**TERMS OF REFERENCE**

**Ref 27.20: Webpage development for project Reduction of Ocean Plastic in Vietnam Wastes**

**I. Problem Statement**

WWF-Viet Nam is a one of the leading environmental conservation organizations in Viet Nam. WWF began its work in the country in 1985, and has since then worked closely with the public and private sector as well as civil society to implement a strong conservation strategy in Vietnam along six main focus areas. WWF-Vietnam is part of WWF-Greater Mekong, which includes Laos, Cambodia, Thailand, Myanmar and Vietnam.

The recently revised public [website of WWF-Viet Nam’s](http://vietnam.panda.org/) has been developed and readied to highlight Vietnam’s important biodiversity, and the organization’s critical work throughout the country. The national program of Oceans practice (one of 6 practices of WWF-Viet Nam) has been well developed. The project “Reduction of Ocean Plastic in Vietnam Wastes (hereinafter referred to as “Project”) was formed with partnerships from WWF Viet Nam, the Ministry of Natural Resources and Environment is, and the Administration of Seas and Islands. Within the project framework, a public website needs to be developed to enhance public and stakeholder communication, and to share information and knowledge.

WWF Viet Nam and the Project seek to contract the services of a web developing agency or group of consultants to develop a modern and attractive webpage which is in line with the Project strategy and guidelines.

**II. Scope of Work**

The web developing agency or group of consultants will need to build a modern webpage for the Project, with a CMS that allows designated administrators to update the contents both in English and Vietnamese developing the design and layout for key activities and projects in a visually appealing way.

*In-Scope Activities*

The following activities will be completed as part of this project:

* In collaboration with the Project team, the web developing agency or group of consultants will need to create a detailed structure for the new website, both in Vietnamese and English;
* Guide the designated project team members through the web hosting needs and security setups/controls;
* Add current content (text, photos, videos, downloadable documents and reports etc. provided by the designated Project team member(s)) onto the different pages of the website;
* Develop linked newsfeed, linked to postings on other websites and/or Facebook page;
* Adjust the website prototype and brand deliverables based on feedback;
* Duplicate all website pages and add current content in English (provided by the designated Project team members);
* Develop a Content Management System (CMS); and a user-guide for the CMS, complete with the most common troubleshooting guidelines;
* Train a minimum of 5 staff on how to manage the CMS; provide training recording navigation/backend management demonstration for subsequent use and distribution
* Hosting & maintenance services for at least 12 months
* Maintain an inventory of deliverables.

The selected service provider will be expected to guide the designated team members through a discussion of its needs in order to build the site’s architecture. However, some of the expectations on features, capabilities and general web layout will include and are not limited to:

* An attractive graphic layout that embodies the Project vision;
* Interactive, user-friendly, mobile friendly and responsive design;
* A design that is accessible across most popular browsers and is testable with validation tools;
* A design that allows regular improvements on look and features;
* Ability to incorporate all common network’s social media platforms (Facebook, Twitter, YouTube, etc.) with live update options;
* Integrate an effective search function;
* Social bookmarking to allow users to organize their favorite content and share it on their social media accounts through social media shortcuts;
* Search Engine Optimization and ability to work well with search engines;
* Incorporate Google analytics;
* A personalized e-newsletter function with email and text blasting options.

**III. Timelines**

The project will begin in March 2020 – June 2020.

**IV. Requirements**

* Must have completed at least 10 similar projects in design and developing website (website links or contracts to be provided as evidence, this can be included in the company profile and/or porfolio)
* Expertise in modern HTML and CSS
* Comfort with JavaScript and native browser APIs
* Familiarity with mainstream security models for the web.
* Expertise in development of user interface for web based applications
* Experience working with various lightweight and/or headless CMS products
* Exposure to Flask, Python, and SQL Alchemy is a plus
* Experience working with other WWF office in developing website is a strong advantage

**V. Deliverable Outputs**

| No | Output | Timing |
| --- | --- | --- |
| 1 | A completed site structure and detailed workplan with timeline | By April 20, 2020 |
| 2 | A completed website in Vietnamese | To be proposed by the web developing agency or group of consultants |
| 3 | A completed website in English | To be proposed by the web developing agency or group of consultants |
| 4 | A CMS that can be easily updated by administrative staff without specialized web development skills  A training and detailed guideline on using the CMS | To be proposed by the web developing agency or group of consultants |

**VI. Budget:** VND170,000,000 inclusive of taxes.

**WWF’s Mission and Values**

It is part of every staff member’s terms of reference to contribute to WWF’s mission:

WWF’s Mission is to stop the degradation of the planet’s natural environment and to build a future in which humans live in harmony with nature, by:

*- Conserving the world's biological diversity*

*- Ensuring that the use of renewable natural resources is sustainable*

*- Reducing pollution and wasteful consumption.*

It is also part of every staff member's terms of reference to embody WWF's values, which are: Passionate & Optimistic, Challenging & Inspiring, Credible & Accountable, Persevering & Delivering Results.