



Tropenbos International Website Development

Invitation for Expression of Interest

October 2024

Tropenbos International is a global network dedicated to promoting inclusive governance, sustainable practices, and responsible business and finance for the benefit of local communities and forests. We are looking to enhance our online presence to better engage with donors, partners, and the wider public.

We are currently inviting expressions of interest for the development of a new website that accurately represents our mission, values, and impact. The main objective of this project is to create a user-friendly and visually appealing website that caters to the needs of our audiences.

If your company has a track-record with non-profit organizations, expertise in website design and development, and the ability to meet the project objectives, we invite you to submit an expression of interest before October 31, 2024, CoB CEST time.

Objective

See annex for a detailed briefing

- Develop one website for Tropenbos International using WordPress or other web content management system
 - o The website should be optimized for SEO and collect data to understand and customize the user experience (e.g. Google analytics).
 - o The website should enhance user experience through intuitive navigation and interactive features
 - o Implement search functionalities for easy access to information
 - o Integration of social media platforms for increased visibility and engagement
- Develop front-end website templates to be used by member organizations
- Design the website following established corporate branding guidelines
- Provide a user manual for website management and updates
- Provide ongoing technical customer support
- Provide hosting of the website

Selection criteria

- Expertise in website design, development, hosting and ongoing technical support
- Track record with non-profit organizations
- Ability to deliver on-site support (development and recurrent) and webhosting

Submission of expression of interest

Companies with track record with non-profit organizations, expertise in website design and development, and the ability to meet the project objectives, are invited to submit an expression of interest that includes:

- Brief proposal with workflow, tentative budget and timeline
- Portfolio

Expressions of interest should be submitted before October 31, 2024, CoB CEST time for the attention of Juanita Franco (Juanita.franco@tropenbos.org)

Selection process

Companies that best meet the selection criteria will be invited for a briefing meeting where the project will be further discussed. Hereafter we will invite companies to submit a full proposal, including a detailed budget.

Contact details for inquiries

Juanita Franco (Corporate communication coordinator): Juanita.franco@tropenbos.org

Tropenbos International reserves the right to cancel the procurement procedure, without candidates being entitled to claim any compensation. Publication of this procurement notice does not commit Tropenbos International to implement the programme or project announced.

Annex: Tropenbos International detailed briefing for development of website

Main contact: Juanita Franco – Corporate communication coordinator

E-mail: Juanita.franco@tropenbos.org

Organisation details

Tropenbos International envisions a future in which communities equitably benefit from the sustainable use of forests in thriving and climate resilient landscapes.

Our mission is to make knowledge work for people and forests: to help develop and apply locally owned, evidence-based solutions that improve the inclusive and equitable governance and management of forested landscapes in the tropics, for the benefit of local sustainable development, biodiversity and our climate.

Over the last 30 years, Tropenbos International has evolved into a global network of organisations deeply embedded in frontier landscapes in Latin America, Africa and Southeast Asia.

The network secretariat is based in the Netherlands.

More information: <https://www.tropenbos.org>

Deadline project

Start: October 2024

End: March 2025

Target audience

Our main targets are (potential) donors in America, Europe, the Netherlands and international bodies. Secondary targets are partners or organisations (e.g. other NGOs, universities, practitioners, communities, policy makers) with whom we can collaborate, or they can make use of the knowledge we offer.

We expect that the users of our website will be donors, partners and experts (external) and staff and network members (internal).

Visitors to our website should get information about our work, our impact and who we are; and be able to engage with us by downloading information, watching videos, contacting us and sharing our contents.

Our ideal visitor are (philanthropic) donors and governmental bodies that are willing to fund our programmes. They look for easy to find information on what we do, and we achieve without getting lost in a lot of words or complex websites with many clicks. They don't have time.

Current website

Our current website (www.tropenbos.org) runs on a custom-made CMS system build in 2011. The actual front-end design dates from 2017.

The website makes use of a number of databases that communicate with each other to present information (links) across pages and several html pages.

What is working:

The databases work and are a very easy way to add information linked to each other e.g. news with links to publications, project they belong to, contact person.

What's not working:

1. The CMS on which it runs will be outdated soon – it won't work in all web browser and apps.
2. The CMS is custom made and not user-friendly for "new" staff
3. There is a limitation what we can change (do) on pages – how information is presented – as new fields have to be added to the databases by the company who hosts the website
4. It is not compatible with Social Media platforms
5. Structure doesn't resemble our new organisational strategy
6. Information on home page and sub-pages doesn't serve our intended users – we cannot modify the sections / filters / fields on databases
7. Statistics via google analytics are not optimized therefore we don't have the correct numbers

What needs to be improved:

1. New content management system – user-friendly, compatible with all web browsers.
2. New front-end design: modern and targeted to main audiences
3. New structure of the website
4. Integration – compatibility with Social Media
5. Have stronger visuals and graphics
6. Improved user experience
7. Mobile-friendly

Elements to be retained:

1. Various databases
2. Cross links on pages through databases

Main aims and objectives of the new website

1. To increase brand awareness / tell our story
2. To show our impact and work
3. To increase customer engagement
4. To have a more simplified user experience
5. Provide clear call to actions – work with us/ partner with us/ collaborate with us
6. To rank better in Google

Design of the website

The new website should follow the corporate branding, in terms of colour and typography. It should resemble the style we have used in the last years for our external corporate publications ([see here](#)).

A minimalistic and clean design is preferred. Use of animation is desired but reduced to a minimum.

The website should be very structured as it will contain a lot of information that visitors should be able to find easily.

Navigation: two layered horizontal menus, one main for content related information and a secondary for corporate/organizational information. Dropdown menus with at least three levels.

Examples of websites:

<https://guideddiscoveries.org>

- Two horizontal menu navigation
- Home page clean design
- how information is presented – segmented.

<https://rewildingeurope.com>

- Great use of images
- How information is presented in sub-pages:
<https://rewildingeurope.com/what-is-rewilding/>
<https://rewildingeurope.com/landscapes/>
<https://rewildingeurope.com/landscapes/greater-coa-valley/>

<https://www.wetlands.org>

- Two horizontal menu navigation

<https://www.solidaridadnetwork.org>

- Use of graphics and sections / Clean design

Templates for network members

Tropenbos International is a global network organization made up of six independent members. Although each member operates independently, we present a unified corporate branding image across the network, including our websites. To ensure consistent branding, we need to develop front-end templates based on the new Tropenbos International website. These templates will be used by all members to maintain uniformity across the network.

Webcontent

Information contained in the databases of the actual website should be migrated into the new website. New written information will be provided and inserted into the new CMS by us. Photos, videos, icons will be provided by us.

Technicalities

The following is a list of (some) desired functionalities:

- Navigation – user friendly navigation
- Search functionality – effective search function
- Optimized SEO
- One language – English
- Customizable templates for future updates and additions
- SSL Certificate / HTTPS security
- Cross-Browser Compatibility
- Cross-Device Compatibility
- Website Analytics
- Newsletter Subscription
- Forms
- Integration of social features
- Presence and compliance with EU privacy laws
- Transparency and compliance with EU cookie laws

Domain and hosting

We will require web hosting. The domain name is on our hands and administered through Yourhosting. We won't need e-mail as it is administered and organized through an IT company.

Support

We will require support services that include site maintenance, bug fixing, web design improvements, new functionalities, integrations, among others. A comprehensive user manual for the website management and updates should be available.