Request for Proposals
ICBL-CMC/the Monitor Web Platform Design, Development, Build and Maintenance

EXTENSION OF DEADLINE FOR PROPOSAL SUBMISSION

The deadline for proposals submission is extended from 16 July 2021, midnight CET, to AUGUST 2021, midnight CET.

Please note that the timeline and deliverables provided in the Request for Proposals are indicative only.

Who We Are

The International Campaign to Ban Landmines-Cluster Munition Coalition (ICBL-CMC) is a global civil society coalition working to end the suffering caused by landmines, cluster munitions, and other explosive remnants of war (ERW), and in support of the work of survivor communities in the defense and promotion of their rights.

Our main office is based in Geneva, Switzerland, with additional consultants working remotely and campaign members in some 100 countries. We bring together two campaigns—the Nobel Peace Prize-winning International Campaign to Ban Landmines (ICBL) and the Cluster Munition Coalition (CMC).

The Landmine and Cluster Munition Monitor (the Monitor) is the research project of the ICBL-CMC. It has been providing research on the global landmine/ERW and cluster munition problems and solutions since 1999 and 2010 respectively. It is a successful example of the concept of civil society-based verification. A broad-based network of individuals, campaigns, and organizations from around the world contribute to the research work. The Monitor produces several research products including the annual Landmine Monitor and Cluster Munition Monitor reports, online country profile reports, as well as factsheets and maps.

Current web structure

The current three websites serve as “one-stop online hubs” for landmines/ERW and cluster munitions related-news, campaign activities, and information for mine action stakeholders as well as other interested parties.

Organization “Home” page
ICBL: www.icbl.org
CMC: www.stopclustermunitions.org
The Monitor: www.the-monitor.org
The information and resources (of varying types/formats) contained on the websites serve the following **main objectives**:  
- Policy advocacy;  
- Unique database on all aspects of mine action (dating to 1997);  
- Campaign activities promotion;  
- Awareness raising;  
- News and events promotion;  
- Historical information on humanitarian disarmament efforts and adoption of the Mine Ban Treaty and Convention on Cluster Munitions.

It is important to note that the ICBL and CMC campaigns, and the Monitor are autonomous, yet complementary components of the organization. They have **distinct purposes**, histories, and strategic objectives reflective of their unique stages of development. The CMC is heavily focused on mobilizing states to ratify or accede to the Convention on Cluster Munitions, while the ICBL is currently focusing on full and timely implementation of the Mine Ban Treaty obligations in addition to working towards universal adherence. The Monitor, as a research initiative, complements the work of both campaigns by providing independent and up-to-date research on the global situation and implementation of both treaties.

Websites **key target audiences** include: expert public (working on mine action, humanitarian disarmament, protection, development, persons with disabilities related issues); ICBL and CMC coalition members and civil society partners; diplomats, government counterparts, relevant national authorities, and policy makers; the media; general public; donors; and internal audience (ICBL-CMC staff, consultants, Monitor researchers, prospective candidates).

**Scope of the Project**

The aim of the project is to:  
1. Analyze the needs and gaps of ICBL-CMC and the Monitor websites;  
2. Design and develop a new web platform for the three websites, considering both the need for greater integration and a common identity, as well as the specific requirements and different purposes of each entity;  
3. Provide options for ongoing support and maintenance of the newly launched online platform.

**Challenges**

Our website designs are outdated (current websites were designed/launched in 2013). The sites are difficult to navigate, are not responsive to current technologies and/or target audience needs, and do not engage users to learn more about our work and take action. Significantly, the organization will celebrate its 30th anniversary in 2022, and the new web platform must adequately reflect ICBL-CMC’s long-standing presence in the mine action community as well as new network initiatives that make ICBL-CMC a go to resource.
In addition, the websites claim an increasingly large portion of our limited resources to update and maintain.

Currently, ICBL-CMC’s web presence is dispersed across three websites, presenting a piecemeal picture of the organization and the individual campaigns in relation to the broader organization. The new web platform should help to visibly and conceptually tie together the work of the ICBL and CMC campaigns while clearly drawing on readily accessible data and research contained in the Landmine and Cluster Munition Monitor website.

