Terms of Reference

Consultancy for Website Development

for the Caribbean Biodiversity Fund

The Caribbean Biodiversity Fund (CBF) is seeking a web development firm to redesign its website to enhance user experience, improve functionality, and align with the organization's evolving brand identity. This project will address existing usability challenges and ensure a more engaging, accessible, and informative online presence.

1.   BACKGROUND

The Caribbean Biodiversity Fund (CBF) is a regional environmental fund whose mission is "to ensure continuous funding for conservation and sustainable development in the Caribbean."

Established in 2012, and with a flexible structure, the CBF is designed to accommodate the receipt, investment, distribution and monitoring of conservation funding throughout the region. Currently, the CBF has three programs: (i) a Conservation Finance Program, anchored by a US$100 million endowment fund, (ii) a Climate Change Program, focused on Ecosystem-based Adaptation (EbA), with a US$55 million sinking fund and (iii) a Nature Based Economies Program which will be rolling out an Advancing Circular Economy (ACE) Facility with a US$ 25 million sinking fund.

The CBF's website was built on the Wordpress content management system and launched in November 2022. The CBF's target audiences include donors and development partners, existing and prospective beneficiaries (conservation trust funds, NGOs and eligible consortiums), government, implementing organizations, internal staff and the general public. Currently, the website attracts on average 3,000 visitors monthly from the Caribbean, United States, United Kingdom, Canada and Germany.

2.   OBJECTIVES

The purpose of this project is to design and develop a new website for CBF that:
- Improves accessibility and navigation.
- Reflects the organization's evolving brand identity.
- Enhances engagement with donors, partners, and the general public.
- Incorporates multilingual functionality (English, Spanish, French).
- Improves content structure and readability across devices.
- Integrates interactive features, including a project visualization map.
- Supports SEO, accessibility, and performance optimization.
- Integrates Mailchimp for email marketing and newsletter subscriptions.

3.   SCOPE OF WORK

The selected consultant/team will:

- Conduct a website audit and stakeholder consultations.
- Develop wireframes and high-fidelity prototypes.
- Design a user-friendly and visually appealing interface aligned with CBF's brand.
- Implement a content management system (CMS) with flexible modules.
- Ensure automatic translation functionality.
- Create structured sections for funding opportunities, programs, projects, and resources.
- Implement SEO best practices.
- Ensure mobile responsiveness and accessibility compliance.
- Provide training to CBF's team for content management.
- Offer post-launch technical support for an agreed period.

4. DELIVERABLES

- **Phase 1: Discovery & Planning**
  - Website audit and stakeholder consultation report
  - Sitemap and wireframes

- **Phase 2: Design & Development**
  - UI/UX design mockups
  - Full development of the website, including CMS setup
  - SEO, security, and accessibility implementations

- **Phase 3: Testing & Deployment**
  - Beta testing and feedback integration
  - Website launch and post-launch support

- **Phase 4: Training & Handover**
  - CMS training for CBF staff
  - Documentation for maintenance and future updates

5. QUALIFICATIONS & EXPERIENCE

The ideal consultant or firm should have:
- Proven experience in UX/UI design and web development.
- Experience developing multilingual and accessibility-compliant websites.
- Familiarity with SEO, security best practices, and CMS flexibility.
- Strong portfolio demonstrating relevant work.
- Experience working with NGOs or environmental organizations (preferred).

6. PROJECT TIMELINE

- RFP release: 7 July 2025

- Deadline for submission of questions: 17 July 2025
- Proposal submission deadline: 7 August 2025
- Expected completion consultancy period: 3 months

7. BUDGET AND PAYMENT TERMS

- Payment will be structured based on deliverables and milestones.
- Detailed financial proposals must be included in the submission.
- CBF reserves the right to negotiate the final budget with the selected firm.

8. EVALUATION CRITERIA

Proposals will be evaluated based on:

- Experience and qualifications.
- Technical approach and methodology.
- Creativity and innovation in proposed solutions.
- Cost-effectiveness and value for money.
- Understanding of CBF's mission and objectives.

Criteria	Description	Weight (%)
Technical Approach & Methodology	Clarity, feasibility, and innovation of the proposed approach; alignment with project objectives and deliverables.	25%
Relevant Experience & Qualifications	Proven experience in similar web development projects, especially for NGOs or environmental organizations. Quality and relevance of submitted portfolio.	20%
Team Composition & Expertise	Qualifications and roles of key personnel involved in the project, including developers, designers, and project managers.	15%
Timeline & Work Plan	Realism and detail of the proposed timeline; ability to complete within the stated 12-week period.	10%
Design & User Experience (UX)	Demonstrated understanding of accessible, responsive, multilingual, and user-centered design principles.	10%

Criteria	Description	Weight (%)
Security, SEO & Performance Strategy	Proposed strategies for optimizing site performance, SEO, accessibility, and data security compliance.	10%
Cost Effectiveness	Value for money, transparency of cost breakdown, and alignment of financial proposal with scope.	10%

9. SUBMISSION GUIDELINES

Interested firms or consultants must submit:

- A technical proposal outlining their approach, methodology, and timeline.
- A portfolio of past projects.
- CVs of key team members.
- Respective team members roles and responsibilities
- A financial proposal detailing the cost breakdown.

Submission deadline: Thursday, 7 August, 2025 at 11:59pm AST via email to procurement@caribbeanbiodiversityfund.org with the subject line: "**Proposal for CBF Website Development**". Late submissions will not considered.

