## Terms of Reference for

## Web page development and maintenance

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|---|---|
| Project name: | National Atlas for protected areas -  Nature.mk |
| Location: | Republic of Macedonia |
| Description of the agreement: | Web page development and maintenance |
| Period of duration of the agreement: | 8 months after signing the Agreement |
| Application Deadline: | 23.11.2018 , 17:00 |

PROJECT TITLE:

NATIONAL ATLAS OF PROTECTED AREAS –NATURE.MK - *Improvement of visibility and sustainable utilization of protected area in our country.*

Official project title:  National Atlas of protected areas – nature.mk

Short project title: Nature.mk; #nature.mk

The project itself is of national importance because it will create a base of information for each protected area, maps, videos, 360° photography that will create National Atlas of nature values and protected areas that will be used to raise the awareness on national level about the importance of the PAs, but will also be used for local economic development, entrepreneurship and green businesses creation, tourist information and education. All protected areas will benefit by getting a visual promotional identity and will be part of a joint communication strategy for all PAs. Protected Areas hold great potential to support sustainable tourism and local development. These opportunities for them remains underused and under promoted. Additionally, it is a general conclusion that local people are not involved in the management of the Protected Areas, but they partially use/abuse the ecosystem potentials of the PAs for generating personal income. This way of utilizing the ecosystem services cannot initiate local economic development, support green businesses establishment and catalyze sustainable tourism and sustainable use of ecosystem services. This project will bring many benefits for the local people and the environment promoting the Protected Areas through joint communication platform on one national level.

This will be achieved by:

1) Communication, education and public awareness raising (CEPA)

2) Sustainable tourism and recreation development

3) Monitoring of species and habitats.

4) Creating national platform for other "Improving the management of protected areas" – UNDP initiatives in frame of the web and mobile platform

EXPECTED RESULTS:

• Thousands of inhabitants living around protected areas in our country will learn more responsible ways of promotion and utilization.

• Established "two-way" communication system between PA and all potential visitors and tourists.

• Local people will benefit from this project.

• Better quality of 24h promotion will attract more tourists.

• Local people will benefit from using more sustainable methods and they will save money by using free platform to promote their PA.

• The many rare and threatened species that live in PA will have a much better cohabitation in their natural habitat.

PARTNERS:

Ministry of environment and physical planning & all UNDP – Protecting nature for a sustainable future financed initiatives

FINANCED BY:

This project is funded by the European Union and implemented in partnership with, UNDP and the Ministry of Environment and Physical Planning.

IMPLEMENTATION PERIOD:

May 2018 – September 2019

NATIONAL ATLAS OF PROTECTED AREAS –NATURE.MK should launch a new website in 2018. The new platform has to be Interactive web platform, an Atlas of national protected areas and potential Natura 2000 sites. The most significant protected areas will be presented through a factsheet or ID card.  This activity involves preparation and design of national information platform that will provide knowhow about the PA, will present the PA to the general public and will inform the potential visitors about the PA values.

To further enhance the new site and ensure the best experience to users, the Knowledge and Innovation Team is planning to conduct a series upgrades on the website.

The primary users of the site will be general public across the globe.

## Scope of work:

**National Atlas of protected areas – nature.mk Project intends to create the following:**
- **Web platform on the following domain http:/nature.mk,**

Deliverable 1: Development of web page (web site platform, domain name/hosting, etc.)

Creating Active Web Page

- Editable brochure website with content management system (created in WordPress or similar)

- User interface and user experience planning

- Bespoke/custom design

- Development

- Implementation

- Content strategy

- Social media strategy

- Search engine optimization

- Three languages possibility: Macedonian, Albanian and English language

- Domain and Hosting

- Implementation of SSL Certificates (https)

- Mobile version

- Unlimited traffic

- Minimum 3GB web space

- Blogs, news and rubrics

- Provide web site content updates

- Support and website edition and maintenance

- Google analytics, SEO optimization

- Social media profiles creation and update

- maintenance of the web site – continuing hosting and maintenance of the site, which would include applying security patches, clearing out log files, enlarging disk space before it runs out, sorting out security certificates and fixing bugs in the code.

- Implement a basic "blog" function with integrated twitter and Facebook posting (the website should facilitate streaming of information between these different platforms)

- Add a comprehensive search functionality to the web site

- Provide unlimited number of pages and their editing

- Possibility for WEB payment and WEB Shopping

The company will develop a graphic concept and the visual language of the new templates.

