



INTERNATIONAL FEDERATION OF SOCIAL WORKERS

Project Brief: New Website

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1. INTRODUCTION

1.1 ABOUT IFSW

The International Federation of Social Workers (IFSW) is a global organisation striving for social justice, human rights and social development through the promotion of social work, best practice models and the facilitation of international cooperation.

The International Federation of Social Workers supports 3 million social workers through its 126 country members by providing a global voice for the profession. IFSW has been granted Special Consultative Status by the Economic and Social Council (ECOSOC) of the United Nations and the United Nations Children's Fund (UNICEF). In addition, IFSW is working with the World Health Organization (WHO), the Office of the United Nations High Commissioner for Refugees (UNHCR), the Office of the United Nations High Commissioner for Human Rights (OHCHR).

The International Federation of Social Workers is currently based in Rheinfelden, Switzerland.

1.2 AIMS OF THE PROJECT

The overall aim of this website is to build a new website to

- increase website traffic, and therefore the **visibility** of IFSW
- to make the website a **modern information hub**, reflecting global social work (while the current homepage is rather static, we envisage a new website that features the following: Menu that links to the most important static content and our products; Content slider to promote events, books, updates and the like; A list of recently published news items, statements and policies; Full social media integration; Full calendar integration; A highly visible integration of our regional websites
- make the website **accessible** by removing barriers that prevent interaction with, or access to websites, by people with special needs (including visual, motor/mobility, auditory, and cognitive/Intellectual needs); automatic translation into as many languages as possible shall be provided on all pages to further increase accessibility
- make the website **responsive**, i.e. allowing desktop webpages to be viewed in response to the size of the screen or web browser one is viewing with
- Integrate bookshop, book review, membership management and events management

1.3 TARGET AUDIENCE/MARKETS

The target audience for our website are:

- Our member organisations
- Our IFSW friends
- Social Workers
- Schools of Social Work
- People who use social work services
- Governments



- Media
- The wider public

Geographically, our target audience lives in all parts of the world.

2. THE CURRENT WEBSITE

2.1 INTRODUCTION

Our current website (www.ifsw.org) was built in 2011 and now looks out of date and no longer portrays the right image for the International Federation of Social Workers. The site needs to reflect our values and objectives.

Over the past 12 months, the site has received around 1,000 visitors per day. The majority of users use a desktop/laptop to view the site (around 55%), with tablet at 30% and mobile at 15%, however we have seen the percentage of tablet/phone users rise recently (was 15% and 8% in the previous year).

What we don't like about the current site:

- Out of date design
- Accessibility to key information is too low
- Too static
- Has become unwieldy and the structure no longer works
- Not responsive for mobile and tablets
- Difficult for users to find content
- Core content isn't marketed enough
- Lack of marketing of our bookshop
- Interactiveness is very limited

What we like about the current site:

- It is built on WordPress which is internationally well known
- Good content (although needs reviewing)
- News section is well populated
- Performs well for search results relating to the definition of social work
- Good images of previous projects (although needs reviewing)

Things to retain:

- Newsletter subscription
- Images of previous projects
- All the content up to date
- Bookshop and Book Reviews

2.2 HOMEPAGE

Address: <http://ifsw.org/>

Software: The website is currently running on Wordpress. It contains an image slider to graphically promote events, news, etc.

However, apart from this image slider, the website is fully static, non-responsive and does not integrate well with social media. Furthermore, the website does not meet contemporary accessibility standards.

