

# Terms of Reference (TOR)

## Creating the Sports for Nature Online Platform

**Issue date:** 28 December 2023

**Closing date & time:** 26 January, 23:59 CET

**IUCN contact:**

Leigh Ann Hurt, Coordinator Sports for Nature, [leigh-ann.hurt@iucn.org](mailto:leigh-ann.hurt@iucn.org)

Emanuel Boscardin, Programme Officer, Sports for Nature, [emanuel.boscardin@iucn.org](mailto:emanuel.boscardin@iucn.org)

### 1. BACKGROUND

The Sports for Nature initiative was created to tap into sports' enormous potential to take on ambitious goals and drive positive change. The initiative aims to deliver transformative, nature positive action across sports by 2030 and beyond, enabling sports to champion nature and contribute to its protection and restoration.

The Sports for Nature Framework is a joint initiative the following organisations: International Union for Conservation of Nature (IUCN), the International Olympic Committee (IOC), the United Nations Environment Programme (UNEP), and the Secretariat of the Convention on Biological Diversity (CBD), working in collaboration with Sails of Change. Together, these organisations are helping to promote the global uptake of the Framework. IUCN is coordinating the implementation of the initiative, including procurement of the web platform.

IUCN is a membership Union uniquely composed of both government and civil society organisations. It provides public, private and non-governmental organisations with the knowledge and tools that enable human progress, economic development and nature conservation to take place together.

### 2. TASK

IUCN seeks a web developer with relevant expertise to design, construct, host and maintain for a period of three years, a comprehensive, user-friendly, secure and appealing web platform for the Sports for Nature initiative.

### 3. SUPERVISION AND COLLABORATION

The contractor or company will work under the supervision of the Sports for Nature Programme Officer and with the advice of key staff from IUCN and the Sports for Nature partners.

## 4. OBJECTIVES

The objectives of the Sports for Nature platform are to:

- Provide a one-stop shop for everything related to the Sports for Nature initiative:
  - o Featuring general information about Sports for Nature
  - o Serving as a depository for resources including the Sports for Nature toolkit and training material (including videos)
  - o List of key Sports for Nature Events
- Provide a secured restricted space for Sports for Nature signatories (with log-in criteria) that features
  - o access to an online reporting form that generates individual and accumulative reports against the Framework's four principles and other information requested;
  - o A dashboard to benchmark and track the number of reports and number of actions taken by sport signatories, for example;
  - o includes access to Sports for Nature Working Groups, providing a closed forum for signatories to debate and provide additional materials and videos to their peers; and customised Sports for Nature training materials.

## 5. TARGET AUDIENCE

1. **Signatories of the Sports for Nature Framework** are the primary intended users of the platform. They are expected to access a number of resources on the platform and to enter their data on their organization's actions against the Sports for Nature Framework.
2. **Sports organisations interested in engaging with Sports for Nature** are secondary users. They are expected to visit the platform to learn about the initiative and to access the publicly available resources. The aim is to encourage these users, if eligible, to sign the Sports for Nature Framework or otherwise, to become an active "Sports for Nature fan"/friend."
3. Tertiary users include **sport fans, academics, sponsors, suppliers, public authorities and the general public** interested in sports and biodiversity. For them, the platform should give a clear overview what Sports for Nature is about and information about how they can support Sports for Nature.

## 6. SCOPE OF WORK

The contractor or company will be required to create (design, develop, test, implement, host and maintain) a web platform including the following phases:

- Information Architecture design, including user experience;
- Design of website and underlying Content Management System (CMS)
- User-friendly options to switch between or access different languages (ideally with built-in google translate button)
- Possible links/features to Sports for Nature social media

- Clear instructions and training for IUCN to access and update regular content
- Development, testing and deployment ('launch'); and
- Post-launch support, hosting, maintenance, minor updates, and security management.

Bidders need to include information on how they will approach the end-to-end process. Additionally, their proposals should include recommendations and a solid rationale for:

- Technical architecture (including CMS tool provider and all components/tools used);
- Hosting solution (including security solution(s)); and
- Any third-party service required by the hosting solution.

The contract is to run from February 2024 to September 2025.

