Website setup and management
Consultancy to setup and migrate the website of the Red Cross Red Crescent Climate Centre

Background
The Red Cross Red Crescent Climate Centre (Climate Centre) is a reference centre that supports the Red Cross Red Crescent Movement and its partners in reducing the impact of climate change and extreme events on vulnerable people. In doing this, the Climate Centre links policy, practice, and science related to climate extremes around the world – including through innovative communication approaches.

Project Background
The Climate Centre works on a range of programmes and thematic areas with a global team. We have been using our web presence on www.climatecentre.org to share project updates, publications and resources that serve the Red Cross Red Crescent Movement and its partners such as the Climate Training Kit and the Climate Games hosted on the web page.

The Climate Centre now wishes to redesign its website, adding new functionality with a Word Press-based system; transfer existing contents to the new site; and add new content. For this we are seeking a web designer or a web design company to design and implement these tasks. The web developer will work closely with the Climate Centre team and a dedicated contact person.

Scope of Work
The website is the outwards facing platform for the Climate Centre and our key communication channel with external partners. It also is our key platform to share many of our products such as publications, videos, blogs and podcasts. We are also hosting some training courses of an existing Word Press account (using Thrive Themes plugins) and wish to transfer these courses to the new website.

The new website should consider the following design features:
- Inclusion of videos, blogs and podcasts and other multimedia
- Inclusion of virtual training courses using “Learn Dash” (Wordpress plugin)
- A site-specific search function
- An interactive map to see staff and projects of the Climate Centre worldwide

Specifically, we are requesting:

1. Setup of the new website for the Red Cross Red Crescent Climate Centre.

2. Migrating some of the existing contents to the new website (e.g. Climate Training Kit, News items, Resources, Games page, and Virtually Amazing site) in an updated structure and layout.

3. Capacity development training and coaching for using Word Press and updating the website.
**Deliverables and timeline**
The consultant is expected to work in close collaboration with the Climate Centre team to deliver the following:

Setup and presentation of new structures as per design guide in close consultation with the Climate Centre focal point.

**Deliverable by 30th November 2020**
- Presentation of the structure and functionality

Migrate designated contact and uploading of new contents (multimedia contents, resources etc).

Migrating courses to the Climate Centre website

Testing of the site and adjustments as discussed with the Climate Centre focal point.

**Deliverable by 10 December 2020**
Draft version online and ready for further testing

**Qualifications**
We are expecting the web designer can also deliver the following:
- Responsiveness to requests from the focal point
- Ability to communicate with the international team in English
- Proven examples of design creativity
- Experience working with Word Press
- Experience integrating multimedia (video, podcast, online courses etc)

**Budget**
The maximum budget for this work is EUR 8,000.

**To apply**
Please submit examples of past work, along with a budget for this work to application@climatecentre.org

We will start reviewing applications on a rolling basis from 14 November 2020.

application@climatecentre.org

T: +3170 4455886

A: Anna van Saksenlaan 50, 2593 HT, The Hague, Netherlands
Climate Centre Website

This document describes the functionality and the feel of the new Climate Centre website.

**Overall impression**
We would like visitors to our site to be experiencing a creative and innovative website that is easy to navigate and easily allows access to multimedia and other resources.

We would like to have a colour scheme of Red, Black and Grey and would prefer if the Climate Centre Page would be visually associated with the [IFRC site](https://www.peopleneedpeople.online/people-need-people-online).

We would like a modern and lean look, with innovative features and images. An example can be found here: [https://www.peopleneedpeople.online/people-need-people-online](https://www.peopleneedpeople.online/people-need-people-online)
**Easy and flexible access for viewers**

We would like an eye catching and lean home page – featuring a certain story/ tool or event. This should be easily updatable. The home page should also feature specific links/ buttons to the multimedia resources and courses.

We would like to ensure that website visitors have easy and quick access to aspects of our programmatic work. We would like visitors to be able to explore:

1. Our overall approach to thematic programming and work
2. What we are doing in a certain field
3. What we are doing in a certain programme/ project
4. What we are doing in a specific place
5. What tools we have developed, supporting a specific area

We envisage that website visitors will be able to use a number of pathways to access this information (e.g. tools via thematic site and via resources site).

- **Search function**
  We will include a site specific search function for the site.

- **Easy back end access**
  We need to be able to easily update the website.

- **Clear and consistent structure**
  We suggest a clear structure for documenting current project and programmes, avoiding duplication and minimizing overlap, while allowing easy navigation.
  Each thematic area should be identified by a charismatic photograph, also serving as an additional lead in button, linking to the thematic overview page. Each section should include the following subsections:
  - Opening paragraph
  - Key Issues - 3-6 with photo and brief text
  - Stories - moving carousel with photos linking up to 4 stories/blogs
  - Publications- linking to publication also on resources/publication page
  - Our projects - photo + name, partners, duration, key words link to project page

- **Effective maintenance**
  We need to ensure regular update on project pages - and need to allocate clear responsibilities and provide guidelines on technical updating of project websites, including sign off processes.
  Programme managers will be responsible to have their programme pages kept up to date.

**Technical features**
- Search Function
- Hosting of podcasts, video and other multimedia
- Hosting of Word Press Thrive themes training courses
- Interactive maps of project areas