Friends of the IGF
Request for Proposals
website and database development

RFP released: 31 July 2015
Deadline for proposals: 10 August 2015

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1. Introduction

To improve online access to Internet Governance and policy discussions at the Internet Governance Forum, and with the support of various members of the Internet Governance community, Chalmers & Associates is soliciting proposals for the design and development of a **new website** and **database** for the Friends of the IGF project (FoIGF).

FoIGF is an online archive of official content (namely videos and transcripts) from the annual United Nations Internet Governance Forum (IGF) event. The website, http://friendsoftheigf.org, is not a United Nations website. It is an independent platform, built in consultation with the Internet community. The site compliments the official information resource of the IGF, at http://intgovforum.org; FoIGF enhances access to IGF discussions by providing a browsable and searchable repository of "the record." A key part of the project, in addition to the website itself, is locating and uploading missing IGF content to the database.

We are looking for a professional and passionate team of experts to re-design, re-build, and maintain a new **website** and **database** for http://friendsoftheigf.org. We wish to provide the global Internet community with a modern, elegant, and highly-accessible platform for site users to browse and search through content from the global IGF events, as well as national and regional IGF initiatives.

This project will be carried out in consultation with members of the global Internet Governance community, thus teams with experience in working across different cultures and time zones are encouraged to apply. Expertise and passion relating to access to information is welcomed. We would prefer to engage a team that has experience with projects of a similar nature (i.e. building databases to suit online archives) and require a team with previous experience in semantic search and content enrichment.

The target delivery date for the website is November 5th, 2015, in time for the IGF2015 in João Pessoa, Brazil. This date may change according to funding arrangements, as explained further below.

2. About the IGF

The IGF "serves to bring people together from various stakeholder groups as equals, in discussions on public policy issues relating to the Internet. While there is no negotiated outcome, the IGF informs and inspires those with policy-making power in both the public and private sectors. At [the] annual meeting [participants] discuss, exchange information and share

good practices with each other. The IGF facilitates a common understanding of how to maximize Internet opportunities and address risks and challenges that arise."[1]

The official UN mandate for the IGF comes from the 2005 Tunis Agenda, which was negotiated during the World Summit on the Information Society, as well as from UN General Assembly decisions. Since 2006, the IGF has taken place annually in different locations around the world, drawing participants from the private sector, civil society, governments, the technical community, and academia to discuss Internet Governance and policy issues.

3. About FoIGF & the current website

FoIGF is a grassroots effort aiming to increase the public's access to the important Internet Governance and policy discussions that unfold during IGF events.

The project started in May 2013. The current website went live prior to the IGF2013. It was designed and developed by two small New Zealand firms, in line with an open community consultation process led by Susan Chalmers, a member of the IGF Multistakeholder Advisory Group.

FoIGF has been supported by financial and in-kind contributions from a small group of organisations, for-profit and not-for-profit, as well as by members of the IGF community, who shared their insights over numerous calls during the development process.

Before the FoIGF pilot effort, it was difficult for any given user – e.g. an academic, policy-maker, or IGF participant – to search and locate IGF content; many of the recordings and transcripts from IGF sessions were scattered across a number of different online locations, or had not been published at all. A number of recordings and transcripts remain missing still.

FoIGF attempts to solve for this problem by pulling IGF content from various, disparate locations into one place, wherever the information can be found. The current website, http://friendsoftheigf.org, is a searchable database of transcripts, video, agendas, and reports from IGF events stretching back to the first IGF in 2006, in Athens. Those involved in FoIGF have gone to great lengths to locate these informational artefacts. The archive website allows the user to search across IGF sessions by speaker name, keyword, meeting, day, and other criteria.

The project has outgrown the capabilities of the current pilot website on a number of fronts. Building on what we have learned in the pilot project, we wish to rebuild the site with a superior search capability and design, as well as a more complete and reliable database. We must import the content hosted at the current website into this new database. We would also like to add a number of functionalities, described in Section 5, below.

4. About funding

FoIGF is a public interest project that relies on financial and in-kind contributions from members of the Internet Governance community. Previous financial contributions have come from Google and the International Development Research Centre, which provided for the development and maintenance of the website for two years.

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[1] From the official IGF website.

On behalf of the project, Chalmers & Associates has submitted a funding [proposal](#) to the [NETmundial Initiative](#) (NMI) for the work solicited in this RFP. The NMI is a collaborative effort organised by the World Economic Forum, the Internet Corporation for Assigned Names and Numbers, and the Brazilian Internet Steering Committee.[2] A major focus of NMI is to enable and facilitate the funding of proposals from the Internet community that support capacity-development in Internet Governance.

