

Terms of Reference (ToR) Better Work website redesign

Assignment: Hiring of a web design and development company to redesign the Better Work website

Location: Remote

Contract Type: Service Contract

Duration: Three (3) months



Background

About Better Work

We mobilize global brands, governments, factory owners and workers to improve working conditions, drive competitiveness and create a more equitable, more prosperous world.

The Power of Convening

As a partnership between the UN's International Labour Organization and the World Bank Group's International Finance Corporation, we know how to bring diverse groups together to create positive action that improves working conditions while stimulating productivity and competitiveness.

A Proven Approach

We create lasting, measurable change by empowering factories to improve the working conditions in their facilities. Our assessments are the global gold standard for rigour and integrity. Our training programs and advisory services change attitudes as well as behaviours.

National Action/ Global Influence

Through our comprehensive, university-led research, and by sharing best practices from our on-the-ground experience, we are able to shape the agenda well beyond the countries in which we work, influencing governments, brands and policy makers to make improving working conditions a top priority

Purpose

Our work and our research have demonstrated – to employers, unions, global brands and governments – that improving working conditions and defending the rights of workers benefits all of us. We've improved the lives of more than 3 million workers, and millions more family members, while enhancing the profitability of their employers. There is no trade-off between better work and better business

Objective

Redesign of **Better Work Website**

We are seeking to update the Better Work website to a format that is more **dynamic, modern, user-friendly, memorable** and **navigable**. This is both about adding features and removing menu clutter, old content, unnecessary text, and duplication.

The initial goal is to create a user experience that encourages partners and industry actors to return to the site for: **data and evidence, industry news and storytelling, training and events, national Covid-19 updates and other resources**.

The ultimate goal is to impact and inspire desired behaviors from different audiences:

- For **brands** to be better informed and make better business decisions, including purchasing practices, and to sign on as Better Work partners or for trainings opportunities including the Academy

- For **manufacturers** to modify their factory policies, embrace and encourage bipartite dialogue, and sign up for Better Work factory services
- For **governments** to access evidence and data as well as human stories and the business case for progressive labour practices and policy. This should encourage governments to adapt and adopt progressive policy as well as improve training and capacity of labour inspectorate (especially in existing Better Work CPs)
- For **unions and workers** to be better informed and use Better Work evidence and messaging for their advocacy campaigns for better effect
- For **consumers** to learn more about supply chain dynamics and labour standards and ultimately make better purchasing choices by checking labels, buying clothes manufactured in Better Work countries, and have knowledge of what brands are actively engaging with improvements to their business model and supply chain.

We aim to focus this update on:

- **Creating clear, concise messaging and cutting extraneous text.** This will be a project undertaken by the comms team internally, with input from vendor
- **An engaging, uncluttered homepage** with current stories and clear directives for different users (factories and employers, brands and retailers, governments, developmental partners, unions and workers)
- **Interactive elements**, including a map with all of our country programmes, featuring key statistics and from which a user navigates to each country page
- **A reduced number of clearer menu items**, like removing “Our Partners” and “Get Involved” in favor of buttons for different types of users, as well as other clear directives like “Apply for a Job,” “Research Hub” (Rather than Resources and Publications). This action is also intended to reduce duplication of language and information on country programme pages
- **Remove or archive old material**, including the many pdfs on the site
- **Reduce number of tags** and regularly update news stories and human interest stories on main page of website so that carousel is current
- **Use impactful and striking imagery**, selecting from the best of our existing photos or taking new photos to improve the look of visual elements accompanying each page
- **Significantly cut text** so that pages are as concise, direct and visually-appealing as possible
- **High functioning translation plug-ins** so that all content on country programme pages is available in the most common national language
- **Create a Research Hub** where users can view Better Work data by country, issue or cluster of issues, factory, and potentially, brand. This should at a minimum feature compliance data but ideally also incorporate discussion paper and survey data in a more accessible and guided manner.
- Showcase a **contemporary and consistent style of story** with text and images presented in a format that is comparable to the style adopted by major media outlets and other organizations (like ILO Voices and IFC).