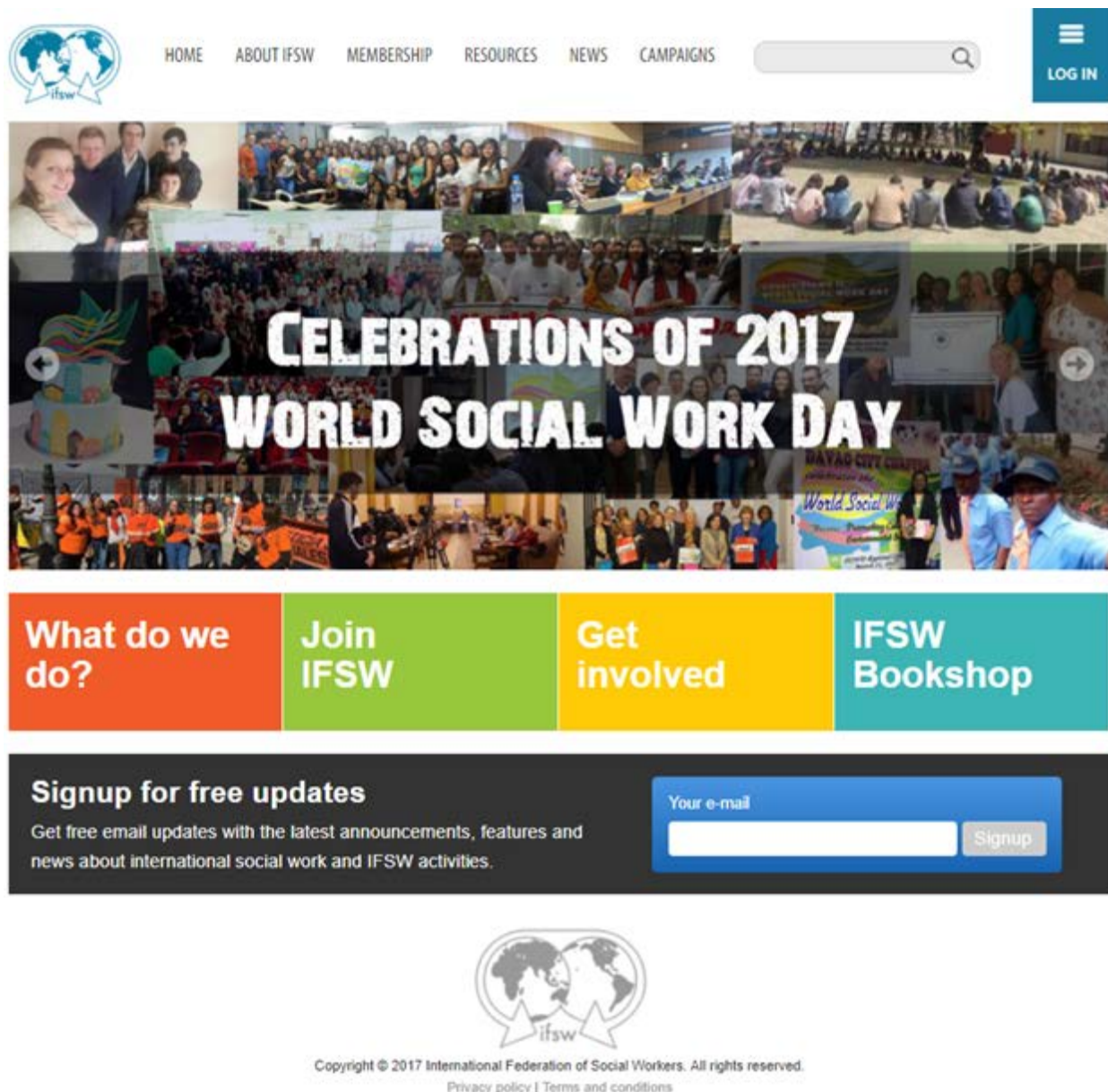


Figure 1: Current IFSW Website

2.3 INTEGRATED SYSTEMS

Currently, the website integrates a bookshop and a book review system. These are described below.

2.3.1 BOOKSHOP

Address: <http://ifsw.org/shop/>

Software: [WooCommerce](#) for WordPress

Payment Gateway: Saferpay Payment

The bookshop allows to order books both in PDF and Paperback version. The PDF downloads are handled fully automatically, whereas the Paperback orders need manual intervention to send out the books and delivery notes.

The bookshop needs to be fully integrated into the new website.