Project proposals will be presented through the NMI's project collaboration platform, which is currently under development. This platform will facilitate the funding of projects by the community (individuals, organizations, and foundations). The NMI's role is to facilitate the interaction between those seeking project support and those willing to provide the support, rather than to fund efforts directly. Essentially, projects will be crowd-funded through the platform.

We have proposed a budget to the NMI of $100,000 USD for development purposes. Proposals are invited to budget for this amount. Accordingly, as described in Sections 5 and 6, below, our evaluation of proposals will focus on the nature of the work proposed, not the total cost. Funding for this project is contingent upon community support as described above, and will depend upon the quality of the proposals received. Further information is contained in Section 6, below.

5. Project specifications

Basically, we are after a smarter, better, faster, more adaptable and aesthetically simpler version of the current website. We have listed key specifications for the project below.

AN OPEN SOURCE, EASY-TO-NAVIGATE CMS
At some point in the future of the project, we would like to engage the community in supporting the website by inviting suggested improvements through a GitHub (or the like) repository. For this reason we are looking for widely-used open source CMS (e.g. WordPress, Joomla, Drupal), or a bespoke CMS with simple architecture and comprehensive documentation, to better enable others to contribute their suggestions to the website and participate in the project.

Further, whichever CMS solution is proposed, it should be easy for non-technical users to import, export, and update content, as well as to run various types of reports (e.g. find missing content, find files by type, etc.).

A MODERN AND ACCESSIBLE USER EXPERIENCE AND USER INTERFACE
The **user experience** should be designed with careful consideration of the various ways an average user would **read, browse**, **search,** or **share** content from the archive database. For the purposes of your proposal we would like for you to describe what your team envisions to be the optimal user experience of a browsable, searchable archive.

With regard to the **user interface**, we are after a **modern, intuitively interactive** and **responsive** design. The content of the archive, and the ability to search through it, should be prioritised over any bells and whistles. To this extent, in designing the website it is important to

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[2] Read the NETmundial Initiative Memorandum of Collaboration <u>here</u>.

be mindful of those users who may have limited Internet service, older devices, and/or who have disabilities.

The archive website must be built in accordance with the W3C's most recent **Web Content Accessibility Guidelines (WCAG 2.0).**

MAIN FUNCTIONALITIES

A user should be able to easily do the following with the content:

Read (and/or Listen): All content should be readable regardless of user disability.
Some transcripts are in PDF format, others in Word, and others simple text.
• Relatedly, we wish to **explore options for translation** throughout the development process, though we will not undertake to translate the corpus of IGF discussions as part of this project.

Browse: The user should be able to browse by meeting, according to the chronological schedule(s) of the meeting(s), as well as by tags.

Search: Search should "work like Google," fulfilling the expectations of your average user, taking into account quotations and other search operators.
• Semantic content enrichment, for example with Open Calais, should be used to enhance the search experience.

Share: Facebook, Twitter, Email, and other relevant social media integrations are needed.

Additionally, we require the following:

Import/Export: We must transfer the content from the current database to the new one. Capability for bulk upload is desired. The current website has the ability to export some content into XML files; the remaining content will need to be extracted from a MySQL database.

The team will work with Chalmers & Associates to form a plan for uploading content after the IGF2015 event. Organizations or individuals leading National and Regional IGF initiatives should be able set up authorized accounts and access a standardized online submission interface. We wish to expand the archive to include content from national and regional IGF initiatives, e.g. EuroDIG (Europe's IGF initiative) the WAIGF (West Africa's IGF initiative), and auIGF (Australia's IGF initiative).

Also, users should be able to download the content for text and data-mining purposes.

Tag: Chalmers & Associates hopes to partner with members of the Internet Governance community to develop a methodology for the tagging of content. We will need to consult with the new development team during this process, and the team may be asked to connect with other developers of similar initiatives to determine opportunities for interoperability.

OTHER REQUIREMENTS
• Industry-standard minimum requirements for browser compatibility and fast loading pages;
• Website must not require plug-ins as a default;
• Open source capabilities for ongoing improvement projects;
• Implementation of Analytics (e.g. Google Analytics);

- Your proposal should include a one-year Service Level Agreement for development and support.