Traffic across the sites should be seamless AND importantly have the Monitor database built in as the point of reference for all data, to avoid maintaining separate grids and undue content updates.

The content management system (CMS) will need to be flexible enough to accommodate the Monitor database’s unique requirements (outlined below) and may entail a different user interface than that required by the ICBL and CMC campaign pages, though the organization, navigation, and functionality of all pages should be streamlined as much as possible to emphasize organizational coherence. Ideally, the ICBL and CMC web sites should be combined into a single site to improve the user experience, however given its unique research focus, the Monitor site should remain apart, and may entail different CMS requirements.

The new web platform structure will also require “easy” and up-front access that takes account of the distinct target user journeys.

The new system should incorporate the existing campaigns and Monitor URLs given the name recognition associated with each, the desire to build on and amplify current branding, and the implications for changing these on all existing print and electronic outreach materials. The URLs should lead directly to the respective campaign and Monitor pages.

Our needs

ICBL-CMC has undertaken a series of assessments, both in-house and among partners, to determine what is and what is not working with the current web platforms. At this point we need assistance to build on this work to conduct a comprehensive assessment of the organization’s web needs to determine how these can be rolled into a single ICBL-CMC/Monitor web platform, which will proactively engage our different constituents.

Based on that assessment, planning, design and development of a new web platform with distinct web pages and migration of data from the existing web sites, creation of new content, and integration of new and innovative features to enhance the look and feel of the websites and improve user experience.

Project objectives

Through the development of the new web platform, we seek to:
Clearly and succinctly illustrate who we are, the global impact we are seeking to achieve, available resources/tools and relevant updates; and how to take action (see ICBL-CMC Strategic Priorities);

Provide easy access to resources, tools, and information to key target audiences, including enhanced data visualization and analysis;

Refresh and harmonize ICBL-CMC and the Monitor identities – the three should carry a common brand identity while ensuring specific characteristics of each remain intelligible.

Greater visibility and presentation of the activities and outputs of our projects and national campaign members’ actions/contributions;

Better engage target audiences in supporting campaign objectives including promoting, global and national level actions to join and fully implement the Mine Ban Treaty and Convention on Cluster Munitions;

Improve the navigability and accessibility of website content, with a particular emphasis on accessibility for ALL users including persons with disabilities.

Key considerations and requirements for new/improved/enhanced website(s)

1. Accessibility.
   a. Emphasis on Accessibility
   b. The current websites are not optimized for accessibility for many audiences, including for users with hearing and sight impairment. **Ensuring accessibility for all audiences should be a top priority** in the design and build of the new websites. Relevant standards and good practice should be drawn from the Web Accessibility Standards guidelines, among others - [https://www.w3.org/WAI/standards-guidelines/wcag/](https://www.w3.org/WAI/standards-guidelines/wcag/).
   c. Languages: the current websites are in English. Basic information on the organization – Home Page and About Us, to be published in English, French, and Spanish. Additional pages will be English primarily, with individual documents/assets provided in multiple languages. The platform must support the possibility of publishing additional fonts for languages such as Arabic, Chinese, or Russian, as needed.

2. Social media platforms integration.
   a. Making ICBL-CMC social media platforms accessible to users via the websites. Current level of integration to be expanded (e.g. social media wall, blog space, etc.).

3. Fully responsive websites.
   a. Ensuring that the new websites have a responsive web design optimized for mobile devices, tablets, and different computer sizes and browsers, and significantly prioritizing ease of access and navigation for global users with limited bandwidth/access to the internet.

4. Innovative and simple websites design.
   a. The new design of the websites should convey the following aspects: clean, clear institutional identity, intuitive, engaging, professional, reliable, up-to-date, innovative;
   b. More audio/visual, less text throughout the platforms;
c. Incorporation of new media, infographics, timeline, “flip books” or similar story telling tools to be a priority (though not at the expense of simplicity).