Scope of Work and Deliverables

1. Conduct user testing sessions with approximately four user groups to collect and analyse feedback for developing clear goals for the redesign effort.
2. Based on the findings of the user testing, ensure the Better Work website presents a new visual look and its functionalities are enhanced to provide a better experience to users. Ensure seamless mobile responsiveness.
3. New sections/elements are developed and integrated into the Better Work website.
4. Work closely with the website maintenance service provider to plan and implement the changes as agreed with the Better Work team.
5. Source code handover: Full source code including all developed libraries shall be handed over to Better Work.
6. Develop a user manual based on the changes made on the website and deliver a briefing session for relevant staff and web administrators.

Specific Deliverables

All new developments listed in this section will be built in the current **Better Work website** created in WordPress.

A) New look and feel

1. Following the Better Work branding guidelines and the design philosophy used in the **ILO website** and based on the inputs collected through user testing, design a new look-and-feel for the Better Work website capturing the different functionalities outlined in this TOR. The company will develop a graphic concept and the visual language of the new website.
2. Ensure a consistent visual language on the new site by introducing fixed styles in templates ensuring consistency in fonts, colours, formatting, icons, images and layout techniques.
3. Create a detailed information architecture/sitemap, mapped out in a hierarchical fashion, to define the relationships between the site's content flow and functionality.
4. The new look and feel should be adapted to the homepage, sections, subsections and the following components of the site: blog template, page template (s), portfolio template, country landing page (s), event calendar and menus.
5. Redesign/upgrade the standard elements including header, headlines, featured story slider, footer, tabs, accordion, recent post/publication grids, main menu, content

slider/carousel, contact us, team profile, testimonial, blockquote, event calendar, client box and so on.

6. Reorganise and redistribute the Categories and Tags to guarantee that the latest and the most relevant items are displayed (news, resources, publication, country stories, events) on the homepage, country pages, blog posts and on the portfolio pages.
7. The current sections and sub-sections of the site should be adapted using the new templates. These sections include around 345 blog posts and 70+ pages.
8. Optimize the site's page speed (preferably under 2 seconds) and ensure maximum SEO optimisation.

B) New sections/elements

Based on the agreed templates, develop the following sections/elements for the website based on, but not limited to the structure, functionalities and features defined in these terms of reference:

- Social sharing features for articles, publications and resources– enabling users to share our content on major social media platforms.
- An interactive map showing Better Work's operations in different countries with numbers and key information.
- A highly functional archive page with filtering functions (dropdown list) by countries, types of publication/resources, date and topics.
- Multiple page styles and custom post types; and a 'Signup for latest news' feature/section.

Timing and duration of the assignment

The duration of the contract will be three months and the expected starting date is 15 April 2022.

Reporting

The selected firm will work closely with the website maintenance service provider and will report directly to the Better Work Communications Officer based in Bangkok under supervision of the Better Work Communications Officer based in Geneva.

The Better Work Communications Officers will work in close consultation with the Head of Communications, Brand Relationships and Country Programmes will assess the services and outputs provided by the firm.

Deliverables clause

- Once a company is selected, the contract may be amended to capture new developments on the site upon request of Better Work.
- Use of any third-party add-on, plugin or framework will be subject to Better Work's approval. In case any third-party add-on, plugin or framework is used, the first year's subscription fee has to be paid by the selected firm, and subsequently added to the final invoice for reimbursement.

Support to be provided

- Better Work will grant access to a sandbox containing the current Better Work website code and content including Word Press administration console, all documents and pages, plugins, themes, additional files and photo library. Once the redesigned website is completed and tested, the firm will coordinate with the website maintenance service provider to update the LIVE website.
- The selected firm will work with the Better Work team to establish a revised content architecture as part of the redesign project.
- The Better Work team will significantly cut text so that the pages on the redesigned website are as concise, direct and visually appealing as possible.