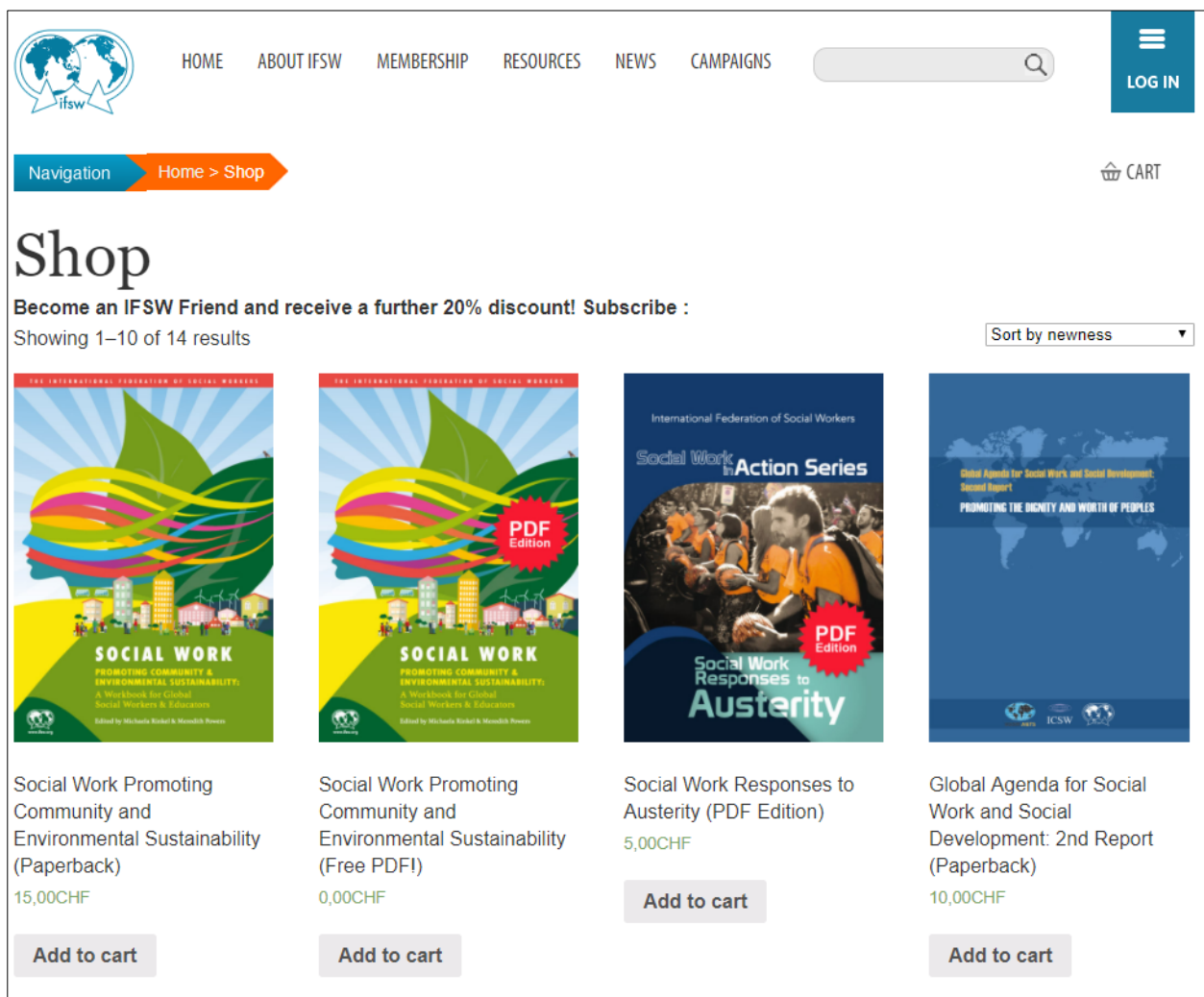


Figure 2: Bookshop

2.3.2 ISW BOOK REVIEWS

Address: <http://ifsw.org/book-reviews/>

Plugin: WooCommerce for WordPress (amended version)

International Social Work Journal (<http://journals.sagepub.com/home/isw>) Book Reviews publishes reviews of academic books in the fields of social work, social welfare and community development. Its aim is to share knowledge with our readers regarding books that have a strong comparative element, are about international social work, offer insights and evidence that is transferable between countries and raise issues of relevance to a wider readership.

The ISW Book Reviews needs to be fully integrated into the new website.