Ensure a consistent visual language on the new site by introducing fixed styles in templates ensuring consistency in fonts, formatting, icons, images, layout techniques.

The look and feel should be adapted to homepage, sections, subsections and the following components of the site: article template, resource webpage template, publication/guidance webpage template, country story webpage template, event webpage template.

Standard page elements including header, footer, tabs, persistent navigation, contact us, email and page print options should be included in the new templates.

The new templates should guarantee that most recent content on the site is captured in automatically in the homepage in an organized way following specific categories, tags or other custom taxonomies.

All section and subsection webpages should incorporate functionalities to guarantee the latest information on that section and sub-section is displayed (news, resources, publication/guidance, stories, and events).

The database of the NATIONAL ATLAS OF PROTECTED AREAS –NATURE.MK site must include possibility for new categories to display the information in an organic. Implementing (https) internet communication protocol that protects the integrity and confidentiality of data between the user's computer and the site.

Implementing security modules (firewall, fail2ban, malware, virus protections...).

Deliverable 2 - Knowledge transfer

Develop a user manual and deliver a webinar for the support staff and system administrators to perform content upload, system maintenance and administration.

Deliverable 3 - Support and maintenance

Support and maintenance: Administrative and technical support, quality control for a period of 18 months;

Deliverable 4 - Source code handover

Full source code including all developed libraries shall be handed over to NATIONAL ATLAS OF PROTECTED AREAS –NATURE.MK

PAYMENT SCHEDULE AND TIMELINE

Payments schedule will be on following timeline:

40% advance payment after signing the agreement

50 % after deliverable 1,2,3

10 % after deliverable 4 and final report approval by the project team

Evaluation criteria:

All applications will evaluate based on the following criteria:

| Criteria | Points |
|---|---|
| CV  Including the years of relevant expertise; experience and skills required for | 30 points max |
| Working methodology, Technical approach, | 30 points max |
| Financial offer | 40 points max |
| Total | 100 |

How to apply:

To apply, please send an e-mail with your CV (portfolio), letter of interest, work methodology along with the financial offer, reference list, current state issued by the Macedonian Central Register, to the e-mail address: info@kocka.mk,  atlas@kocka.mk

Important note: Financial offer must be without VAT

Deadline for submissions of documents is 23.11.2018, 05:00 p.m.

We encourage applicants to submit the application well before the deadline date.

REQUIRED SKILLS AND EXPERIENCE

Vendor should demonstrate and provide examples of previous experience in the performance of similar services as follows:

Be a reputable firm with at least 3 years of prior experience designing visually appealing and navigation friendly web sites;

Familiarity and relevant experience in using different Content Management Systems (CMS), particularly WordPress;

Have a broad knowledge of current web development technologies and design tools in the field, and new software and other web programming languages and programs including use of HTML, XHTML, CSS, XML, XSLT, Macromedia Flash, Java;

Have excellent knowledge of recent trends in graphic design, web sites, including online video publishing, and social media networking;

Demonstrate the ability to create innovative and visually appealing design;

Key professional staff qualifications and competence needed for the assignment:

Lead developer: The lead developer is responsible for the overall development process and assures that all code contributed is in line with coding standards. The lead developer has extensive experience (at least three years) in programming and CMS development.

The lead developer is an expert in the below scripting and coding languages and standards: PHP, Java Script, HTML (including version 5), CSS (including version 3). The lead developer is an expert in the use and configuration of the below applications: Word Press CMS, MySQL Database, Apache web server, Experience with other related applications is an advantage.

The lead developer is an expert in the use and configuration of the below products and techniques: Search engine optimization, Google Webmaster tools, Google developer tools, Mobile device adaptation.

The vendor will have a graphic designers with prior experience on designing websites with a solid portfolio of at least 3 years of experience.

The vendor should have graphical integrator which supports the development team with the integration of graphic design and CSS elements. The graphical integrator has at least 3 years of experience with the CMS integration of responsive CSS and graphic design of which at least one year is specific to Word Press CMS. The graphical integrator is an expert in the below scripting and coding languages and standards: HTML (including version 5), CSS (including version 3), PHP, and Java Script (including JQuery).

Project: National Atlas for protected areas – nature.mk

Implemented by: Training Institute "Kocka"

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