Invitation To Tender for WePROTECT Global Alliance website development

11 August 2020

Introduction and selection process

The WePROTECT Global Alliance is seeking a digital agency to partner with to design and develop a new, best-in-class website and membership hub. We are inviting agencies to submit a written proposal which should be no longer than eight A4 pages and must include:

- information on proposed methodology and project management including a plan for addressing all requirements/ issues covered in this document
- a timeline for designing, developing, testing and launching the website
- proven relevant experience including examples of two similar projects undertaken within the last three years
- details of fixed costs for the standard piece of work as described. All consultancy, development and training costs and expenses are to be included and the cost quoted in pounds sterling inclusive of VAT.

Please email written proposals to info@weprotect.org no later than Tuesday 1 September 2020, 12 midday BST. Shortlisted agencies will be invited to pitch at interviews to be held on Wednesday 9 and Thursday 10 September 2020.

About WePROTECT Global Alliance

We are the WePROTECT Global Alliance, a coalition of 98 governments, 38 civil society organisations and 35 technology companies. We are dedicated to putting online child sexual abuse and exploitation on the global agenda and mobilising a worldwide campaign to end it.

Government and law enforcement cannot tackle this crime in isolation; it is only through working in partnership with industry and civil society, and across borders, that we can be effective in working towards eradicating child sexual abuse online.

In order to achieve our vision of ending child sexual abuse online, we have 4 key objectives:

1. Ensure senior decision-makers take action
2. Amplify the voices of children, victims and survivors
3. Be the definitive source of knowledge on the threat and how to respond
4. Forge new networks and drive collaboration to ensure a truly global response
The WePROTECT Global Alliance (WPGA) is a global movement that brings together the influence, expertise and resources required to transform how online child sexual abuse and exploitation is dealt with worldwide. It was formed in 2016 by merging two initiatives; WeProtect Children Online, convened by the UK Government, and the Global Alliance against Child Sexual Abuse Online led by the U.S. Department of Justice and the EU Commission. In April 2020, the WPGA transitioned out of the UK Government into a self-sufficient, independent organisation.

The website project and specification

With the launch of WPGA as an independent organisation there is an increased need for a strong online presence, with a website which adequately represents the organisation’s broad membership, influence and reach globally. With a new secretariat staff now in place, WPGA are seeking a digital partner to work with to develop a best-in-class, intuitive and user-friendly website that meets the needs of our membership and external stakeholders.

Audience

- Members and prospective members (which will overlap with groups below)
- Government policymakers
- Politicians
- Subject matter experts (e.g. academia, think-tanks etc)
- Law enforcement
- Technology industry trust and safety and/or public policy leads
- Civil society organisations
- Regional bodies
- International institutions.

Compliance

Ensure fully compliant with:

- GDPR and other global data production legislation
- Accessibility
- Fully mobile responsive
- Recording analytics comprehensively and consistently including breakdowns on;
  - Geographic location and languages
  - Members’ type/constituency
- Privacy policies.
Style and translation

- Consistent use of house style and branding throughout, including appropriate terminology, with a clean and intuitive interface
- Images in line with agreed approach and style (e.g. focusing on positive intervention and aims rather than depicting fear and trauma, diverse and representative of our broad membership etc)
- Facility to translate all content, potentially via Google Translate. At minimum to French, Spanish, Arabic and Portuguese
- Links to WPGA contact details, newsletter and social media channels at the footer of each page.

Site structure

Below is a draft site structure, however this would be subject to change on the basis of feedback and development from members, user testing and the digital agency.

Home page

- Visually appealing with strong imagery, potentially with a rotating bank of hero images at the top to allow for diverse representation, reflecting threat and response and avoid strong association with one child’s face
- Concise but relevant text setting out very clearly our mission and purpose
- Potential for feature boxes with key stats and signposting to new content
- Clean and intuitive interface, with clear signposting to members’ portal
- Pulling feed in from twitter
- Link to a level 3 page (also in footer or header) on ‘Report online child sexual abuse and get help’ with signposting to different organisations and reporting mechanisms for different regions.

Level 2 pages

Four main headings, with pages sitting underneath:

1. **Who We Are** - to include four main sections/ overview with links to level 3 pages:
   a. ‘Our history’: a timeline and achievements so far
   b. ‘Our board’: profiles of Board members and an overview of our governance (purpose and role of the board). Information about reference groups and links to wider membership
c. ‘Our team’: profiles of team members, and a section for possible vacancies/recruitment (link across to Board profiles as well)
d. ‘Members’: list of current members, overview of membership signup process and sign-in page to a members only portal (see below)
e. ‘Contact us’: form, newsletter and social media links

2. What We Do - to include:
   a. ‘Our strategy’ and objectives
   b. ‘Our impact’, e.g. case studies and key stats on KPIs, membership etc
   c. ‘Membership commitments’
   d. ‘Events’ - visually appealing, videos of key events, podcasts, noticeboard/events calendar of key upcoming events, workshops, webinars etc, facility to subscribe and join mailing list, pulling in content from our twitter feed.

3. Publications/ Research and Reports - to include English and translated versions of:
   a. ‘Global threat assessment’
   b. ‘Global strategic response framework’
   c. ‘Model national response’
   d. ‘Intelligence briefings’
   e. ‘Key reading/materials’ produced by members (this could also be featured across the website in ‘you might be interested in’ boxes linking to relevant external/member’s content rather than having its own page).

4. WGPA Blog with the capability for staff, board members and guest bloggers to have author profiles and for blogs to be tagged and categorised for filtering and possible ‘similar content’ suggestions for users.

Members-only portal

Restricted pages/portal only available to existing members of the WPGA. To include functionality to enable:

- a page for each member showcasing their work and, potentially, the ability to update the page themselves
- the promotion and signposting of activities
- a marketplace for funding opportunities and offers of pro bono support; a platform for posting documents to a searchable database e.g. policy guidance for consultation
- a mechanism for updating member contact details
- a facility to ask questions of the secretariat and other members and seek expert advice
- potentially (but we would need to consider any moderation burden), a members discussion forum, with conversations on key topics and WPGA outputs (e.g. implementing the MNR, voluntary principles for tech industry, child protection and COVID-19 etc). This would need to take into account safeguarding and legal considerations to prevent the sharing of illegal material or identifiable cases.
Additional considerations

- Branding and colour palette review along with templates for consistent graphic designed web content, reports, infographics and social media assets (and for printed and designed stationary, business cards etc)
- Image bank: using existing stock imagery or commissioning some photos using the same look and feel and to depict specific scenes/topics that we would want to use
- User testing on the website, with a particular focus on the members' portal
- Search engine optimisation
- An easy to use Content Management System that can accommodate all requirements
- A fully responsive design, incorporating layout from mobile through tablet and normal and large desktop sizes.

Budget and schedule

We have a budget of circa £100-125k to cover the website development, user testing, brand refresh, image bank, and ongoing website hosting, maintenance and support for the year. If your costs are more than this to deliver all requirements, please do submit your full cost breakdown and rationale. In addition to a breakdown of costs for the initial project, please provide a quote for ongoing yearly hosting, maintenance and support costs.

We would like to launch the new website by March 2021, and would be keen to explore options for launching as soon as possible without sacrificing quality with the appointed agency. Please include a high level timeline along with your proposal.