background

The ALP launched a website few years back to ensure accessibility to all materials related to the climate change activities undertaken by our Asian Member Countries. Now, ALP has decided to launch new platform providing key information regarding the project activities to all countries and international organisations across the world.

ICLEI SA is tasked with working with all Asian countries and its agencies to communicate information on energy, finance, transport and subnational integration themes by acting as a continental accelerator of knowledge and solutions through collaborative and ambitious climate action, peer learning and innovation.

To further enhance the new site and ensure the best experience to users, ICLEI SA is planning to conduct a series of upgrades on the website.

The primary users of the site will be ALP member countries, all other non-member countries, civil society, researchers, financial institutions, donors and the general public.

3. Objectives

ALP received a number of requests from various country teams to make a new interactive website with an updated web sections and other webpages proposed in this TOR below. The web development partner is expected to address this request and use this opportunity to further develop a website prioritizing the interaction and collaboration among key users (decision makers of the Asian countries) of the site.

ICLEI SA is inviting proposals from reputed and qualified companies with a track record of success in designing and producing digital solutions to develop new templates for the current website. The templates will provide a new look-and-feel to the web and will unlock the potential functionalities of the current activities while displaying the content in a more organized, attractive and user-friendly manner.

4. Deliverables

Under the supervision of the ALP Secretariat, the web development firm will be required to perform the following tasks:

Part 1:

- Development of the new ALP website (Laravel Framework or Word Press CMS) with new visual look and its functionalities to provide a better user experience.
- Migrate the contents of old ALP Forum sub-sites (including videos, presentations, proceedings report) on the new website.
- Modify and/or develop new sections to respond to the emerging interests of Asia LEDS Partnership members and partners. For example, there is a need for creating new webpages for ALP forum (conference) to be organized in August-September 2021; development of country profiles for each member country and other workshop/activities/outcomes which are to be promoted on the ALP website.
- Develop a user manual and deliver a webinar for the support staff and system administrators to perform content upload and backup process, system maintenance and administration related to the ALP website.

Part 2:

- Maintain the ALP website in consultation with ICLEI SA. This will be related to updating and making modifications in ALP webpages as mentioned below in Section (6): Structure of the website.
- Support and maintenance: Administrative and technical support, quality control for the entire contract period (Upto December 2023 and subjected to further extension based on mutual agreement).
- Source code handover: Latest versions of full source code including all developed libraries shall be handed over to ICLEI SA as and when created/updated.

5. Eligibility, Project Duration & Project Execution Methodology

- The development firm shall have at least five years of working experience in website and graphic design/development; have developed/managed at least 10 client websites.
- Duration of the contract will be until 31 December 2023
 - Part 1: from the date of signing the contract in July 2021 until 1 November 2021
 - Part 2: from the completion of ALP website development until 31 December 2023 - subjected to further extension depending on the credibility of the work deliverables and on mutual agreement
- The work order is planned to be issued in the month of July. The website is expected to be ready in 60 days' time starting from the date of signing the contract. All the other deadlines are given below in Table 1 under Section 10.
- The user manual, webinar, uploading and maintenance of the new webpages will be done from the third month of signing the contract.

Briefing/debriefing arrangements

- A first meeting/conference call will be scheduled for the ICLEI SA team to brief the firm on the background information to develop each of the requested deliverables.

Reporting relationships and identification of responsibility for assessment of the services/outputs

- The company will work in close consultation and under the supervision of the ALP Communications Manager. They will follow up the design process answering questions related to the documents.
- The Communications Manager in close consultation with the Project Director of the ALP will assess the services and outputs of the firm.

Support provided

- ICLEI SA will grant access to the current ALP website code and content including the web administration console, all documents and pages, plugins, themes and additional files.

6. Structure of the website

The following is an estimated structure of ALP website in a single language (English):

- Home
- About
 - a) Asia LEDS Partnership (ALP)
 - b) Global LEDS Partnership
 - c) LEDS Pathways
 - d) Steering Committee
 - e) Team
 - f) ALP Member Countries (Separate profile page for each country)
- Community of Practice (CoP) – [Latest event briefs, major highlights including the video recordings of the CoP webinar and other respective resources such as PPT, reports, infographics for knowledge dissemination]
 - a) Energy
 - b) Climate Finance
 - c) Transport
 - d) Multi-Level Climate Governance (MLCG)
 - e) Building Energy Efficiency (BEE)
- Good Practices (An illustrative step by step by development and implementation models of the best projects)
 - a) Energy
 - b) Climate Finance

