International Organization for Migration (IOM)

The UN Migration Agency

TERMS OF REFERENCE

FOR WEB DESIGN AND DEVELOPMENT SERVICES

FOR THE MIGRATION NETWORK HUB

The International Organization for Migration (hereinafter called **IOM**) is looking for a **Service Provider** to provide web design and development services for the Migration Network Hub.

The United Nations established a Network on Migration (Network) to ensure effective, timely and coordinated system-wide support to Member States for the implementation, follow-up and review of the Global Compact for Safe, Orderly and Regular Migration (GCM). The Network consists of members of the UN system for whom migration is of relevance to their mandates. The GCM calls for a Migration Network Hub (https://migrationnetwork.un.org/hub) as part of its Capacity-Building Mechanism. Core Working Group 1.2 of the UN Network on Migration - which is chaired by IOM through its Global Migration Data Analysis Centre (GMDAC) – is in charge of establishing the Hub.

The Hub is a virtual "meeting space" where governments, stakeholders and experts can access and share migration-related information and services. It provides curated content, analysis and information on a variety of topics. The Hub also plays a key role in ensuring the sustainability of Network products, as a mechanism through which Member States, stakeholders and agencies may channel requests for assistance, as well as periodic reviews and/or feedback from the field, Member States and stakeholders so that products can be continuously improved.

Under the EU-UN Migration Capacity Building Partnership, the European Union (DG INTPA) is supporting IOM in its capacity as Coordinator of the Network, including enhancing capacity building efforts for GCM implementation in countries and regions and supporting the Migration Network Hub in its role as defined.

After being launched in March 2021, with a view to strengthening user engagement, improvements in the current functioning of the Hub as well as the new features detailed below are expected to be developed.

1. **Nature of the Service Provision**

External web development and design company to provide via the existing Drupal 9 platform:

1. Community of Practice (CoP) features

1.1 Discussion spaces: Expand and improve design and usability of discussion forum and connection functionalities to ensure high usage and support user retention, including:
- Provide an improved design and functionality of the Hub's personal user account profiles, where users can update their details, save key documents, view their contributions across

the Hub, manage their participation in online discussions and other activities on the Hub, comment on documents and other content, send direct messages to other users, and respond to automated feedback questions on content they're visiting.

- Integrate social sign-in as an option in addition to Drupal registration and log-in.
- Enable advanced online discussion forum functions including discussion threads and sub-questions, and user-created discussion spaces.
- Optimize search function across the discussion spaces to facilitate analysis and usage, including free text search of posts and by keyword tags/taxonomy.

1.2 **Multilingual functionality:** Integrate full multilingual functionality in all six official UN languages across all sections of the Hub and search function, including the discussion spaces, repositories, content nodes and expert database.

1.3 **Interactive comment and rating system** – enable users to comment on specific content types, rate and respond to questions after using specific functionalities such as download and search, e.g., *"Did you find this content helpful?" "How have you used this resource in practice?"* and establish the user type (government representative, NGO, academia, etc.).

1.4 **User experience:**
- **Improved Hub global search and filters:** Configure global search, thematic and geographic filters to incorporate the new features developed under this contract, enhance search and optimize user experience to increase usage, including tagging disability-friendly content.
- **User upload process** – improve design, functionality and automation of user content upload process (documents, links, projects, events, videos and practices) to increase and facilitate wider usage, including providing frontend design and styling to all web forms.
- **Search engine optimization (SEO):** Enhance SEO to increase visits and ensure high, relevant traffic from the main global search engines.

1.5 **Experts database:** Extension of existing database to enable:
- Filtering by GCM objective
- Submission of applications to the Expert Database from Civil Society and other stakeholders directly via the Hub
- Display relevant profiles e.g. via API from relevant UN staff migration databases including IOM's Labour mobility and human development (LHD) roster and Manara (https://manara.inmind.ai/home), as needed.

2. Global Knowledge Repository features

2.1 'Practices repository':
- Design and development of a repository of 'practices' profiles (projects and policies), feeding from an online submission form, as well as key internal and external sources, including:
    - **Practices dashboard:** Interactive dashboard displaying key information in the repository, such as type and source of practice, number of practices by GCM objective, region, etc., search, and a user-friendly, interactive map.
    - **Online submission form:** User-friendly submission process, as well as bulk upload functionality by administrators from Excel and inputs from other partner websites.

- **Integration with external platforms:** Enable display of tagged practices in the repository from external websites such as the Mayor's Mechanism, M4DNet and IOM's internal Migration Policy Repository (MPR).
- Optimisation of existing taxonomy that allows for multiple tagging of database elements.
- Creation of an admin CMS functionality that allows for data and information manipulation of the database fields. All edits to the data should be logged.
- Several levels and types of practices, as required, from those submitted to the regional review process, to those submitted in advance of the IMRF, labeled accordingly.
- Provision of an attractive design to incentivize submissions, including visual elements (photos, videos, icons).
- Function to designate certain practices with a badge/icon indicating their source (e.g. IOM MPR) or designation, e.g. as a 'best' or 'good' practice.
- Email alert function to authors when published.
- Download function of all practices and full details/fields to MS Excel format.

