Questions and Answers

CMS

Are you ruling out Drupal?

We are not ruling Drupal out, but we have not had the best experience so far. The most important thing is that the solution proposed lives up to our goals and objectives. We expect the Proposer to include sound reasoning for any CMS they choose to recommend.

Would you be open to a licensing/subscription CMS or are you just looking at open source?

We are looking for the cheapest possible solution to help us fulfil our objectives, so this should be kept in mind. Again, we expect Proposers to include sound reasoning for any CMS they choose to recommend.

Can we propose two CMS options in our proposal?

Yes, there is nothing to stop you from doing this.

Are you open to a new site being built in WordPress?

We are open to any CMS that you feel is the best option to meet our needs and goals.

IDENTITY REFRESH

Can you share the name of the agency carrying out your identity refresh and whether they are experienced in designing for digital?

Unfortunately, we cannot share this at this stage. However, I can say that they have experience in designing for digital.

Is the new brand in place and will there be guidelines available before the end of March so that we can make an accurate design proposal based on the new brand?

The brand identity is not yet implemented. We are expecting the guidelines to be ready at the end of May.

In which file format are the website designs submitted by the creative agency?

There will be no designs submitted. The agency will provide an example of what the home page could look like (and one further page) as part of the brand development work. However, this will not be high-res or design files, but more likely included in a presentation.

DEADLINE & BUDGET

What is driving the 15 June deadline and is there any flexibility?

If you feel that the 15 June deadline is not feasible, then please provide the earliest timeframe that you feel is reasonable and achievable.

Can you disclose the budget for this project?
We are not able to disclose this at this stage.

REQUEST FOR PROPOSALS PROCESS

How many agencies have been invited to tender for this work?

This is an open Request for Proposals, which means that whoever would like to respond to the proposal can. As you can see from the proposal, we ask that interested organisations submit a portfolio and answers for pre-selection questions. From this, we will select ten candidates to do a full proposal.

Can you confirm if the agency carrying out your identity refresh is also bidding for this RfP?

No, we do not share any information about who is submitting proposals for any RfP.

Are there any restrictions around which country a proposer can be based?

No.

We would like to include a project example in our portfolio that is not yet live, but is very relevant to your project. We can share screens and links from the project. Is this okay?

If you feel this is a relevant project, then this would be fine for us. But please ensure that the client of the project has given their permission for this to be shared with us.

REQUIREMENTS

Can you elaborate on what information needs to be rendered in an interactive map and would that information need to be dynamically generated by the CMS?

This is detailed in the RfP

Which functionality of the existing site needs to be recreated in the new site?

We are not tied to any particular functionality other than what is mentioned in the RfP.

Should there be a global interactive map (currently the case), which is automatically updated depending on the maintained content objects. e.g. if a new content object of the type "species", "country", "project" is created, the point is automatically displayed in the interactive map, because the interactive map draws the data "on demand". Or do you want to unlock content specifically for the map, this would mean that each content object created would have to be unlocked for the map before it is displayed on the map (e.g. via a checkbox). (Relating to R01)

This should be automatically updated - we do not want to have to unlock content/objects.

The data from the donations come from the selected provider, we assume. How should the counters be maintained manually (we recommend a tagging solution where the counter is created by selectable tags)? (Relating to R02)
Donations should not be displayed in the counters. Ideally as much data is pulled automatically from the site, but there may be instances where not all data is on the site.

**Should tagging be a pure editor's duty, or should only certain tags (taxonomies) be allowed depending on the content type? (Relating to R03)**

Ideally all tags are as universal as possible, but this depends on the taxonomies we decide on (and whether they are all relevant to all types of content). For example, we might not want to add a tag for country for a species, as this species could exist in multiple countries.

**Should the factors be available as a drop-down list or should you use the full text search? (Relating to R04)**

Whichever solution you think is most user friendly. We want to be able to quickly find content on the back-end. For example, if I want to see any content published in relation to a particular project or a species, I want to be able to search for that easily.

**Regarding R10, should this [display of donor logos] happen automatically, if so, is there an interface that can be queried? Otherwise it should be done manually.**

This should be manual.

**Are services like Redis, Solr, Varnish available? (Relating to R12)**

I don't believe we have any of those available. Currently we schedule new content via Drupal, but we are not able to schedule updates to existing content. This has to be published manually. In the future we'd like to be able to schedule all content - for example if we have a news story that needs to be published on a Saturday, we want to be able to schedule this.

**Should internal links be checked or only external ones? Which state should be queried? e.g. 404, 500 or must there be a certain requirement on the link target? (Relating to R18)**

Ideally both. We want to make sure we don't have any broken links on the site.

**CONTENT**

The current site seems to have a lot of pages. How many pages do you see moving over to the new site?

The current site is very content heavy. We see the new site having as few pages as possible to help us achieve our objectives and goals.

**For images, how much information (species, topic, project code, location) are currently connected to individual images on the current site?**

Very little.

**How many people will be making content updates to the site?**

Less than five.
Do you have people on staff that can handle the manual migration of content?
No. If it is determined that any existing content needs to be migrated, we would need support on this.

What is the reason for displaying copyright information on the website? Is it an ambition for visitors to be able to download images from the website and use for their own purpose as long as it is within the copyright?
We get the vast majority of our images from our grantees so we want to acknowledge the copyright. The purpose is not to allow people to download images and use them.

THIRD PARTY INTEGRATION
The donation form approach referenced in the RFP sends users to https://checkout.stripe.com/. Is that your preferred approach?
We do not have a preferred approach, but like the simplicity and ease of use of this form.

What is your preferred newsletter provider moving forward?
Our newsletter provider will remain the same as detailed in the RfP.

What RSS feeds or APIs are available for pulling data pulled directly from the Red List website?
API info is available here: https://apiv3.iucnredlist.org/

How frequently are new Red List categories added that would need to be pulled into the new website automatically?
Rarely.

Can you elaborate on what platform the new Grantee Portal is being built in, and what APIs or feeds are available for potential integration into the new website?
We cannot share this information at this stage.

Why is it important that the iFrame for the newsletter subscription is preserved and not changed?
This is the standard used across IUCN and it links to IUCN's global mailing programme. So there is no scope to change this as it would then have to change for the whole organisation.

AUDIENCES
From which industries do the donors come? Do you have percentage values? The corporate donors and the general public are asked separately.
A variety of industries. I cannot provide you with percentages at this stage.
Which projects have been funded for grantees in the past?

You can see all projects we've funded on the current interactive map.

VARIOUS

What steps does the Communications team currently spend the most time on while keeping the website up to date?

Managing SSL, issues and updates management, content updates

How much experience have you had with A/B Testing and/or User Testing so far and what were your findings on the website?

No experience with A/B or user testing on this site

Which data do you currently collect on your website? Do you have analysis data on where users leave your site? How much insight do you have into when users cancel the donation form?

We use Google Analytics and we will provide access to the chosen contractor. Currently, we have no data on where supporters drop off on the donation form.

Can we receive the "CONSULTANCY AGREEMENT" in another language?

I'm afraid it is only available in English

The RfP for the relaunch mentions the website https://www.saveourspecies.org/ and the integration with the IUCN Red List website (as well as the integration with the IUCN Grant Portal). However, in terms of SEO it might be important to consider the domain iucn.org as well, for example regarding duplicate content or links between the domains. Is it therefore important to analyse the contents etc. for the domain iucn.org as well?

Analysing content on IUCN.org is currently not in scope for this RfP.