- c) Transport
- d) Multi-Level Climate Governance (MLCG)
- e) Building Energy Efficiency (BEE)
- ALP Forum
 - a) ALP Forum 2021 (create new webpage)
 - b) Restore previous forum web pages and/or recreate forum pages with available information (2012, 2013, 2014, 2016, 2017)
- Resources & Publications (dropdown filter provisions based on country, sector, year)
 - a) Case studies
 - b) Publications
 - c) Reports
 - d) Tools
 - e) Videos
 - f) Infographics
- News (dropdown filter provisions based on country, sector, year)
- Events (dropdown filter provisions based on country, sector, year)
- Join ALP
- Climate Helpdesk
- Contact Us
- Sitemap

7. Work Plan

Deliverables:

All new developments listed in this section will be built in the current ALP site (<http://www.asialeds.org>) using Laravel Framework or CMS based WordPress.

(i) New look and feel

- Following the ALP branding guidelines provided by ICLEI SA, design a new look-and-feel for the ALP site capturing the different functionalities outlined in this TOR. The company will develop a graphic concept and the visual language of the new templates.
- Ensure a consistent visual language on the new site by introducing fixed styles in templates ensuring consistency in fonts, formatting, icons, images, layout techniques.
- The new look and feel should be adapted to homepage, sections, subsections and the following components of the site: article template, resource webpage template, publication/guidance webpage template, country story webpage template, event webpage template.
- Standard page elements including header, footer, tabs, persistent navigation, contact us, email and page print, etc., options should be included in the new templates.
- The new templates should guarantee that most recent content on the site is captured

automatically on the homepage in an organized way following specific categories, tags or other custom catalogues.

- All section and subsection webpages should incorporate functionalities to guarantee the latest information on that section and sub-section is displayed (news, resources, publication/guidance, country stories, and events).
- The current sections and sub-sections of the site should be adapted using the new templates. These sections include around several blog posts and pages.
- Based on the discussions with ICLEI SA, adapt the database of the ALP site to include new categories to display the information in an organic way.

(ii) New sections

- Based on the agreed templates, develop ~~four~~ new web sub-sections to the ALP site based on, but not limited to the structure, functionalities and features defined in these terms of reference.
- The new subsections and webpages should incorporate functionalities to guarantee the latest information on that sub-section is displayed (news, resources, publication/guidance, country stories, and events).
- More blogs and project outcomes are expected from the member countries and so several pages will be created as and when needed.

(iii) Functionalities to be included in the new templates

The following features will be guaranteed through the new templates outlined in the section (i) & (iii):

- Responsive website layout design
- Newsletter sign-up form home page (incl. integration for managing newsletter)
- Carousel/display of main stakeholders' logos on home page
- Events section on the home page (adding events from back-end)
- News section on the home page (adding news from back-end)
- Video embedded on the home page and every country profile pages (streaming from YouTube or any other major video platform in respective Asian countries. For example, Chinese Govt may not be using YouTube for their knowledge dissemination and climate awareness)
- An interactive map on home page showing all member countries hyperlinked to their country profile pages.
- Google analytics and on-page SEO provisions
- All social sharing features including major social networking or instant messaging apps in Asian continent, twitter share by text selection and twitter feed by handle and hashtag;

- Multiple page styles and custom post types; Language options feature in resources and guidance templates;
- In-site search function by news, type of publication/guidance, type of resource, events, country story and sector; Search resources by free text;
- Signup for regular updates on newsletters and events;
- Link the site with other platforms such as other LEDS Global, other regional LEDS and other major organizations working on the climate change;

(iv) Knowledge transfer

- Develop a user manual and deliver a webinar for the support staff and system administrators to perform content upload, system maintenance and administration.

(v) Support and maintenance

- Support and maintenance: Administrative and technical support, quality control for the entire contract period;
- Ensure the automatic backup has to be done or have to take manually on regular basis (weekly or fortnightly)

(vi) Source code handover

- Full source code including all developed libraries shall be handed over to ICLEI SA/other implementing agencies (IA) as and when prepared and/or updated.

