

Invitation for Tenders for www.unaids.org template development, CMS implementation and content migration

1. Introduction

Following the recent redesign of the unaids.org templates, the Joint United Nations Programme on HIV/AIDS (UNAIDS) is looking for a company to develop the newly redesign templates and implement them into a content management system (CMS).

The UNAIDS website is the premier communication tool of the Organization and is used as a core branding instrument. The revised templates should be adapted to the new architecture and implemented into a new content management system to enable users to the website to efficiently access the wide variety of corporate and program level content, available in different formats and in the 4 official languages of UNAIDS (English, French, Russian and Spanish).

The template development and CMS implementation should strictly follow the newly designed templates integrating them into a modern and easy-to-use platform. Migration of all relevant content from the current UNAIDS site is also required. User testing will be conducted at the end of the migration process to ensure optimal function of the CMS as well as to identify possible omissions occurred during the content population process

This document invites companies to indicate their interest by submitting a tender. Tender proposals should specifically address the outlined needs and requirements.

Tender return date:

Tenders must be received by 17:00 PM Geneva time on 11 February 2009.

All tenders and queries should be sent to: webcontent@unaids.org

General conditions:

- a) UNAIDS shall not be liable in respect of any costs incurred by the bidder in the preparation of the tender or any associated work effort, including the supply of presentation material, brochures, specifications or manuals for evaluation and the return of such items to the bidder, following such evaluation.
- b) UNAIDS shall not be bound to accept the lowest-priced or any tender, and reserves the right to accept any part of any tender, unless the bidder expressly stipulates to the contrary at the time of tendering.
- c) All information contained within this Invitation for Tenders, including all Schedules and Appendices, must be kept in the strictest confidence and should not be disclosed to any employee of the vendor or any third party other than is strictly necessary for the purposes of submitting tenders.

2.- UNAIDS - The Joint United Nations Programme on HIV/AIDS

UNAIDS, the Joint United Nations Programme on HIV/AIDS, is an innovative joint venture of the United Nations family, bringing together the efforts and resources of ten UN system organizations in the AIDS response to help the world prevent new HIV infections, care for people living with HIV, and mitigate the impact of the epidemic.

With its headquarters in Geneva, Switzerland, the UNAIDS Secretariat works on the ground in more than 80 countries worldwide. Coherent action on AIDS by the UN system is coordinated in countries through the UN theme groups, and the joint programmes on AIDS. Cosponsors include UNHCR, UNICEF, WFP, UNDP, UNFPA, UNODC, ILO, UNESCO, WHO and the World Bank. UNAIDS helps mount and support an expanded response to AIDS – one that engages the efforts of many sectors and partners from government and civil society.

3. Background

UNAIDS web site

The official UNAIDS web site, www.unaids.org, contains around 7000 web pages in 4 languages: English, French, Spanish and Russian. The UNAIDS web site is a news provider with new content being added every day (an average seven feature stories are published each week on the web site).

UNAIDS has recently begun social media outreach via Twitter and Facebook channels. We would like these vehicles to be integrated into the platform.

The UNAIDS web site has a main satellite site in the multimedia center - a website containing video, audio, and photo slideshows from UNAIDS and partners (www.unaids.org/multimedia). This is a static HTML site maintained using Dreamweaver. Video streams come from an externally hosted service.

Target audience of UNAIDS web site

UNAIDS web site publishes a broad range of news stories, analysis, event coverage, policy announcements and multimedia on the HIV epidemic and AIDS response by UNAIDS, its Cosponsoring organizations, government and civil society partners.

Target audiences of UNAIDS web site include government officials and policymakers, civil society, researchers, media, advocates, community members, practitioners and the general public.

Project scope

The UNAIDS headquarters web site exists since 2007 in its current form. The corporate site has been visually redesigned, as part of the first part of a two phase project, to take into account evolving views of a modern corporate web site and to harness new web technologies. The second part of the project will include the actual implementation of the redesign templates into a CMS and the migration of the content.

The new website should aim at simplifying the identification of information on the home page as well as to facilitate access to multimedia products and social media tools. The new templates should be flexible enough to be able to accommodate minor changes in design, colour, and position of content with minimum effort. Due to UNAIDS' internal technical expertise the templates should be implemented using Drupal content management system.

The UNAIDS web site has a main satellite site in the multimedia centre - a website containing video, audio, and photo slideshows from UNAIDS and partners (www.unaids.org/multimedia). The new platform should facilitate the addition and display of multimedia products.

The following are the core requirements for the project:

- Implementation of template pages in XHTML/XML
- Development of cascading style sheets (CSS)
- Implementation of all template pages into CMS
- Migration of all relevant content from current UNAIDS site

4.- Project characteristics and considerations

Multi-channel publishing

Content published on UNAIDS.org is acquired from many different sources and in different formats. It is published not only as web pages, but also in other formats: as ready-to-print documents, RSS feeds, XML exports and multimedia.

Cross-browser support and light-weight page rendering

As a public website, the UNAIDS website should render properly for popular browsers, such as IE, Firefox, Safari, and Chrome. This is one factor that web editors take into consideration as they edit pages in the CMS, requesting changes to style sheets, whenever necessary.

Moreover, because of the low bandwidth and poor computer infrastructure in many of the countries where access to the UNAIDS sites is important, the system should render pages for at least IE5.5, and if possible for even older versions of browsers, subject to the style sheets taking these options into account. Also, it is important to UNAIDS to have a CMS architecture that would allow the rendering of light-weight pages because the website may be accessed over dialup lines and on old computer models.

Digital asset management

It is expected an increase in the production and use of a range of rich media, notably photographs and streaming video. This type of content has to be able to be uploaded into the CMS, with the resizing of images to defined file formats, by web authors who may not be undertaking this type of file management on a regular basis.

Ease of use

An over-riding requirement is the ease of use of the CMS by staff with no technical training who need to post pages to pre-defined templates with only the absolute minimum of support.

Timeline

There is a need for a rapid implementation of the project and therefore, the template and CMS development and the migration of content should be completed by the first week of June.

5.-Format of proposals

The interested agency will respond to this request by submitting:

- Brief profile of the organization
- Main steps of the project, including detailed information on how the designed templates would be developed and integrated into CMS.

- Proposed type of content management system and why.
- A proposed time line.
- A portfolio of work carried out for other large, multilingual web sites.
- Detailed cost breakdown.

In the tender, the agency should describe its proposed after-sale project involvement.

6.- Evaluation criteria and selection process

UNAIDS will select a vendor based on:

- Specific needs outlined above
- The ability to work in English at a high level of proficiency
- Maturity of concept
- Demonstrated experience in web site implementation
- Clear record of success with similar projects
- Innovative implementation methodology, speed of roll-out, and breadth of perspective

Based on responses to this document, up to three vendors may be invited to an on-site/video/telephone presentation in February. Selected agencies will receive further documentation about the site.

Final vendor selection is expected by end of February, with design process expected to start immediately afterwards.