TERMS OF REFERENCE (ToR)

for the Design and Development of CNVP Foundation Website and Digital Knowledge Platform

Project Title: Integrated Forest Management along the Drin River Basin

1. Background and Context

CNVP Foundation is an international non-governmental organization working in Southeast Europe to support biodiversity conservation, sustainable use of natural resources, and rural economic development. CNVP operates across Albania, North Macedonia, and Kosovo, with a strong focus on forestry, ecosystem services, value chains, and community-based natural resource management.

Within the framework of the project "**Integrated Forest Management along the Drin River Basin**", CNVP aims to strengthen knowledge sharing, stakeholder engagement, transparency, and communication related to sustainable forest management. The project is co-funded by the Austrian Development Agency (ADA) and enabled by the Austrian NGO ICEP as contracting partner of ADA.

To support these objectives, CNVP intends to:

- **Create a new modernized official website**, improving structure, accessibility, and visibility of programs, projects, and knowledge products; and

- **Develop a dedicated IFM digital knowledge platform**, integrated within the CNVP Foundation website serving as a knowledge and resource hub for integrated forest management in the Drin River Basin.

CNVP therefore seeks a qualified service provider to design, develop, and deploy these digital platforms.

2. Objectives of the Assignment

The overall objective of this assignment is to design and implement a **modern, user-friendly, and scalable digital ecosystem** consisting of:

1.   A new CNVP Foundation website; and

2.   An integrated Digital Knowledge Platform embedded within the same website that will represent the IFM project's content as a pilot to enable structured knowledge sharing, peer learning, and co-creation between partners such as CNVP.

Specific objectives include:

- Improve CNVP's online visibility, credibility, and communication with stakeholders;

- Provide structured access to publications, data, project results, and best practices;

- Support knowledge sharing and capacity building related to forest management;

- Facilitate interactive learning through e-learning modules, tutorials, and capacity-building resources via the integrated IFM platform

3. Scope of Work

The service provider will be responsible for the full cycle of **design, development, testing, and deployment,** including the following components:

3.1 CNVP Foundation Website Development (New Version)

The new website shall be developed using **WordPress** and include, at minimum:

a) Information Architecture & Sitemap

- Homepage

- About CNVP (mission, governance, team, partners, work with us)

- Programs

- Projects (filterable database)

- News & Media

- Publications / Knowledge Center

- Services (training, consultancy, future paid services)

- Partners & Donors

- Contact, Newsletter, and Donation pages

- Dedicated Knowledge Platform section (integrated within the main navigation)

b) Functional Requirements

- Custom content types (projects, programs, publications, news, team, partners);

- Advanced search and filtering (by country, topic, year, type);

- Downloadable resource library (PDFs, datasets, multimedia);

- Responsive design (desktop, tablet, mobile);

- Multilingual readiness (minimum: English; extensible to local languages);

- SEO-optimized structure and metadata;

- Integration with analytics and newsletter tools.

- Custom admin panel for CNVP administrators, built on WordPress backend with user-friendly interfaces for managing all content (including the integrated IFM platform).

- Content migration from the existing website (documents, publications, projects, media)

3.2 IFM Digital Platform

The Knowledge Platform shall be fully integrated within the CNVP Foundation website (not as a separate external site) and function as a **knowledge and communication hub** linked to the Integrated Forest Management content created within the project.

The platform shall include:

- Thematic sections on forest management, ecosystem services, governance, and value chains that can be modified and/or expanded in the future;

- Repository of IFM-related publications, manuals, policy briefs, and data;

- Project outputs, maps, and visual materials;

- Filtering and search functionality;

- Capacity for future expansion (e-learning modules, stakeholder access, paid services).

- Mobile-friendly design consistent with the main website

- Admin panel access integrated with the main website's admin system, allowing CNVP administrators to manage IFM content, user access, and learning modules seamlessly;

3.3 Design and User Experience

- Clean, professional, and donor-compliant visual identity;

- Consistency with CNVP branding guidelines;

- Clear navigation and accessibility standards;

- User-friendly content management for non-technical staff.

3.4 Technical Requirements

- WordPress CMS with custom post types and fields;

- Secure, scalable, and performance-optimized setup;

- Backup, security, and maintenance recommendations;

- Documentation and basic training for CNVP staff.

4. Deliverables

The service provider is expected to deliver:

1. Finalized sitemap and wireframes;

2. Fully functional CNVP Foundation website;

3. Fully functional IFM digital platform;

4. Content templates and reusable layouts;

5. Search and filtering system for projects and publications;

6. Final deployment and handover.

7. Customized admin panel

8. Hosting setup and configuration;

9. Recommended maintenance plan with pricing and terms;

10. User manual (delivered at the end), covering administration of the entire website including the IFM platform, content management, mobile features, and troubleshooting; plus administrator training session.

5. Post-Launch Support

Hosting and Maintenance Recommendations

- Suitable managed WordPress hosting

- Separate maintenance package covering regular updates, security monitoring, backups, performance optimization, basic support, and bug fixes.

- Warranty period: Minimum 6 months post-launch for free fixes of bugs/defects from development

- Hosting, maintenance and warranty must be quoted as separate line items in the financial proposal, with clear details on duration, renewal terms.

6. Duration and Timeline

The assignment is expected to be completed within **6-12 weeks**, structured approximately as follows:

- Weeks 1–2: Analysis, sitemap finalization, wireframes;

- Weeks 3–6: Design and development;

- Weeks 7–10: Content integration (including migration), testing, revisions;

- Weeks 11–12 (if applicable): Training, final adjustments, launch, user manual delivery.

7. Roles and Responsibilities

CNVP Foundation will:

- Provide content, branding materials, and guidance;

- Review and approve key deliverables;

- Ensure coordination with project partners and donors.

The Service Provider will:

- Deliver all tasks outlined in this ToR;

- Ensure quality, security, and compliance with best practices;

- Provide timely communication and reporting.

8. Required Qualifications of the Service Provider

- Proven experience in WordPress website and platform development;

- Experience with NGO, donor-funded, or environmental projects (preferred);
- Strong UX/UI design capacity;
- Experience with searchable databases and content-heavy platforms;
- Ability to deliver within agreed timelines.

9. Reporting and Coordination

The service provider will report to CNVP Foundation and coordinate closely with the CNVP communications and project teams. Regular progress updates will be required.

10. Ownership and Confidentiality

All outputs, source files, and intellectual property produced under this assignment shall remain the property of CNVP Foundation. The service provider shall treat all materials and information as confidential.

11. Application and Selection

Interested service providers shall submit:

- Technical proposal;
- Financial offer with detailed breakdown of:
    - One-time development costs (design, development, migration, training, etc.)
    - Hosting setup + fees for 3 years
    - Maintenance & support package for 3 years
    - Warranty period (minimum 6 months included)
- Portfolio of relevant work; (3-5 relevant project links and brief description)
- Team composition and CVs of key team members.

12. Annexes:

Supporting Documents

Company profile / legal registration

References from at least 2 recent similar projects

Evaluation Criteria (total 100 points)

Technical quality & methodology – 40 points

Relevant experience & team expertise – 30 points

Cost-effectiveness & value for money – 20 points

Innovation, sustainability & added value – 10 points

Selection Process

Only compliant proposals will be evaluated.

CNVP may request clarifications or interviews with shortlisted bidders.

Award will go to the bidder with the best overall value (highest score), subject to budget and donor approval.

CNVP reserves the right to reject any or all proposals.