5. Technical aspects.
   a. Secure site using https protocol with optimized cybersecurity protocols;
   b. Focus on limited maintenance across platforms. For example, updating monitor research will drive maps, will update treaty status tables, etc.
   c. System optimized for intellectual property protection;
   d. Data loss prevention/failure mitigation strategy: possibility to recover data from the back-end in the event of a system failure.
   e. One back-end entry for all websites (as feasible) – sites must be fully integrated;
   f. Optional: consideration of hosting secured email server on the website;
   g. Options to be provided for hosting arrangements for web site over short/medium term;
   h. Options to be provided for web site support and maintenance over short/medium term;

6. Enhanced navigation and coherent structure of the websites.
   a. Ease of navigation for all users is a priority concern.
   b. Emphasis on streamlining existing site pages to eliminate redundancy, enhance user navigation, and facilitate regular updates.
   c. Easy interface between Monitor and campaign pages.
   d. Historically, the web sites have included extensive archival and background information, this needs to be assessed as to value added. Recent surveys have indicated we have too much background info.

7. Clear identity.
   a. Creation of a style/brand guide for the ICBL-CMC and the Monitor (Taking account of existing graphics/logos/palette)
   b. Maintain and promote clear campaign identities including incorporation of existing brand names and URLs, as noted above.

8. Integrate an industry recognized database – the Landmine and Cluster Munition Monitor research site will be fully integrated with the ICBL and CMC site(s) and will serve as the point of reference and source for all data, graphics, maps, charts, etc. related to factual information on global mine action efforts and status of implementation of the Convention on Cluster Munitions and Mine Ban Treaty.

9. Data collection and protection
   a. New web platform should be in line with current global/EU standards for protection of personal data and provide clear and accessible information on this;
   b. Provisions for user friendly detailed website traffic monitoring, including but not limited to: audience, content, frequency etc., eg google analytics consolidator or similar.

10. Provide options for development of new features (or improvement of existing ones) such as
a. Events planning calendar/app;
b. Private/restricted exchange platform;
c. Integrated online conference tools;
d. Integrated survey tool;
e. Integrated newsletter and subscription;
f. Possible development of a Monitor research data search application;
g. Facility for interface with human resources web portal

Specific considerations and requirements for ICBL-CMC websites
In addition to general considerations for all web platforms above, priorities include:

- Highlight action, mine action policy advocacy, resources, etc.;
- Portal for private donor engagement including (and short) steps for easy donations;
- Attention to engaging new users as well as providing information and resources for frequent site users/regular constituents – currently the websites are focused internally;
- Highlight ICBL-CMC member activity in non-news format, to help ensure “evergreen” aspect of sites.

Specific considerations and requirements for Monitor website
- Clear and more appealing presentation of and simplified access to the different Monitor research materials;
- Provision for archiving in searchable format substantial volume of research documents dating to 1999;
- Separation of and hierarchy between new research and archival information;
- Greater identification of new/last updated content;
- Enhanced functionality and searchability;
- Emphasis on facilitating visual story telling of data and on using innovative technologies to simplify data presentation AND analysis for users;
- Ability to cross-reference various Monitor pages/research at once, including possibly comparative search functionality (e.g. possibility to compare up to five country profiles at once; or to compare specific data over a period of time);
- Improved back-end experience, in particular for uploading new research content on the website (for reference, on an annual basis: upload of two annual reports of approx. 70-100-page long in both PDF and html format; 200+ country profiles in HTML format);
- Making footnoting less cumbersome and time-consuming (to the extent possible);
- Easy share function of web content;
- Integration of “Monitor email alerts” (i.e. users can sign up to receive notification when new information has been published);
Summary of the Project

<table>
<thead>
<tr>
<th>The ICBL-CMC is pleased to invite specialized companies/consultants to submit a project proposal and cost estimate for the design and development of ICBL-CMC and the Monitor web platform as per the requirements set out in this request for proposals.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Posting date:</strong> 30 June 2021</td>
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<tr>
<td><strong>Extended deadline for submission of the proposal:</strong> 2 AUGUST 2021, midnight, CET.</td>
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<td><strong>Implementation:</strong> as soon as possible.</td>
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</tbody>
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What we are requesting?

