

# Specification of Requirements

## 2025 IUCN World Conservation Congress website

### Purpose

IUCN seeks a contractor to conceptualize, develop, implement, maintain and host the 2025 IUCN World Conservation Congress website (Congress website) following security, user experience and search optimization best practices and using state of the art technologies.

### Development

The Congress website is a key element aimed at supporting marketing efforts and participant engagement through the 2025 IUCN World Conservation Congress life cycle (before, during and after Congress). The chosen contractor will develop a fully responsive Congress website available in IUCN's official languages: English, French and Spanish; with some sections and pages also translated into Arabic.

IUCN uses google analytics 4 to measure user traffic and engagement on its main website and expects the contractor to implement and configure it on the Congress website.

The Congress website will be developed in phases to match the key dates indicated below.

The Congress website includes the following components:

- User log in and personalised user panel
- General information pages
- Statutory documents
- News and announcements
- IUCN motions
- Members Assembly accreditation
- Manage proxy votes
- Nomination and promotion of Council candidates
- Forum programme display
- Recognition of Congress sponsors

As integral part of the 2025 IUCN World Conservation Congress systems, the Congress website is integrated with the following IUCN core and Congress systems:

- IUCN Accounts (read)
- IUCN CRM (read/write)
- IUCN document management system (read/write)
- Congress registration system (read/write)
- Virtual Congress platform (read/write)
- Programme Management (read/write)
- Congress mobile app (read/write)
- Congress exhibition system (read)

All integrations are done exposing and consuming webservices. The selected contractor will be responsible for building the webservices and scripts on the Congress website. IUCN will be responsible to ensure the availability of the required web services and scripts on other Congress systems and will provide the required webservice details as in the example below.

### Example IUCN API

#### CiviCRM - Get Members

```
URL: https://civicrm.iucn.org/civicrm/
POST /civicrm/iucnapi HTTP/1.1
Authorization: Bearer #
X-Civi-Auth: #
Content-Length: 132
Content-Type: application/json
Host: civicrm.iucn.org

{
  "source": "corporate_...",
  "action": "get_members",
  "params": {
    "limit": 0,
    "offset": 0,
    "id": 0
  }
}
```

#### Response example

```
1 {
2   "data": [
3     {
4       "orgname": "Department of Biodiversity, Conservation and Attractions",
5       "orgacronym": "",
6       "url": "",
7       "membercategory": "Government Agency with State Member",
8       "membercategoryfr": "Government Agency with State Member",
9       "membercategoryfrfr": "Government Agency with State Member",
10      "statutorystate": "Australia",
11      "statutorystatefr": "Australia",
12      "statutorystatefrfr": "Australia",
13      "statutoryregion": "Oceania",
14      "statutoryregionfr": "Oceania",
15      "statutoryregionfrfr": "Oceania",
16      "operationalregion": "Oceania",
17      "countrycode": "AU",
18      "orgcivildf": "8011",
19      "memberid": "",
20      "memberlinc": "1994-01-01",
21      "description": "",
22      "logo": "",
23      "profileurl": "https://portals.iucn.org/union/details/Vorg/...",
24    }
25  ]
}
```

### User log in and personalised user panel

Using OAuth protocol, the Congress website allows authentications of existing IUCN users.

After successful authentication the Congress website will retrieve additional user information from IUCN's CRM, travel and accommodation system, virtual platform and Programme Management system. This information includes:

- User details (e.g. first name, last name, country of residence, etc)
- User's multiple relationships with IUCN (e.g. secretariat staff, Commission member, Member representative, etc.)
  - Related constituent details (e.g. Member name, Member status, Commission name, etc)
  - User's specific relationships with the related constituent (e.g. Primary focal point for the Member, Chair of a Commission group, etc)
- User's participant information (whether the user has already registered to attend the Congress)
  - Registration type and status

- User's travel and accommodation bookings
- User's role during the Forum (e.g. speaker, session organiser, etc.)