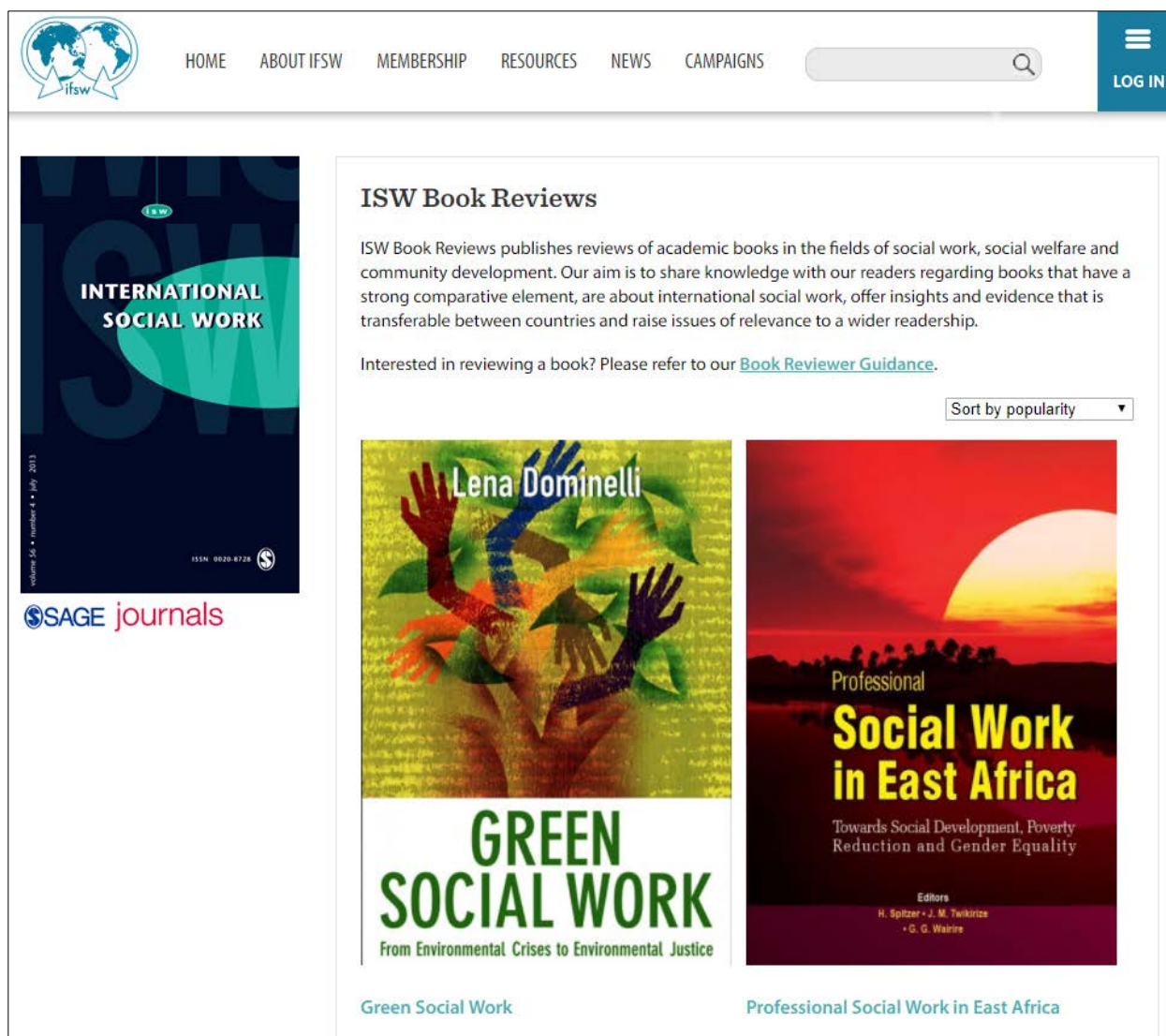


Figure 3: ISW Book Review

2.4 STANDALONE SYSTEMS

2.4.1 IFSW FRIENDS (CONNECT PLATFORM)

Address: <http://connect.ifsw.org/> and <http://ifsw.org/membership/friends/>

Plugin: Third Party software, not integrated into Wordpress

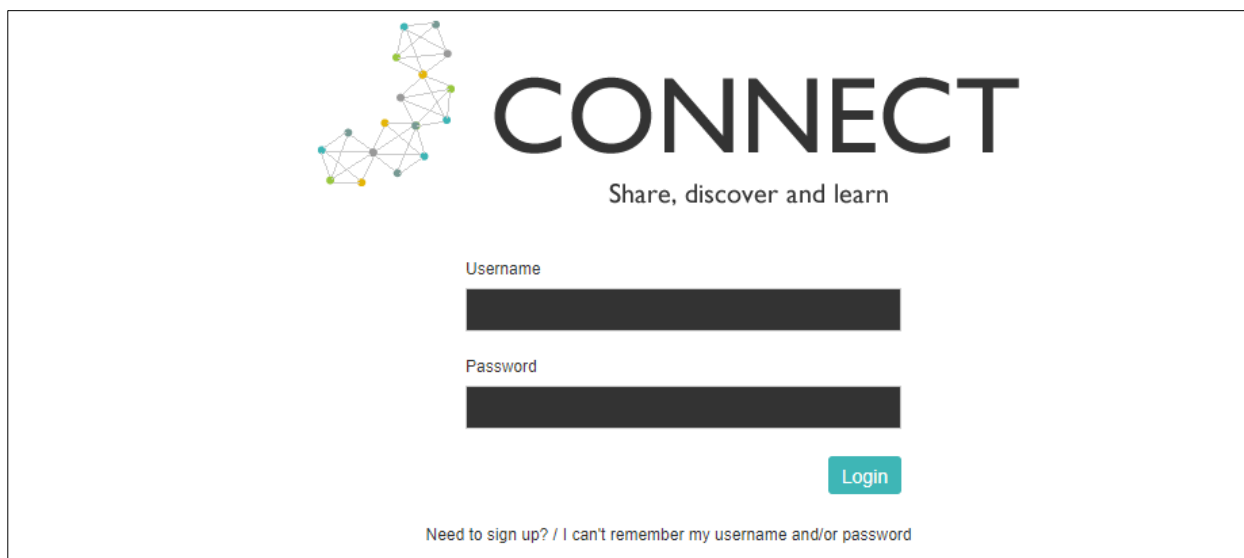
Payment solution: <https://secure.ifsw.org/friends/> (SaferPay)

Individuals can become an IFSW Friend. Anyone can join as a Friend of IFSW. Friends join to show their support for international social work and to become of a world-wide community. As a Friend of IFSW they receive:

- Free online access to the journal: International Social Work (ISW) published by Sage publications. They will be able to access all the articles in the journals dating back to January 1959.
- Advance access to all IFSW publications at reduced cost.
- Discounted conference registration fees (whenever possible).
- The opportunity to create and/or participate in international, regional or local social work or social justice campaigns.
- The certificate of 'IFSW Friends Status'

Access to the ISW journal is being granted through a third-party software called 'connect'.

We aim to discontinue this platform, and to integrate it into the management systems that need to be set up as part of the new website. Currently IFSW Friends management is being handled with an Excel sheet, which is time consuming.



The screenshot shows the login interface for the 'CONNECT' platform. On the left is a logo consisting of a network of colored dots (blue, green, yellow, orange) connected by lines. To the right of the logo, the word 'CONNECT' is displayed in large, bold, black capital letters. Below it, the tagline 'Share, discover and learn' is written in a smaller font. The login form includes two input fields: 'Username' and 'Password', both with dark grey rectangular boxes. A teal 'Login' button is positioned to the right of the password field. At the bottom, there is a link that reads 'Need to sign up? / I can't remember my username and/or password'.

Figure 4: IFSW Connect Login Page

2.4.2 EVENT MANAGEMENT SYSTEM

Address: <http://ifsw.org/ems/>

Plugin: EventsManager (<http://wp-events-plugin.com/about/>)

The events management system runs as a separate instance on the same server. It has been used to manage subscriptions to IFSW events, such as symposia.

We aim to integrate the new event management system fully into the new website. Please advise on what would work best here.