## **7. INFORMATION ARCHITECTURE AND DESIGN**

The website Information Architecture and design need to consider the target audience and website objectives. While the aesthetics of the site are an essential component, a clear Information Architecture with a streamlined user experience is the priority.

The Platform should feature the following elements in its information architecture – the exact content tree is to be developed together with the service provider.

- ABOUT
  - o Background
  - o Sports for Nature Framework
  - o FAQ
- NEWS & EVENTS (with featured content/case studies, events, etc.)
- JOIN THE SPORTS FOR NATURE FRAMEWORK
- RESOURCES
  - o Sports for Nature Starters Toolkit
  - o Reports
- SIGNATORY SPACE (with log-in)
  - o Annual Reports
  - o Signatory Dialogue
  - o Sports for Nature Working Groups
  - o Capacity Building

Design resources and guidelines will be provided to the successful bidder at the beginning of the project. This will include the Sports for Nature branding guidance.

Bidders should include information on how they would approach the Information Architecture development process and what would be required from IUCN to help facilitate the process.

## **8. WEBSITE REQUIREMENTS**

The digital platform should comprise the following features and functionality:

**Intuitive navigation and user experience:** User flows of the main target audiences should be incorporated into the design in an accessible straightforward manner.

**Sustainability – low energy consumption:** To the degree possible, follow a minimalist approach to the website design.

**A cost-effective and scalable CMS:** The CMS needs to be easy to use for IUCN staff assigned as CMS Managers, and inexpensive to maintain. Staff should be able to edit and upload content easily, including modification of indicators. Bidders should provide estimated costs for yearly maintenance and the potential need for updates of the proposed platform post-launch.

No.	Requirement	Description
<i>The website must comprise the following technical components:</i>		
R01	Quick site loading time	A load speed of less than 2 seconds, preferably.
R02	Strong Sports for Nature branding	The website should be interactive, appealing, highly user-friendly, and incorporate responsive web design
R03	Compatible with a variety of browsers, connection speed ranges and devices.	The website should be able to render appropriately on various browsers, optimised for tablets and smartphones, and remote places (low connection).
R04	Integration with social networks	Functionality that allows users to share content via social media (Twitter, Facebook, etc.)
R05	Site statistics, google analytics and google search console.	A feature should provide site statistics and reports to authorised users, e.g. concerning user registration, site usage, key interests/topics being discussed within the collaborative spaces and other relevant statistical data. Google Analytics could be used to track website traffic and Google Search Console to monitor search performance.
R06	The main sections of the website should be available in English, French and Spanish	Showcasing the platform in three IUCN languages, English, French and Spanish. IUCN can provide language translations. Ideally, the platform features a built-in google translate button
R07	Ability to accommodate new and additional sections of website at a later stage.	It is envisaged that the Sports for Nature Platform may evolve over time. This means that the website should be built to promote learning from user experiences and enable the possibility to upgrade sections of the website based on suggestions and feedback.
R08	Cookie consent notification	The website needs a cookie consent notification to ensure the informed consent of users for data collection. All relevant information should be kept in a fully GDPR compliant approach.
R09	Log-in Area for Sports for Nature Signatories	The platform is to feature a space where Signatories can log-in and access a closed dialogue space, the Working Group areas, Annual Reporting template and overview (dashboard), as well as additional resources that are not publicly available. Proper security should be in place to

		avoid any external hacker to access Signatories login information.
<i>The website must comprise the following features:</i>		
R09	Acknowledgement of contributing partners	Partners of the Sports for Nature initiative should be acknowledged on the website.
R10	Background section providing information about the UNI	The website should include a section that provides users with information about the development process, methodology, and rationale for using the UNI.

**Security:** The website should be hosted on a secure platform with regular patching and systems/applications/components maintenance to insure a high level of protection against known threats. DDoS protection should be in place to avoid any such attacks. All security should be in place to avoid any data stealing and impeach the defacing/change/modification of the website content by unauthorized users. A clear list of systems/applications/components versions/updates levels in place should be available in order that IUCN's IT Department or mandated auditors can verify them. IUCN may conduct regular intrusion/penetration tests in order to audit the level of security in place.