Based on this information combined with Congress website content, the user will be presented with a personalised panel that includes:

- The user details
- The user's affiliations
- Relevant action-oriented links related to:
  - Registration (e.g. "Register now", "Complete your registration", etc.)
  - Travel and accommodation (e.g. "Book a hotel", "Manage your hotel booking", etc.)
  - Accreditation and Proxies (e.g. "Accredit your organisation", "Manage your organisation's accreditation", "Give proxy votes", "Decline proxy votes", etc.)
  - IUCN motions process ("Submit a motion", "Complete your motion submission", etc.)
  - Call for session ("Submit a session")
- Relevant notifications (e.g. upcoming deadlines, new published content, etc)

The personalised user panel serves as the gateway to all Congress systems.

### General information pages

The Congress website include generic web pages to showcase the Congress, IUCN, the host country and the Congress partners. It also includes logistics and general information to potential participants (e.g. international and local transportation, restaurants, hotels and other points of interest, etc.)

The Congress team creates and edits content and translations using a state of the art dynamic content management system.

### Statutory documents

The Congress website is integrated with IUCN's document management system to display statutory documents managed by the documentations team. Documents will be organised and displayed by category, status and language. Documents may have multiple versions that will also be available on the Congress website. Access to some of the documents is restricted to certain types of users.

To accomplish the above, the Congress website is fully integrated with IUCN's document management system. Lists and access rights are based on documents tags coming from the document management system.

### News and announcements

The Congress website includes dynamic content of various types

- News stories
- Press releases
- Blog entries
- Announcements
- Photo galleries
- Video galleries (embedded videos)

- Content from IUCN social media channels (Twitter, Facebook, YouTube, Instagram, LinkedIn)
- IUCN Congress toolkit

News and announcements are easy to categorise using multiple dimension classifications.

The news and announcements section include advanced filtering and searching options making it easy to find content.

News and announcements are placed in other sections of the Congress website as *promoted* content. In some cases, the placement is dynamic (e.g. based on categories, publication date, type, author, etc). In other cases, the Congress team selects specific content to be promoted on specific sections and/or pages.

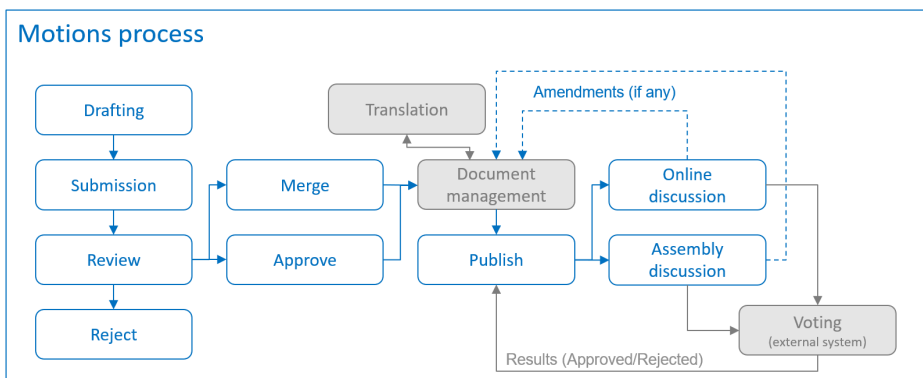
Publishing news and announcements incorporates a publishing workflow allowing contributors to submit content and approvers to publish it after review. It also allows for precise publication scheduling and for embargo deadlines, allowing certain users access some content in advance.

The news section also includes a section for users to subscribe to the Congress newsletter. The Congress newsletter is managed on IUCN’s CRM.

### IUCN motions

Strictly following IUCN Statutes (see: [IUCN Statutes and Regulations](#)), the Congress website allows IUCN constituents in the drafting, submitting and discussing Motions. The Congress website also supports the motions process by allowing the Motions team, under the supervision of the Motions Working Group, to receive and review motion proposals, publish updated versions of approved motions, host online discussions of motions and publish motions voting results.