(vii) Tasks

Development phase

- The successful vendor will participate in a debriefing session with the ICLEI SA and other programme areas to understand the overall project and expectations.
- Based on the debriefing session and this TOR, the vendor will develop a design concept for the site. The vendor will share a maximum of three proposals with the ICLEI SA team.
- The vendor will adjust concept based on feedback and comments from the ICLEI SA team.
- The vendor will develop the visual concept and language for the site adapting it to the different components outlined in the section “deliverables” and adjusting it based on feedback and comments from the ICLEI SA team.
- The vendor will create responsive website with appealing graphic design elements and make it responsive with cross-linked posts on various pages based on the following categorization namely county, sector, type of content (report/article/news)
- The vendor will incrementally migrate the existing website and other sub-sites of ALP Forum to a final website and implement new features that add value for optimal website performance. The access to the existing domain and hosting services will be transferred to the vendor by ICLEI SA.
- The vendor will redesign and redevelop the website’s structure and functionality, taking

into account the requirements of the client if there is an issue with the finalized template.

- The vendor will upload the website contents, development and integration of infographics in the website pages aligned to the page templates and theme provided by the client as and when required.
- The vendor will, in the meantime, secure the existing site during the transition to the new platform; preservation of all current website content and functionality.
- The vendor will ensure that the website is compatible with all devices and platforms (such as Safari, Google Chrome, Mobile, iPad, etc.)
- The vendor will optimize the site for low bandwidth users as our target audience might not have access to high bandwidth all the time.
- The vendor will fix any errors that occur during the test phase of the website.
- The vendor will prepare a template for the ICLEI SA to make a request regarding the content upload to make the upload process and creation of new webpages a hassle free.
- Integration and final approval by ICLEI SA and GIZ (main funder of the project).
- Conducting rigorous testing on the test site before going live.

Maintenance phase

- The vendor will assist with the content updates by which the posts gets automatically cross posted on various pages based on the selection of categories namely county, sector, type of content (report/article/news).
- Maintain full backup of the web site through the duration of the contract. The backup, source code and other files will be delivered in full to the client as and when created or modified.
- Create an automated testing system that checks for broken hyperlinks on the site.
- Verify regularly that the site is up and running, and will revert to the back up whenever necessary.
- Monitor the server logs to see the most popular pages, downloads and generate regular reports.
- The vendor will ensure search engine optimization. The SEO work will include keyword research & analysis, site analysis, site content optimization, code optimization, search engine submission (free/paid search engines in consultation with ICLEI SA), link exchange, web ranking report, etc.
- The vendor will provide annual and detailed reports analyzing progress, trends, and areas to be improved. The reports should also include comprehensive and cumulative figures for downloads.

8. Intellectual Property

All information pertaining to this project belonging to the client, which the consultancy firm may come

into contact with in the performance of his/her, duties under this consultancy shall remain the property of the Client (ICLEI South Asia) who shall have exclusive rights over their use.

Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever form.

9. Required Skills and Experience

Vendor should demonstrate and provide examples of previous experience in the performance of similar services as follows:

- Be a reputable firm with at least 5 years of prior experience designing visually appealing and navigation friendly web sites;
- Familiarity and relevant experience in Laravel framework would be an advantage with different Content Management Systems (CMS), particularly WordPress.
- Have a broad knowledge of current web development technologies and design tools in the field, and new software and other web programming languages and programs including use of HTML, XHTML, CSS, XML, XSLT, Macromedia Flash, Java;
- Have excellent knowledge of recent trends in graphic design, web sites, including online video publishing, and social media networking;
- Demonstrate the ability to create innovative and visually appealing design;
- Key professional staff qualifications and competence needed for the assignment:

- a) Lead developer: The lead developer is responsible for the overall development process and assures that all code contributed is in line with coding standards. The lead developer has extensive experience (at least four years) in programming and CMS development/PHP framework, including versioning of which at least two years are specific to WordPress CMS or Laravel.

The lead developer is an expert in the below scripting and coding languages and standards: PHP, AJAX, Java Script, HTML (including version 5), CSS (including version 3). The lead developer is an expert in the use and configuration of the below applications: WordPress CMS, MySQL Database, Apache web server. Experience with other related applications is an advantage.

The lead developer is an expert in the use and configuration of the below products and techniques: Search engine optimization, Google Webmaster tools, Google developer tools, Mobile device adaptation.

- b) Junior developer: The junior developer supports the lead developer with the overall development process. The junior developer has at least two years of work experience in PHP programming and CMS development, of which at least one year is specific to WordPress CMS and/or Laravel framework

The Junior Developer shall have experience in following languages and standards: PHP, AJAX, Java Script, HTML (including version 5), CSS (including version 3).

