

Action 4 Sustainable Development

Website redesign brief

Who we are

Action 4 Sustainable Development (A4SD) is a global platform supporting civil society and citizen action for the delivery of the 2030 Agenda for Sustainable Development and the Paris Agreement on Climate Change.

We are a group of over 3300 NGOs, movements and individual activists from 165 countries. Most members are based in the Global South.

Among other activities, we carry out advocacy at the global, national and local levels, we monitor progress towards the Sustainable Development Goals (SDGs) and hold leaders accountable for their commitments, we organise widespread citizen mobilisation and we share innovative approaches to citizen action throughout our network.

Our current website

Currently, A4SD website users can mainly:

- Search and understand what A4SD does
- Find multiple SDG progress reports as well as advocacy and mobilisation toolkits in PDF formats.
- Visualize the state of civic freedoms, climate efforts and sustainable development progress in different countries on a map we are adding data to.
- Become members of the A4SD network by filling in an embedded form.
- Find information, resources, and sign up for particular mobilisation campaigns, for instance the [Covid Citizen Action](#) initiative we have been developing this year.

The website is multilingual. Currently supported languages are English, Spanish and French.

Redesign and additional functionality

We want to take it a step further and have our site become a directory where a diverse range of sustainable development and climate change citizen action initiatives around the world can be showcased.

The idea is to have A4SD members create their own accounts on our site and fill in information about their projects. The information they fill in would then be used to

create an initiative page as well as to populate a world map where users can see a vast array of initiatives taking place across the world.

Initiative pages will allow users to publish updates and posts.

Ultimately the site will allow for initiatives to develop their own crowdfunding strategies. Therefore, the site must be set up to eventually add a donation system where users can directly fund initiatives they see on the site.

We require a team who can develop the graphic and UX design for this project as well as the development of the site and support with maintenance throughout 2021.

Visual guidelines may follow the current ones used on action4sd.org, or the provider may suggest a new identity if preferred.

Specifications and requirements

User accounts:

- Initiative area allowing A4SD members to create and edit their profile pages.
- Donor area allowing other users to donate to different initiatives.
- Admin area allowing staff to manage users and accounts.
- Excellent UX throughout all these interfaces.

Pages:

- Homepage: map of projects (using Google Maps or a similar infrastructure) + a few featured initiatives
- Initiative pages will include a profile photo, SDGs the initiative focuses on, several text fields, an area for updates, featured content (included embedded video) and eventually a donate button and a message board for donors.
- Excellent UX throughout all these pages.

Search function:

- Users must be able to very easily search and filter the map and the initiative database by SDG, country, city and other themes.

Other:

- A seamless donation integration with a secure payment gateway
- Built on WordPress
- A customer relations management system; a database that can be easily used by the admins to manage users and filter through them. Integration with existing CRM systems is possible.
- Admin area with a useful dashboard showing new projects, latest donations, funding goals reached.

- Messaging infrastructure: a system whereby users can receive account creation confirmation emails in their personal accounts as well as password recovery messages etc.
- Multilingual support (English, French, Spanish, possibility to add new languages in the future).

Tentative time frame

November–December 2020: preliminary discussions and provider identification.

January– February 2021: web design

March–April 2021: development

April 2021: website testing and iterations

May 2021: launch

Quote

Please provide a full quote for this project, including (if applicable):

- VAT
- Required plugin subscriptions
- Required theme subscriptions
- Payment gateway fees
- Map fees
- Website maintenance fees throughout 2021
- Other foreseeable fees we might need to incur in to keep the site functioning in the future

Please exclude from your quote:

- Hosting fees
- Domain purchases
- SSL/DNS services

For further questions, you may contact clara.sanchiz@action4sd.org. We would be happy to arrange a Zoom meeting if needed to further discuss the project.

Kindly submit your quote by 30 November 2020 by emailing it to clara.sanchiz@action4sd.org.