The actual motion documents and their translations are managed on the IUCN’s document management system, not on the Congress website. Voting on motions will be done on IUCN’s Electronic voting platform, not on the Congress website.



### **Drafting and submission**

The Congress website provides an online form to draft and submit motions. The form includes multiple select fields that require integration with IUCN's CRM to present up-to-date data (e.g. Motion sponsors list).

Drafting and submission of motions is restricted to representatives of IUCN Members in good standing. To correctly identify these representatives requires integration with IUCN's CRM.

The Congress website allows motion owners to save the motion as draft to continue working on it at a later stage. It also offers the option to formally submit the motion when ready. Submitted motions are not editable by motion owners any longer.

During motion submission, the Congress website validates all mandatory fields are properly filled as well as ensures compliance with statutory requirements in relation with motion sponsors numbers and geographic distribution.

### **Review**

The review process includes screening, technical review, Motions Working Group review, decisions and notification to motion sponsors.

To facilitate these subprocesses the Congress website provides dashboards to allow the Motions team to search, filter and access motion proposals.

#### *Screening of motions*

The Congress website allows the Motions team to rate and provide internal comments to each motion as well as to assign technical reviewers to them. There are multiple technical reviewers assigned to each motion.

#### *Technical review*

Technical reviewers have access to motion proposals assigned to them and can provide their feedback, grading and final recommendation using the technical review form.

The Congress website allows the Motions team to monitor the technical review process by providing progress dashboards showing the number of reviewers assigned as well as pending and completed reviews by motion and by reviewer.

#### *Motions working group review*

The Congress website allows the Motions Working Group to view the complete technical review for each motion. It also allows the Motions Working Group to provide their final decision regarding each motion including internal comments as well as comments that will be shared with the motion sponsors.

The Congress website allows the Motions team to merge, approve and reject motions following the decision of the Motions Working Group.

#### *Notification to motion sponsors*

The Congress website includes the option to send automated notifications to motion sponsors regarding the final decision including any comments entered by the Motions Working Group.

### **Publish**

Approved and merged motions are converted by the Congress website to MS Word files on their original language and pushed to IUCN's document management system. Published motions are shown on the Congress website on a dedicated list page with advanced filters and search options

that allow users to identify and access motions, requiring integration with IUCN's document management solution including document tags.

The motions list page provides access to each motion, motion translations as well as motion previous versions.

Each motion also has its own page that provides a preview of the latest version available, clearly identifying which version it is as well as showing its translation status. From this page users have access to other translations and to other motion versions. Motion pages hosts the online discussion of each motion. These pages also show related scheduled contact groups and sessions.

### Online discussion

The Congress website allows IUCN constituents to discuss motions online by adding comments, including the option to directly reply to other comments.

The author of each comment is clearly identified with the constituent he/she represents.

When creating a comment, users can classify the comment as general or as being a proposed amendment to a specific section of the motion. If the later, they must detail which paragraph they are referring to.

Comments provided by Motion managers are highlighted. Motion managers also have the option to promote and stick their comments to the top of the comments list.

All comments regardless of the language in which they have been added are shown on all language versions of each motion, allowing constituents to follow the whole discussion regardless of the language version they are visiting.

The online discussion will be open during specific periods of time. After each of them the Motion manager may need to submit an amended version of the motion. Amended versions will be published on the motions page as a new version of the motion also including its translation.

During the online discussion virtual contact groups will also be scheduled. Information about the schedule of each motion contact groups will be displayed on the motions list page as well as on each individual motion page, requiring integration with the virtual Congress platform.

### Assembly discussion

During the 2025 IUCN World Conservation Congress, some motions will be discussed on the plenary of the Members Assembly and/or during contact groups. Information about the schedule of each motion discussion either on the plenary or during contact groups will be displayed on the motions list page as well as on each individual motion page, requiring integration with the virtual Congress platform.

After each discussion the Motion manager may need to submit an amended version of the motion. Amended versions will be published on the motions page as a new version of the motion also including its translation.

