Sports for Nature Online Platform
RfP IUCN-23-12-P04335-1

RESPONSES TO QUESTIONS

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1. Project duration

1.1 The RFP mentioned the contract is effective from February 2024 to September 2025. Considering the project's scope, this is a long duration. Is there any particular reason for it?

The Sports for Nature Initiative has activities scheduled until September 2025. It is expected that the initiative will continue beyond that date.

1.2 Is the 3-year hosting and maintenance period measured from the website launch or from September 2025?

Hosting and maintenance are to be provided until September 2025.

1.3 What is the exact contract duration?

The contract is to run from February 2024 to September 2025, which aligns with the current Sports for Nature project timeline.

1.4 Is there an established launch window, and is it a fixed/hard deadline?

The exact schedule is to be discussed with the selected service provider. The aim is to have at least a place holder page online in Q2/Q3 so that people interested in the Sports for Nature initiative can refer to the new website rather than the existing one. https://www.iucn.org/our-work/topic/tourism-and-sport/sports-nature.

2. Style Guidelines/Restrictions/Link to iucn.org

2.1 While we understand a brand guide will be provided to the bid winner, could you clarify if we are constrained to strictly adhere to the IUCN website's look and feel? Or are we permitted to exercise creative freedom in creating a new standalone website within the parameters outlined in the brand guide?

The Sports for Nature platform can be distinct from the IUCN website's look and feel. Accordingly, there is a lot of room for creative freedom within the brand guidelines.

2.2 Sports in nature is a new initiative of IUCN. We assume this would be a completely new website and not a sub-site of https://www.iucn.org/ and no data migration is involved, Please confirm.

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This is correct. This will be a new website and not a sub-site of iucn.org.

2.3 The IUCN website's current version and content will be continued as is. The sports focused content will be added to a new platform without making any changes to the existing website. A sub-domain for the sports related content and focus is what you envision. Kindly confirm.

The current page https://www.iucn.org/our-work/topic/tourism-and-sport/sports-nature will continue to exist – however, the content will be slimmed down and there will be a link to guide the user to the new Sports for Nature platform.

2.4 Can you please list out the things you like and dislike about the current vendor who developed and is maintaining https://www.iucn.org/

The new Sport for Nature Platform will be distinct form iucn.org. See 2.1 for information on design and branding.

2.5 Do you prefer to use the same tech stack (Drupal) and for the sports site as well, with the design guidelines similar to that of the current site for a seamless user experience. Kindly confirm.

The design guidelines will be different than the ones for iucn.org. There is not obligation to use the same tech stack. Please refer to section 6. SCOPE OF WORK in the ToRs.

2.6 Is there any preference for a particular CMS?

No preference for a specific CMS. We welcome your suggestions.

2.7 Do you require website hosting services or prefer to use your current web hosting provider?

Yes, website hosting is required. Please refer to section 6 in the ToRs (Scope of Work).

2.8 Do you require website support and maintenance services?

Yes, support and maintenance services are required. Please refer to section 6 in the ToRs (Scope of Work).

2.9 What would you define as a successful outcome for this website?

See ToRs – main objective: Provide a one-stop shop for everything related to the Sports for Nature initiative, including: featuring general information about Sports for Nature; serving as a depository for resources such as the Sports for Nature toolkit and training material (including videos); and list of key Sports for Nature events.

2.10 Could you share website links you find inspiring for this project, along with reasons for their appeal?

This is to be explored at a later stage. As per the ToR, the key elements on Information architecture and design are the following: 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.

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3   Information architecture

3.1   Is there flexibility in the Information Architecture planning process?

Yes, there is. The overview in section 7 of the ToR just serves as an initial reference of what elements are to be featured.

3.2   Could you provide a brief description of the events featured in the "News & Events" section? Are these primarily institutional events, such as webinars or press conferences?

This section is to give the user a quick overview of the ongoing activities around Sports for Nature. To this end, the section is to feature both news stories as well as a list of upcoming events that feature Sports for Nature involvement.

3.3   Are these events designed to invite the target audience, necessitating an RSVP button with details on the event's location and time? Or are they intended for reporting on past or recent events, resembling more of a news format? Or perhaps both, depending on a particular event's requirements?