- c) Graphic designer: The vendor will have a team of graphic designers with prior experience on designing websites with a solid portfolio of at least 3 years of experience.

- d) Junior migration expert: The junior migration expert supports the development team with the execution of manual and/or automated content migration. The junior migration expert works to assure the correct redirection of webpages after migration. The junior migration expert has at least two year of work experience in publishing or and configuration of which at least six months are specific to WordPress CMS/Laravel Framework. The junior migration expert has an eye for detail and a basic understanding of content development. The junior migration expert has the capacity to write and read fluently in English.

10. Deliverables, timeline and payment schedule

Deliverables	Timeline	Payment schedule
Part I		
Award of the contract and the commencement of the work	July 2021	20% advance upon signing the contract
The developer presents the optional website templates for the ALP website and its functionalities are enhanced to provide a better experience to users*.	4 weeks from the date of signing the contract	10% payment upon finalization of website template
Restoration of contents from old website and other project activities including the ALP Forum.	12 weeks from the date of signing the contract	40% payment upon the migration of contents from the old / existing ALP website (including ALP forum contents)
Develop specific webpages for the ALP forum 2021	15 October 2021	15% payment upon developing ALP forum webpage (includes uploading of videos, slides, photos, reports, etc.)
Develop a user manual and deliver a webinar for the support staff and system administrators to perform content upload, system maintenance and administration.	01 November 2021	15% payment upon submitting the user manual and delivering the webinar (knowledge transfer to update contents/managing ALP website)
Part II		
Support and maintenance: Administrative and technical support, quality control for entire contract period (including updating contents on need basis)	Until 31 December 2023	30% payment by January 2022 (after successful migration of contents from existing to new website and after performing testing / quality checks)

		<p>30% payment by January 2023 (after ensuring there is no outstanding content update requests; system maintenance requests)</p> <p>40% payment by December 2023</p>
Source code handover: One copy of full source code including all developed libraries shall be handed over to ICLEI SA.	As and when created or modified	--

* All templates should have the functionalities outlined in deliverables section (3).

11. Documents to be include in the proposal

If you have the required qualifications and are interested in this contract, please submit the following.

A proposal describing the previous work done in this area;

- a) A portfolio of previous work of webs with similar functionalities developed in WordPress/Laravel;
- b) CVs of the lead developer, junior developer, graphical integrator, graphic designer and junior migration expert in charge of this project to be included in the proposal;
- c) A two part financial proposal to address the work shall be submitted. Also in each part, please indicate the cost for development/management under both the options i.e., Laravel and WordPress CMS.

Part 1: Development of new website including content migration from old site

- a) Financial proposal for development of website using Laravel and
- b) Financial proposal for development of website using WordPress CMS

Part 2: Support and Maintenance of the website

- a) Financial proposal for maintenance of website if Laravel framework is used
- b) Financial proposal for maintenance of website if WordPress CMS is used
- d) The lump-sum fee which you propose for the consultancy and execution should indicate the breakdown of all costs. This fee should be inclusive of ALL considerations.
- e) Each of the submissions should be made in **two separate envelopes or attachments (if submitted via email) for technical offer and financial offer** (indicating; DO NOT OPEN IN ADVANCE). Offers that are not submitted separately will be deemed as disqualified and will not be assessed further.

12. Evaluation and selection process

Submissions will be evaluated in consideration of the following criteria.

- a) The work presented through the firm portfolio will be evaluated to assess the quality of the company's work;
- b) Experience and qualifications of the team proposed to deliver the work by the company. This part

of the evaluation will be based in the CVs of the individuals comprising the team that need to be share by the firm in their proposal;

- c) Experience in developing sites using WordPress CMS or Laravel framework;

The firms will be selected based on both the technical capacity and the lowest financial bid¹.

13. Instructions for Submission of Proposal

The proposal is to be submitted in soft copy by interested organizations. The proposal should be emailed to: alpsecretariat@iclei.org; and soumya.chaturvedula@iclei.org;

Mr. Anandhan Subramaniyam may be contacted at +91 99524 59586, for any further clarifications.

14. Contact

Asia LEDS Partnership Secretariat

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ICLEI SA : www.southasiaoffice.iclei.org

¹ Selection will not be made only on the basis of lowest bidding