### Vote results

Although voting on motions will be done on IUCN's Electronic voting platform (not on the Congress website) voting results will be included on the motions page as well as on each individual motion page. Voting results will be provided by IUCN secretariat as a csv file.

## Members Assembly accreditation

The Congress website will allow IUCN Councillors to accredit themselves. It will also allow official representatives from IUCN Member organisations and from Member Committees to accredit their organisations/committees to participate in the IUCN Members Assembly. IUCN constituents can modify their accreditations if they wish to do so. The accreditation process strictly follows IUCN Statutes (see: [IUCN Statutes and Regulations](#)).

Accreditations may show the interest of IUCN constituents to participate on-site, participate virtually or not to participate to the Members Assembly.

Speaking and voting rights as well as the voting power of accredited Members depend on their Membership type, category, status and default voting power. These Member details are stored on IUCN's CRM and thus the accreditation process requires integration between the Congress website and IUCN's CRM. Any changes done on IUCN's CRM must be reflected on existing accreditations, requiring the synchronisation to update any existing accreditations.

Member and Committee accreditation includes users identifying the person that holds the role of *Head of Organisation*.

The congress website provides dashboards to allow the Membership team to search, filter and access accreditations as well as to monitor the overall accreditation process.

## Manage proxy votes

The Congress website allows official representatives from IUCN Member organisations duly accredited and with full rights, to delegate their organisation's voting power to other IUCN Members, Member committees or IUCN Councillors.

Delegation of the voting power strictly follows IUCN Statutes (see: [IUCN Statutes and Regulations](#)). Among other restrictions, proxy votes can only be given to other IUCN Constituents duly accredited and with full rights that have not delegated their own voting power. Additionally, IUCN Members wishing to delegate their voting power to Member Committees can only do so to their respective National or Regional Committees.

IUCN Members have the option to give a proxy as well as to rescind any given proxies. IUCN constituents receiving proxies have the option to decline them.

The Congress website keeps a detail and secure log of all proxies given, rescinded and declined.

The Congress website provides dashboards to allow the Membership team to search, filter and access proxies.

The Congress website also provides detailed reports in various formats that allows the Elections officer to verify the accuracy of the voting power and to prepare the reports to be used by the electronic voting platform and the Assembly's audio-visual system. These reports take in consideration accreditation and proxies' data as well as up-to-date data from IUCN's CRM.

### **Nomination and promotion of Council candidates**

The Congress website allows representatives from IUCN Members in good standing to nominate Regional Council candidates. The nomination process strictly follows IUCN Statutes (see: [IUCN Statutes and Regulations](#)).

The Congress website also allows the elections committee to evaluate all nominations and track their decisions.

Approved candidates are shown on the Congress website. Furthermore, a dedicated page for each of them is available displaying their details and where candidates can upload additional information they want to share with IUCN Constituents. IUCN Constituents can communicate with the candidates through discussion forums available on each of the candidates' dedicated pages.

### **Forum programme display**

The Congress website includes an interactive version of the Forum programme that allows users to browse and search all public Forum events. Forum events data is stored on the Programme Management system requiring integration between both systems.

### **Recognition of Congress sponsors**

The Congress website provides opportunities to highlight and promote Congress sponsors in various ways including designated pages and designated spaces to list and display sponsors. Congress sponsors are qualified in various levels according to the amount and type of their contributions which defines the way and frequency they are displayed. Adding and editing sponsors as well as configuring their display option is easily done through the management interface.

The Congress website collects tracking data that allows IUCN to report back to each sponsor on the engagement and impact of their impressions.



## Structure and design

The chosen contractor will be responsible for defining the graphic interface following the 2025 Congress visual identity and style guide. The Congress website design should be fully adaptable across mobile, tablet and desktop.

The chosen contractor will also be responsible for defining the information architecture and navigation taking in account the Congress site should change according to the Congress life cycle (before, during and after Congress).