Required Skills and Experience

The consulting firm/organization must be/have strong professional experience in designing visually appealing websites, Wordpress themes, UI and UX with the following minimum requirements:

- At least 5 years of experience designing visually appealing and fully responsive websites;
- Familiarity and relevant experience in developing themes and web elements for different Content Management Systems (CMS), particularly Wordpress;
- Have a broad knowledge of current web development technologies and design tools, software and web programming languages including HTML, PHP, CSS, JS, JQuery and AJAX;
- Have excellent knowledge of the latest trends in UI and UX design and development of interactive web elements;

- Experience working with UN agencies and development organisations is a plus.

Technical Evaluation Criteria

(a) The work presented through the portfolio will be evaluated to assess the quality of the company's work [30 points];
(b) Quality of the technical proposal (methodology to accomplish the assignment) [10 points];
(c) Experience and qualifications of the team proposed to deliver the work by the company. This part of the evaluation will be based in the profiles of the individuals comprising the team that need to be shared by the firm in its proposal [20 points];
(d) Experience in developing high-quality websites and web applications for UN agencies and development organisations [10 points];

Recommended Presentation of Proposal

Interested firms/organizations should submit detailed proposals made up of documentation to demonstrate the qualifications of the prospective firm/organization and to enable appraisal of competing bids. This should include technical and financial proposals, details of which are listed below:

Technical Proposal

- (i) Firm information – Name of the firm/organization and details of registration, address and bank account; business registration certificate and corporate documents (Articles of Association or other founding authority); if applicable;
- (ii) Relevant Experience – Description of experience in projects of a comparable nature, with specific description of past assignments of the firm/organization in related work;
- (iii) Process - The Technical Proposal needs to contain a detailed description of the process the firm/organization intends to follow to complete the tasks including a detailed work plan and time schedule for completion/delivery of the final product which, after selection of the contractor, will be agreed upon by the ILO.
- (iv) Human Resources - The Technical Proposal needs to contain a list and detailed information on the proposed Human Resources, which will be utilized for the tasks including their respective qualifications and relevant experience/exposure and required expertise/skills to complete the tasks.

Financial Proposal (including VAT, fee, travel cost, DSA, and other relevant expenses)

- (v) The Financial Proposal shall specify a total amount (in USD) including consultancy fees and all associated costs.
- (vi) In order to assist ILO in the comparison of financial proposals, the financial proposals will include a breakdown of the total budget and timeline.

Selection Process

Cumulative Evaluation Method will be used for this procurement exercise and contract will be awarded to the highest scorer(s) in cumulative analysis considering Technical and Financial Evaluation.

The Technical proposal will contain 70% and financial proposal will contain 30% weight whereas Technical Evaluation passing score is 70%. Any firm that scores less than 70% in Technical Evaluation shall not be considered for financial evaluation.

Payment Schedule

- 1st Payment – 20% of the contract value will be made upon completion of a detailed work plan that would be acceptable to ILO subsequently submission of invoice.
- 2nd Payment – 50% of the contract value will be made upon completion of user testing and finalisation of the website design concept that would be acceptable to ILO subsequently submission of invoice.
- Final Payment – 30% of the contract value will be made upon completion of rest of service as per agreed work plan including reporting that would be acceptable to ILO subsequently submission of invoice.

Proposal Submission

Interested bidders are invited to submit their Technical and Financial Proposals in separate PDF files mentioning “Proposal: Better Work website redesign” on the subject line to the following email address-

Betterwork@ilo.org on or before 20 April 2022, 4:00pm (Geneva time).

Clarifications/Questions: If any potential firm has any query about the TOR, that has to be forwarded to the ILO through email: Betterwork@ilo.org by 15 April 2022, 4:00 pm (Geneva time).

