

Terms of Reference (ToR)

Engagement of Website Design, Development, Maintenance & Technical Support Agency

Issued by: United Nations Global Compact Network India (UN GCNI)

Engagement Type: Financial – Deliverables-Based Contract

Project Theme: Digital Presence, Knowledge Dissemination, Member Engagement & Sustainability Communication.

1. Background and Context

1.1 The United Nations Global Compact Network India (UN GCNI) serves as a key platform for advancing responsible business practices aligned with the Ten Principles of the UN Global Compact and the 17 Sustainable Development Goals (SDGs).

1.2 UN GCNI's website is a critical interface for member engagement, policy advocacy, knowledge sharing, and showcasing programmatic impact across themes such as gender equality, climate action, sustainability reporting, and capacity building.

1.3 To strengthen its digital presence, improve user experience, and ensure robust technical performance, UN GCNI intends to engage a professional website agency to **design, develop, maintain, and continuously update** its official website, aligned with global best practices and the evolving needs of its stakeholders.

2. Objective of the Engagement

2.1 To engage a competent and experienced website agency that will:

- Design and/or revamp the UN GCNI website with a modern, accessible, and intuitive interface
- Ensure seamless performance, security, and scalability
- Provide ongoing maintenance, updates, and technical support
- Enable UN GCNI teams to manage and update content independently

3. Scope of Work

3.1 Website Design & Development

The agency shall:

- Study the existing UN GCNI website and digital assets
- Propose a refreshed **information architecture**, site map, and navigation structure
- Design a **responsive, mobile-first website** compatible across devices and browsers
- Align design aesthetics with UN branding guidelines and sustainability ethos

- Develop dynamic, user-friendly pages including but not limited to:
 - About UN GCNI
 - Membership & Member Directory (secure / login-based)
 - Programmes & Initiatives
 - Events & Registrations
 - Knowledge Hub (reports, toolkits, newsletters, media)
 - News, Blogs & Impact Stories
 - Partnerships & Policy Advocacy
 - Contact & Enquiry Forms

3.2 Content Management System (CMS)

- Implement a robust, open-source CMS (e.g., WordPress / Drupal or equivalent)
- Enable **non-technical staff** to:
 - Upload/edit content
 - Publish blogs, events, and reports
 - Update banners, images, and announcements
- Provide CMS training and user manuals to UN GCNI team

3.3 Technical Essentials & Performance Requirements

The website must:

- Be hosted on a **secure and scalable server environment**
- Ensure fast page load speed and performance optimisation
- Comply with **SEO best practices** for visibility and discoverability
- Follow **accessibility standards** (WCAG compliance preferred)
- Include SSL certification and data encryption
- Have automated backups and disaster recovery protocols
- Be compliant with applicable data protection and privacy standards

3.4 Website Maintenance & Updates

The agency shall provide:

- Ongoing technical maintenance and version updates
- Bug fixes and performance monitoring
- Content updates and layout changes (as required)
- Periodic design refreshes and feature enhancements
- Monthly uptime, performance, and security checks

3.5 Advanced Features (Desirable)

- Member-only login area for exclusive content
- Event registration and integration with payment gateways (if required)
- Newsletter and CRM integration

- Analytics dashboard (Google Analytics or equivalent)
- Integration with social media platforms
- Search and filter functionality across resources

4. Core Deliverables

Deliverable Category	Expected Output
Website Design	Approved UI/UX designs and prototypes
Website Development	Fully functional, responsive website
CMS Enablement	Editable backend with user access controls
Security & Performance	SSL, backups, optimised load speed
Training & Documentation	CMS manuals and team training
Maintenance Support	Ongoing technical and content support

5. Agency Eligibility Criteria

The agency must demonstrate:

- Proven experience in designing and managing institutional or non-profit websites
- Strong technical expertise in CMS-based web development
- Experience with accessibility, SEO, and security standards
- Ability to provide long-term maintenance and technical support
- Dedicated project management and support team
- Familiarity with sustainability, policy, or development sector websites (preferred)

6. Reporting & Coordination Structure

6.1 The agency will report to the designated UN GCNI communications focal point.

6.2 Regular coordination meetings and progress updates shall be conducted.

6.3 All work must adhere to UN GCNI branding, documentation, and reporting protocols.

7. Financial & Contractual Terms

7.1 The engagement may be structured as:

- Annual maintenance contract (AMC)
- Fixed-cost development contract
- Hybrid model (development + maintenance)

7.2 Payment milestones will be linked to approved deliverables.

7.3 Intellectual property rights for all website assets shall vest with UN GCNI.

8. Proposal Submission Requirements

Interested agencies must submit:

1. Technical proposal with approach and methodology
2. Design and development portfolio (minimum 3 relevant websites)
3. Maintenance and support plan
4. Team structure and point of contact
5. Financial proposal

Submission Subject Line:

“Proposal Submission – Website Design, Development & Maintenance Agency – UN GCNI”.

Interested candidates/agencies are required to submit the following to email:

procurement@globalcompact.in latest by **31st December 2025**..

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