The **priority audiences** visiting the Congress website include:

### Potential Congress participants

Public policy experts employed by a State or a multilateral agency. Private sector or development agency decision-makers in fields with an impact on nature. Conservation professionals, scientists and other academics. They need to see a highly functional website that displays quickly and allows easy skimming and navigating content that convinces them to participate in the 2025 Congress.

### IUCN Members

Individuals representing States and government agencies, INGOs, NGOs, Indigenous people, and IUCN Member Committees. They need easy and timely access to specific information regarding IUCN Members' Assembly (key dates, motions, documentation, accreditation, electronic discussions, etc).

### Press

International media, press agencies, regional/national outlets, media specialised in Environment or related topics, influential bloggers, with no distinction of type (web, news wire, press, radio, TV). They need easy access to press releases, news stories, photo and video galleries, about the Congress but also access to editorials and case studies that promote the Congress themes a its relevance.

### Confirmed Congress participants

Includes a subset of the above audiences that will be attending the 2025 Congress either physically or virtually. Congress participants need to access logistical information, the Congress programme, other Congress tools as well as to be reminded of upcoming key dates.

**Commented [TR1]:** For GCU, the fewer personas the better. However, convenings, SPU and others may later ask for more - eg sponsors, business sector, exhibitors, etc. These are probably better left out but we should make sure up front that they won't be forced in at a later date. Normally, this would be part of a discovery phase done by the provider with support from IUCN.

## Hosting and support

The chosen contractor will be responsible to provide hosting for the Congress website as well as ongoing technical support and maintenance; including infrastructure, backup, security and bug fixing. Hosting and support will be provided from the start of the project until June 30<sup>th</sup>, 2026.

The contractor is expected to set up, install and maintain two up-to-date dedicated environments, one for production and one for user testing. Proven efforts to provide sustainable web hosting will be evaluated higher.

The Congress website must be accessible at all times. The production hosting infrastructure must be able to deliver the website content worldwide with sub two seconds page loads. IUCN expects the contractor to perform stress tests to ensure the website can cope with the expected traffic.

IUCN expects the contractor to maintain a high level of security of the infrastructure and the application. The contractor will also be responsible to manage the Firewall. In case of DoS, DDoS or any other type of attack, the contractor must be quick to alert IUCN and act to mitigate attacks. Regular reports are expected during and following an attack. Please note IUCN will require the contractor to provide off-hours support in case of emergencies.

Four weeks prior, during and two weeks after the 2025 Congress, IUCN expects the contractor to extend server capacity to cope with extra loads, increase the level of support as well as to strengthen security and upgrade the business continuity plan to mitigate potential catastrophic events.

During the event, IUCN expects the contractor to provide support during United Arab Emirates time (GMT+4).

The contractor is expected to maintain regular backups and keep them accessible in case a partial or full recovery is required.

### Support

#### 2020 Congress website stats (3-11 Sept 2021)

	<b>Total</b>	<b>Average per day</b>	<b>Peak day</b>
Pageviews	883,210	98,134	173,985
Unique pageviews	647,685	71,965	124,544
Visitors	129,167	14,352	33,565
Sessions	235,294	26,144	47,262

## Key dates

The following are key dates on the implementation of the by Congress website.

2024 – 03	Congress website discovery and development starts
2024 – 06	Congress website go-live <ul style="list-style-type: none"><li>• Public facing pages</li><li>• News section</li><li>• Call for sessions</li></ul>
2024 – 11	Motions submission
2025 – 01	Candidates nomination
2025 – 02	Motions technical review
2025 – 03	Publications of Motions
2025 – 04	Motions online discussion
2025 – 05	Candidates pages
2025 – 05	Members accreditation
2025 – 08	Proxy votes management
2025 – 10	<b>IUCN World Conservation Congress</b>

**Commented [GU2]:** Public facing pages should be ready by June 2024 as soon as draft programme is approved by Council (in May 2024)

## 2025 IUCN Congress systems

The IUCN Congress website is the gateway to other Congress systems.