1. A comprehensive assessment of the organization’s web needs, incorporating existing information, prior to undertaking web design development and implementation. This should include mapping of existing web pages and data, and proposals for streamlining information, improving accessibility and navigability and overall functionality to support the above-mentioned objectives. This will also include proposals for the efficient migration of data/creation of new page content as needed. It is envisaged that this assessment will be concluded within 30 days from project commencement, in order to ensure initial platform operability and testing by October 2021.

2. Planning, design, and development of new web platform, with the creation of the distinct web pages and new content, integration of new and innovative features to enhance the navigation, the look and feel of the websites and accessibility, migration of existing content. The latter may be staggered between the ICBL, CMC, and the Monitor site content but the organization, navigation, and functionality of all pages should be streamlined as much as is possible. It is envisaged that the interface for the Monitor website may have distinct functionality given its research role/ function.

3. Maintenance – Options to be provided for developer web site hosting, support and maintenance, with variable contract periods to be considered.

Other services requested

- Adequate training materials on how to use and maintain the new websites, such as: written guide, YouTube training video, and video conference call to orient staff to the new CMS.
- Information/assessment for possible integration of email server in new web platform.
- Assessment and advice on ensuring security of the new web platform.

The challenge

Help us to reinvigorate the visual identity and online presence of this Nobel Prize winning organization and reaffirm ICBL-CMC brand as a reliable and globally recognized actor in humanitarian disarmament to: raise awareness on the impact of landmines, cluster munitions, and ERW on individuals and communities; facilitate access to relevant research materials and tools; better engage audiences on how they can support effective implementation of the Convention on Cluster Munitions and the Mine Ban Treaty.
Timeline and deliverables
The project should be completed, with the new website(s) ready to be launched, by November 2021. It is expected that additional staff training, testing and de-bugging may continue through the first quarter of 2022.

Expected deliverables/milestones:
- Comprehensive assessment of web needs;
- Submission of a proposal for new web platforms including recommended options, technical specifications, timeline for development and rollout;
- Development including active consultation with ICBL-CMC Web Team; Testing, including “beta” version testing with ICBL-CMC Staff and stakeholders beginning in October 2021;
- Training of ICBL-CMC staff on the back-end portal of the new platform/websites;
- Delivery of user/maintenance guides for the websites;
- Implementation plan and agreement for web platform hosting, maintenance and support;

Please note that this list is not meant to be exhaustive at this stage but to highlight key milestones that will serve to measure progress in the implementation of the project. The previous points may be revised once the final provider is selected.

Application process and conditions

Selection criteria
The following criteria will be used in selecting the web development provider:
- Understanding of ICBL-CMC organizational needs as demonstrated by the proposal;
- Experience in working with clients from the non-profit, humanitarian or development sectors;
- Experience in website creation and development with different technologies and approaches;
- Proven track record of implementing similar projects;
- Ability to provide/arrange for comprehensive evaluation, design, web development, maintenance and support services;
- Cost competitiveness;
- Proven interest and experience in improving the accessibility of websites, and/or promoting content and designs that are gender, disability, and diversity sensitive;
- Timely submission of proposal.

Terms and conditions
Costs involved in the creation of this proposal will be the responsibility of the respective website development company and will not be reimbursed by the ICBL-CMC. We may stop the request for proposal process at any time.

Application guidelines

The provider shall provide a clear, coherent, and organized proposal. The offer should include as a minimum:

- Name of the company, address, and project team members (including short bios).
- Narrative specifying methodology/technicalities to complete the project;
- Proposed indicative timeline to complete tasks and deliverables;
- Cost quotation for services;
- Samples of previous website/web-based product development;
- At least three relevant client references with contact details;

The proposal and quotations shall be submitted in English and presented in USD, EUR or CHF.

Please submit proposals to: webproposal@icblcmc.org