There is no need to incorporate an RSVP button into this section. The objective is to resemble the news format. However, there should be a section where upcoming events are listed and, in some cases, links to previous recorded events.

3.4   To confirm, are these events unrelated to the sporting activities of the signatories (e.g. ITTF World Championships Finals Busan 2024)

Signatory events can be featured in this section, especially if there is a direct link between the event and the Sports for Nature initiative. The majority of events listed under this section will be the ones organised by the Sports for Nature partners.

3.5   Kindly elaborate on that user interaction, data inputs and outputs and content type for the Sports for Nature Starters Toolkit. What user data would you like to capture and what information is provided through this toolkit ?

The Starters Toolkit is a resource that is currently under development. Once completed, it is to be featured on the platform. It will feature information how a sports organisation can get started with their work on nature and biodiversity.

3.6   What kind of reports would the website provide related to sports ? Where would this data come from and the level of user interaction that you are looking for ?

These reports are developed by the Sports for Nature partners in collaboration with the Sports for Nature signatories. The finished reports are to be published on the platform.

4   Space for Sports for Nature Signatories

4.1 Could you provide more details on the necessary user interactions and functionalities related to this particular section of the website? Is it possible for us to suggest alternative forms of interactivity based on the information you provide?

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Yes, suggestions are very much welcomed. Fyi, for now all files are shared with the key stakeholders (=signatories of the Sports for Nature Framework) through a joint space on Teams.

4.2 What is the significance of the Sports for Nature Working Groups feature for IUCN, and how do you see it benefiting both IUCN and the signatories?

This is to allow for an easy exchange among members of the three Sports for Nature Working Groups. This is currently done via email and through a shared space on MS Teams. This will need to be explored with the selected service provider.

4.3 What examples of activities or discussion topics are envisioned for this feature?

This could be on sharing activities, sharing resources or exchanging information on challenges. This is currently being done via a shared space on MS Teams. Your suggestions on how to best implement this function are more than welcome.

4.4 Will there be a designated moderator from IUCN for the forum? We believe having a moderator is crucial for maintaining civil discussions, overseeing the platform, and encouraging engagement through curated discussion topics/threads and potential online activities.

The Co-Chairs of the Working Groups can serve as moderators of the forums, and the IUCN Sports for Nature core team also supports and monitors these groups.

4.5 Signatory Dialogues: Signatories access a number of resources on the platform. We assume this is content uploaded by the content admin.

This is correct.

5   Sports for Nature Reporting Form

5.1 To help us improve our understanding and better align our proposal with your requirements, could you please furnish details on the structure and specifications of the existing reporting form, and possibly share the template or form, or even a filled in sample report?

This is the existing reporting form https://forms.office.com/e/zsdWtmhG90 . This is the first time that we are running the reporting cycle with the Sports for Nature signatories. Based on the learnings from Year 1, it is expected that both content and format are to be tweaked for the 2024 cycle.

5.2 Concerning the "online reporting form that generates individual and accumulative reports" mentioned in the RFP, could you provide further clarification? Are you seeking the capability to generate PDF reports from the responses submitted by signatories (done automatically by the website), or does this requirement encompass the functionality of a dashboard for aggregating and presenting data? Again, knowing the details of this reporting form would be very useful.

This is to be explored in more detail with the selected service provider. As a minimum, there should be an easy way to extract the report in PDF; and, ideally, we would like to have a dashboard function. This is to be explored with the selected service provider.

5.3 For the Annual Report section, do you envision it as a page for users to download S4N Annual Reports across the years, or are you considering an interactive online annual report? The latter might involve designing separate templates.

This section should give signatories access to the Reporting form that they are obliged to fill out. Currently, this is done through MS Forms. https://forms.office.com/e/zsdWtmhG90 Suggestions how this system could be improved are more than welcome.

5.4 Are Signatory Dialogue and S4N Working Group the same Forum, or do they have distinct purposes?

These are distinct areas. Working Groups cover specific areas of the Sports for Nature Framework (i.e Restoration, procurement, etc.) "Signatory Dialogue" refers to a more general exchange amongst signatories on any kind of topic. Currently this is done through the shared space on MS Teams with separate channels for each Working Group.

5.5 Is the Capacity Building section intended as a members-only counterpart to the Resources section, or should it be different in scope or function?

Yes, this is intended to be a more in-depth version of the Resources section.