10. SKILLS AND EXPERTISE

Individual Applicants:

- Strong understanding of WordPress and its ecosystem, including themes, plugins, and security best practices
- Experience in designing and developing user-friendly and responsive websites
- Familiarity with SEO principles and techniques
- Strong communication and project management skills
- Ability to work independently and as part of a team

Agencies:

- Proven experience in delivering high-quality website development projects
- Expertise in WordPress development and customization
- Strong understanding of SEO best practices
- Ability to manage multiple projects simultaneously and meet deadlines
- Experience in working with clients and stakeholders
- Excellent communication and project management skills

11. INTELLECTUAL PROPERTY

Note: All intellectual property rights related to the design, development, and content of the new CBF website will be fully owned by the Caribbean Biodiversity Fund (CBF). The contract with the selected firm will explicitly state that all deliverables, including but not limited to designs, code, and content management systems, will be the sole property of CBF.

Annex 1: Creative Brief

Creative Brief
CBF 2025 Website Redevelopment Project June 2025- Version 1.0

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1. Introduction

The Caribbean Biodiversity Fund (CBF) is seeking a web development firm to redesign its website to enhance user experience, improve functionality, and align with the organization's evolving brand identity. This project will address existing usability challenges and ensure a more engaging, accessible, and informative online presence.

2. Bid Timelines

- RFP Release: July 7, 2025
- Proposal Submission Deadline: August 7, 2025
- Selection & Contract Signing: August 21, 3025
- Project Start Date: August 25, 2025
- Expected Completion: November 14, 2025

3. About the Organization

CBF is a regional environmental fund established in 2012, providing sustainable financing for conservation and climate resilience efforts in the Caribbean. It manages three key programs: Conservation Finance, Climate Change, and Nature-Based Economies.

4. Branding

- CBF has established brand guidelines, including logos, fonts, and color palettes

- A brand designer is currently expanding CBF's visual identity

- The new website must reflect and maintain brand consistency

5. Website Design Brief

The redesigned website must:

- Improve navigation and accessibility

- Support multilingual functionality (English, Spanish, French)

- Enhance user engagement through compelling visuals and storytelling

- Be mobile-friendly and SEO-optimized

- Align with CBF's branding and showcase its impact effectively

6. Current Website Issues

- Excessive navigation complexity

- No multi-language support

- Unclear brand identity and elements

- Missing photo credits

- Lack of people-centric imagery

- Poor readability across devices

- Ineffective blog and news layouts

- Non-functional events page

- Disorganized news and stories section

- No dedicated page for downloadable resources

7. Sitemap

- Sitemap can be found here: https://caribbeanbiodiversityfund.org/wp-sitemap.xml

8. Target Audience & Goals

- **Donors & Development Partners:** Access to impact reports, dashboards, KPIs and partnerships

- **NGOs & Conservation Trust Funds:** Easily find funding opportunities

- **General Public:** Engage with conservation news and stories

9. Website Activities & Objectives

- Streamline navigation and improve UX/UI

- Implement a structured layout for projects and programs

- Ensure brand consistency with enhanced visuals

- Optimize content for SEO and mobile-friendliness

- Implement a user-friendly content management system (CMS)

10. Website Scope

- Custom WordPress development with modular flexibility

- Multi-language translation with automatic tools

- Integration with Mailchimp for email marketing

- Interactive project map

- Compliance with accessibility standards

11. Key Features & Functionality

- Simplified navigation

- Searchable and filterable project database

- Improved blog and news layout

- Interactive project visualization

- Downloadable resources section

- SEO-optimized structure

12. Accessibility

- WCAG-compliant text and contrast options

- Mobile-friendly and responsive design

- Screen reader support

13. Analytics & Reporting

- Google Analytics setup

- Engagement tracking on key pages

- Monthly traffic and performance reports

14. CMS Flexibility

- Easy-to-use content management for CBF's in-house team

- Role-based access control

15. Project Stakeholders

- **CBF Communications Team:** Project oversight and content direction

- **Web Development Consultant/Firm:** Execution and implementation

- **Brand Designer:** Ensure visual consistency

- **CBF Leadership:** Final approval

16. Maintenance & Support

- CBF will manage ongoing maintenance post-launch

- Initial post-launch support required for troubleshooting

17. Hosting

- Open to migrating to a new provider if necessary for performance/security.

18. Inspiration Websites

- **The Nature Conservancy:** nature.org – for UX, structure, and visual engagement

19. Project Responsibilities

CBF Responsibilities:

- Provide branding guidelines, content, and approvals

- Offer feedback on design and development

Consultant/Firm Responsibilities:

- Design and develop the website

- Ensure accessibility, security, and performance optimization

- Conduct user testing and incorporate feedback

- Train CBF staff on CMS management

20. Measures of Success

- Increased Largest Contentful Paint score

  - Baseline: 4.7 secs

  - Target: 2.5 secs

- Lower bounce rate

  - Baseline: 53.62%

  - Target: Reduce to below 50% within 6 months

- Higher engagement on news and stories pages

  - Baseline: 46.38%. Average 46s per session

  - Target: 50% or greater in 6 months. Increased to at least 2 minutes.

- Migration completed
  - Baseline: Legacy content partially migrated, with limited redirect
  - Target: 100% of prioritized content migrated with proper redirects and no broken links

21. Legal and Technical Requirements
- GDPR and CCPA compliance

- Secure data management

- Scalability for future updates