2.2 Document/content repository:

- **Improve design of Hub landing page and Content Management System (CMS)** to expand repository to include and ensure accessibility of key content and highlight new content and events. New content includes but is but not limited to: Network and Working Group and Core Working Group products, INTPA project outputs, needs assessments, training plans to address them, guidance developed for governments, UNCTs and stakeholders, training modules and materials, agendas and action plans for the design of multi-stakeholder consultations, check-lists and markers to operationalise the guiding principles of the GCM, adopted national action plans on migration, among others.
- Improve existing admin interface to facilitate content management and analysis of content.
- **Ensure integration with external platforms:** Enable display of tagged content from external platforms such as M4DNet in relevant curated content spaces, e.g. Objective 19: Migrant and diaspora contributions.
- **Curated content pages on GCM objectives and guiding principles:** Update design to reflect and highlight new content and ensure dynamism of the pages, including by featuring recently approved content.

2.3 Peer review process:

- Further develop existing user-submission of content to include a backend online peer review interface where peer reviewers with sufficient permissions can review, comment on and approve submissions in the CMS, before final publication on the platform by the content admin team.
- To ensure all content remains relevant and up-to-date, enable automated alert system to indicate to users and alert (email) Hub team and peer reviewers when resource or content page was last reviewed and date of next review and update.

2.4 IMRF and Regional review content:

- Ensure streamlining of national and regional content to regional review pages and the Hub.
- Ensuring IMRF 'knowledge' content is stored on the Hub's CMS system.
- Integrate IMRF and regional review process content into Hub, including in the search.

3. Maintenance, security, bug fixing, additional design and development

3.1 Provide technical support and ongoing security maintenance and bug fixing for the Hub until end 2022 , including all required Drupal updates, module updates and deployment.

3.2 Provide additional design and development, as required, based on monthly priorities.
- 20 hours/month starting following completion of functionalities specified above (1.1 - 2.4) and ending 15 December 2022.

3   Responsibilities and Expectations

The Service provider will be expected to:
- Organize an online/offline inception meeting with IOM and the UN Network on Migration (UNNM) Secretariat to: (i) present proposed approach and methodology for the revamp and development of new features of the Hub detailed above, (ii) collect feedback and inputs on enhancements and feature development and requirements, (iii) advise and clarify questions;

- Develop in coordination with the Hub team web designs for the Hub features listed above, ensuring an attractive, user-friendly interface in line with the UNNM design guidelines;

- Ensure the backend development and configuration of Drupal modules, as required; test each feature with a group of IOM and Network participants

- Upon sign-off of the draft designs and wireframes, complete the design and development of the Hub's new features and enhancements and coordinate deployment with IOM OCU and ICT.

- Hand over all design files and coding to the Hub team.

Service Providers interested in the ToRs shall also consider the following **technical requirements** for the Hub web design and development:

 General requirements:

- Drupal 9 is the required Content Management System and back end.;
- Developed using standard open source web development to allow IOM to make future changes independently;
- Language of the website: built-in multilingual content support for the official UN languages (English, French, Spanish, Arabic, Chinese Russian).

User experience and accessibility:

- Responsive design on mobile devices: accessible in various devices including desktops/laptops (Windows and Mac), mobile phones and tablets (Android and iOS);
- Compliant to the international accessibility standards (accessible via screen readers, colour-blind friendly colour schemes, etc.);
- Compatible with all modern browsers;
- Optimal performance in low-bandwidth locations.

Design standards

- User-friendly administrator interface for all features
- User-friendly front-end design and development to optimize public use
- Design should be in line with United Nations and UN Network on Migration design and branding guidelines (provided);

- In addition, the web design and development shall be developed and delivered in line with IOM's internal policies and frameworks.

4 Project Duration/ Timeline

All activities should be completed **by the end of April 2022** from the date of inception, which is estimated on **1 December 2021**, with the exception of the ongoing maintenance and design support which continues monthly until **15 December 2022**.

5 Deliverables

The Service Provider is expected to provide the following:

- Methodology and work plan;
- Draft web designs for review, integration of feedback and final approval;
- Design, development and delivery of a fully tested and functional updated Hub platform including the functionalities specified above, deployed online in coordination with IOM OCU and ICT;
- Full technical documentation (system code and system design) to enable smooth deployment, handover and ongoing maintenance and updates by IOM OCU and ICT.
- Monthly maintenance, web design and development support.

6 Required Documents

Interested Service Providers need to submit the following:

- An overview and examples of past online knowledge management and/or discussion platforms delivered, preferably open source and with other international organizations, including an overview/presentation of the Service Provider and contact details of references;
- A work plan including start date and date of completion of deliverables, a proposed approach for the assignment based on the information provided above, including risk management and information on the proposed team and their roles;
- A breakdown of expected services and associated costs, without VAT for the completion of all deliverables.

  Incomplete proposals will not be considered.

The above-mentioned documents shall be prepared in English and sent by e-mail to vbertalot@iom.int, no later than **21 November 2021.**

7 Intellectual property

All outputs and intellectual property created during this assignment, including but not limited to system code, system design, data, findings, results, solutions, recommendations and any other documents and designs developed throughout the project shall be owned by IOM. The Service Provider shall develop materials and recommendations assuming current business processes and retention of current duties, accountabilities and responsibilities but may make recommendations for changes. Documents provided to IOM shall be considered "draft" until IOM provides feedback and comments which the service provider shall incorporate, as appropriate; at that point, the document

will be considered "final" by the Service Provider. If no comments are received by the service provider, the "draft" will be considered final by IOM.

8   Confidentiality

Information relating to the evaluation of proposals and recommendations concerning awards shall not be disclosed to those who submitted proposals or to other persons not officially concerned with the process.
All IOM proprietary data shared with the service provider shall be governed by a non-disclosure agreement as part of the agreement.

9   Requests for clarification

Service Providers requiring any clarifications on the content of this ToR may notify IOM in writing at the following addresses: gcmhub@iom.int and vbertalot@iom.int.