5.6 What are some typical actions a signatory can report on in the platform? Is this limited to content only or are there any statistical or quantitative data?

This will depend on the chosen solution for the integration of the reporting form. This is currently done via a MS form https://forms.office.com/e/zsdWtmhG90. However, going forward they may want to include additional evidence, such as spreadsheets, powerpoint presentations and videos.

6   Payment terms and budget

6.1 **Does IUCN allow down payments? Can we propose our payment schedules, or are there established standards?**

6.2 IUCN has established standards on remuneration. Compensation is usually split into three instalments. The exact details are to be defined when drawing up the contact with the selected service provider.

6.3 **Will the entire budget be paid by launch, or are parts reserved until the end of the maintenance period?**

See point 6.1 above.

7   Decision makers

7.1 How many decision-makers are actively engaged in this project? Will they all have their say in the design process?

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Sports for Nature is a joint initiative of the International Union for Conservation of Nature (IUCN), International Olympic Committee (IOC), United Nations Environment Programme (UNEP), the Secretariat of the Convention on Biological Diversity (CBD) and Sails of Change. All these organisations will be involved in the key stages of sign-off on the web platform.

7.2 Additionally, are these decision-makers exclusively from IUCN, or do they also represent other founding entities?

See the additional institutions that are involved under 7.1.

8 Multilingualism

8.1 Do you envision the website being available in English, Spanish, and French, or are additional languages also considered? What is IUCN's standard for multilingual websites?

Yes, the website is to be available in English, Spanish and French. Additional language versions are desired but can be done via machine translation.

8.2 Are you planning to hire translators or is AI-assisted translation from third-party services on the table?

Certain website content will be translated through translators. Overall, machine translation from third party services are certainly an option to be considered.

8.3 Could you provide more details on the Google Translate button reference? Are there examples of websites successfully using this feature that you have in mind?

See for example this page https://engage.iucn.org/

9. Content and copywriting

9.1 Do you have an inhouse copywriter, or is this a service that you might expect from us?

There is no need for copywriting. However, your suggestions on information architecture and headings will be much appreciated.

9.2 Do you already have the web copy and contents to upload into the website, or will they be developed in parallel with the web development?

Some of the content has been developed here: https://www.iucn.org/our-work/topic/tourism-and-sport/sports-nature However, there will be a need to periodically update this information as well as add new content as it becomes available.

10. Joining the Sports for Nature Framework

10.1 The S4N webpage notes 50 global signatories. How did these organizations join without a dedicated website?

Currently, the information on Sports for Nature is hosted on the IUCN website.
https://www.iucn.org/our-work/topic/tourism-and-sport/sports-nature

S4N has a core team based at IUCN, and with the partners has attracted interest from a broad range of sports. See more information under 10.2.

10.2 Could you outline the due diligence process, from registration or request submission to approval? Should this process be transparently communicated on the website, and does it need integration into the site's functionality? Knowing this information in advance would allow us to anticipate the form's features.

The following process is in place for organisations interested in joining Sports for Nature:

I)   *Write a short motivation statement (maximum 200 words) outlining why the sports organisation wants to join the Framework, what it would like to achieve and how the Sports for Nature team can support you.*

II)   *Sign the Sports for Nature Declaration, which can find on the last page of the Sports for Nature Framework. It is preferable to have by top management/leadership sign on behalf of the organisation.*

III)   *Send the signed Declaration and motivation statement to **sportsfornature@iucn.org**.*

IV)   *The declaration and motivation statement are then shared with all the Sport for Nature Partners. If all partners agree, then the organisation is welcomed as a new signatory of the Framework.*

The website should inform about this process but does not need to have it integrated in the page's functionalities.

10.3 Is there a fee associated with becoming a signatory, and if so, is it correct to assume that such transactions will not be managed directly through the website?

There is no fee associated with becoming a Sports for Nature signatory. Thus, there is no need for a transaction to feature on the website.

10.4 What is the on-boarding process for the signatories, is it automated or done manually? Do they contribute content or data to the platform ?

Please refer to question 10.2. Signatories do not contribute data to the platform immediately after signing up.

10.5 What's the backend functionality needed to check for signatory eligibility?

There is no need for a backend functionality to assess an organisation's eligibility to become a Sports for Nature signatory. However, the platform should feature information outlining how an organisation can join. For more information, please see question 10.2.