OUT OF SCOPE
- The need to accommodate User-Generated Content, including comment and/or chat functions.
- Commercial transactions
- Hosting and domain name registration — much of the support of the FoIGF archive website has been in the form of in-kind donation (e.g. web hosting and domain name registration). In these cases, the new team will need to connect with our third-party supporters.

6. Proposal format

Please use the below guidelines to format your proposal:

Cover letter introducing to your team and explaining why you would like to take on the project.

Executive summary containing a brief description of your project development approach and costs.

Description of proposed development process should explain how each element listed in Section 4, above, will be considered and delivered. Please also explain your project management approach, and how you would manage regular client consultation and reporting across different time zones.

Outline of projected stages and milestones, according to proposed timeframe should be developed with November 2nd as the date for a soft-launch of the website. The website will be announced on November 5th. Please describe how the elements in Section 4 will be delivered in stages, highlight key milestones, and provide an estimated timeframe for each stage and/or milestone.

Description of quality control and testing plan to ensure that the website - and especially its search function - works seamlessly across devices and platforms of all kinds.

About your proposed team and their qualifications Please identify which staff you anticipate working on the project, describe their qualifications and competencies, as well as their hourly rates. Please also provide the following information:
- A company profile, including length of time in business;
- A brief description of your team's capacity to produce our website and database;
- The percentage of your staff that would work on this project, relative to your entire staff (using full time equivalents). For example, if you would use five staff on the project and you have ten web designers and developers, the percentage would be 50%;
- A list of the five web sites you have produced that best reflect your work;
- Reference information for three former or current clients;
- A description of your experience in producing sites for non-profit and/or community-focused projects.
- A description of your experience in content enrichment and semantic search.

Costs should be detailed for each stage of the project. The costs must encompass all design, production, and software acquisitions necessary for development and maintenance of the web site. Your quote should equal $100,000 USD, inclusive of all costs and fees.

Terms and conditions must be provided.

7. About the evaluation process

Proposers may request a copy of the RFP to be sent via email by contacting Sasha Borissenko at sasha@chalmers.associates.

Proposals are due by **midnight UTC on Monday, August 10th** and will be evaluated within one week. During this time, we may require a follow-up interview with you. You will be notified if this is requested.

Subject to discussion with any groups interested in funding the project, the winning team will be announced on **Monday, August 17th**. All other candidates will be notified confidentially before this date. Proposals will be evaluated against the following criteria by a small panel of members from the Internet Governance community:

Technical solutions - Proposed solutions address all technical aspects of the project that are identified in the RFP, and are: workable (have been used on other websites); based on open standards; flexible and scalable; and cost-effective to maintain.

Team composition and experience - The candidate team is balanced across project management, technical, and graphical areas; has experience with similar projects; and is composed of professional, highly-qualified individuals who have relevant expertise.

Project management methodology - The proposal outlines the management structure within the organization; proposed project communication and liaison methods; and quality accreditation standards and/or practices, especially with regards to testing and debugging.

Understanding of our needs - The proposal reflects an understanding of the Friends of the IGF project and its goal; provides value-added propositions and recommendations; and articulates relevant problems and/or issues that we have not considered and are missing from this proposal.

Relationships within the Internet Governance community - The proposal lists any relevant relationships with people and/or organizations who work in and around the sphere of Internet Governance.

Value for money - All bids should be quoted at $100,000 USD, including the price of a one year SLA as mentioned above, as well as all taxes, fees and costs. It is important to remember that proposals will not be evaluated based upon costs quoted, but upon the quality and amount of the work as proposed based upon the budget. As all bids must be engineered towards this amount, the proposal should identify the cost of each stage, itemizing the work as planned.

Communication skills - The proposal will be evaluated based upon its clarity and a demonstrated understanding of what the project entails.

Other - The proposal should demonstrate your team's commitment to service level agreements and be complete, responding to all relevant information within this RFP.

8. About us

Chalmers & Associates is a small Internet policy consultancy based in Wellington, New Zealand and the current administrator of the FoIGF project. We have committed to building community participation and support for this website, and will serve as your liaison to the broader Internet Governance community for the project, when so required.

Your points of contact will be:

Susan Chalmers, Project Lead
susan@chalmers.associates
Responsible for sign-off on key decisions, providing project steering and maintaining relationships with outside stakeholders.

Sasha Borissenko, Communications Lead
sasha@chalmers.associates
Responsible for administration of the project, and communicating progress on the project to the broader Internet community.

Please contact us with any questions on the proposal by **August 9th**.

Thank you, and we look forward to receiving your proposal!

Sincerely,

Susan Chalmers, Principal
Chalmers & Associates