11   Sports for Nature Fan/Friend

11.1 Could you clarify if "Sports for Nature Fan/Friend" is a broad term for followers, or does it denote an actual program? If it is a real program, what activities do members engage in, how does one become a member, and what benefits are associated with it?

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This is a broad term used for people and organisations that can help mobilise support for the Sports for Nature initiative. The website is to feature information on how these people can get involved with Sports for Nature, and may – once developed further – include a section to recognise them and/or their contributions.

11.2 What is the user journey of a Sports for Nature fan / friend?

Ideally, a Sports for Nature fan / friend quickly learns about the key features of the Sports for Nature initiative and help promote the initiative to their respective networks (ideally to organisations eligible to become a signatory) and/or the broader sporting community.

11.3 What data content and workflows should the web platform provide to a fan?

When being on the platform, a "fan" should quickly learn what the Sports for Nature initiative is all about. They will have access to a number of public resources if they want to learn more detail about how sports can contribute to nature conservation. Ideally, they will feel inspired to share the initiative with peers in their professional and private networks.

12 Migration / 3rd party applications

12.1 Are there any data migration aspects envisioned in the scope of this project ?

The platform development will include content migration (mainly text) from the existing website. https://www.iucn.org/our-work/topic/tourism-and-sport/sports-nature. It is to be explored with the selected service provider how to best integrate the reporting form into the platform (currently done via MS Forms).

12.2 Is there any integration to any third party applications or services, if yes, please list the applications/services and the functionality to be achieved.

Please refer to questions 4.2 and 5.3. Integration of MS applications to be explored (MS Forms and Sharepoint).

There is an opportunity to possibly integrate case studies or links to case studies from the platform, Panaroma Solutions for a Healthy Planet - https://panorama.solutions/en.

In addition, we may want to explore integrating a CRM system into the website with the selected service provider.

12.3 Do you envision an integration with a third party marketing platform, if yes, which one do you intend to use and the different functionality you would like to achieve.

This is not envisioned. However, please refer to Requirement R05 on Site statistics, google analytics and google search console. r.

13 Other

13.1 Can you please share with us the indicative budgetary limitations, inclusive of support and maintenance for this project.

The total amount available for the design and development of the platform to the point of launch, support and maintenance, and hosting until September 2025 is 60,000 CHF excluding VAT.

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13.2 Requirement (R10) - Could you kindly define the term "UNI" and specify the interactions required for this section? Is this primarily content-based, like R09 - Acknowledgement of contributing partners?

Thanks for raising this point. You can disregard R10 as this was a requirement that should have been taken out of the template.

13.3 Would a presentation (slides) converted into PDF format be acceptable for our proposal?

Yes, this works well.

13.4 Do you have a specific hosting preference, cloud/on-prem etc.? If yes, please elaborate.

We are open to your suggestions. Please refer to section 6 SCOPE OF WORK in the ToRs.

13.5 R05 and R06 seems to be in contradiction with R08, namely: R05 Site statistics, google analytics and google search console and R06 [SNIP] Ideally, the platform features a built-in google translate button can't be GDPR compliant as required by *R08 [SNIP] All relevant information should be* kept in a fully GDPR compliant approach because even if Google Analytics v. 4 has been declared compliant by the company, its overall compliance has been questioned many times in recent years by the European Court of Justice pronouncements.

Thank you for raising these issues. The overall aim of R06 is to ensure that the platform will be available in multiple languages.

13.6 Any specific data privacy compliance or accessibility standards to be considered?

Threre are no specific data privacy compliance or accessibility standards. Please refer to the Requirements listed in the ToRs on pages 4-5 and the paragraph on security. .

13.7 What is the disaster recovery and high availability requirements that is in scope?

Please refer to the section on "Security" on page 5 of the ToRs.

13.8 Is there any restriction on the region or country to whom this RFP can be awarded to?

No, there are no geographical restrictions in place.

13.9 Where can we access the templates reference in the RFP - Declaration of Undertaking and Contract Template?

The declaration can be found on top of this page https://www.iucn.org/procurement/currently-running-tenders ; The contract template can be accessed here https://www.iucn.org/sites/default/files/2022-10/attachment-3-draft_contract.pdf.

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