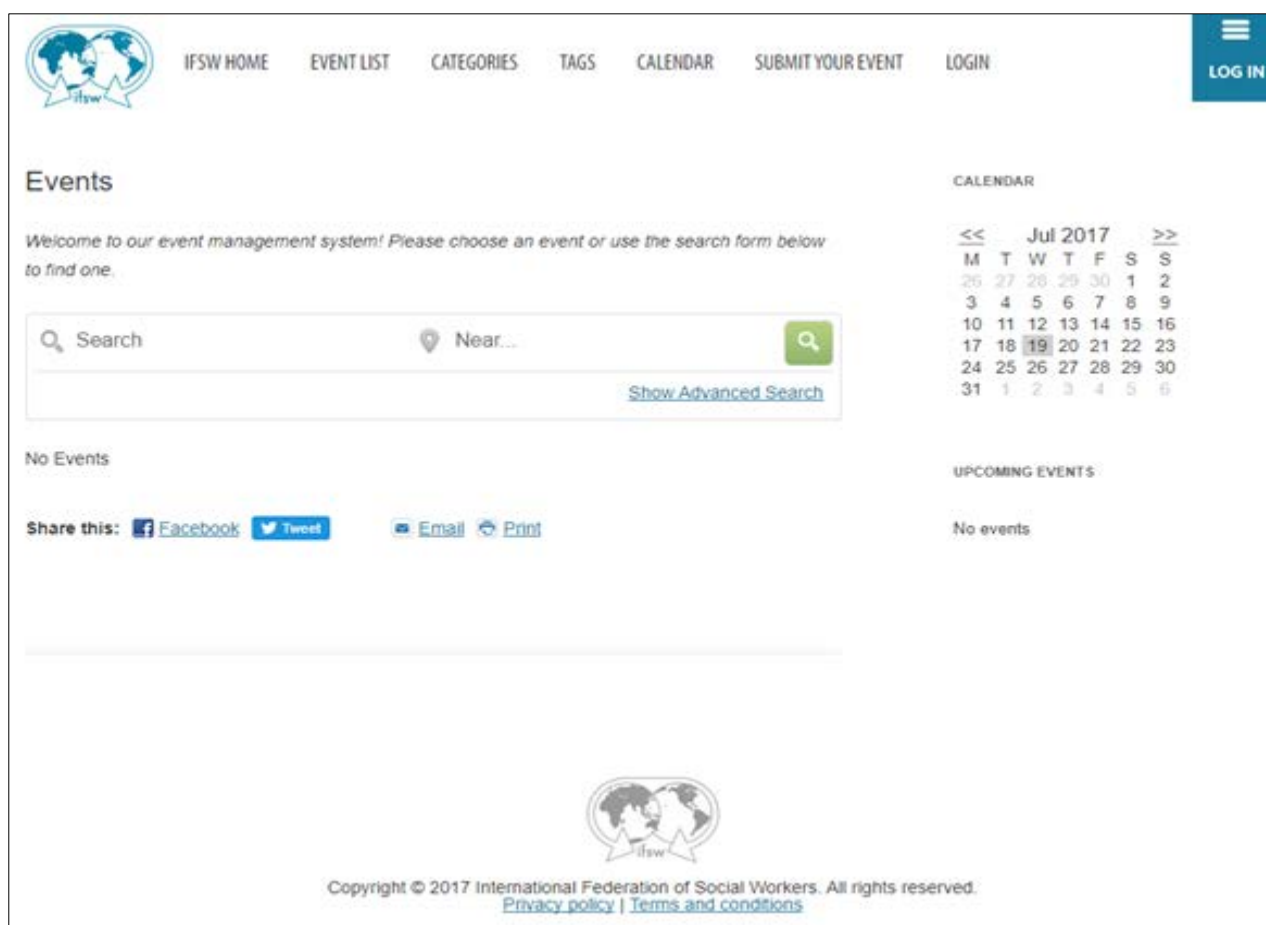


Figure 5: Event Management System

2.5 SPECIAL PAGES / HUBS

Currently the website contains a number of special pages/hubs. These are described below.

2.5.1 ARCHIVES

Address: <http://ifsw.org/archives/>

Plugin: none (runs based on a Wordpress template)

In 2013 IFSW started a project to make the Federation's archives more accessible to all social workers and researchers around the world. The archives contain information dating back to 1846 and IFSW papers from 1932 when the predecessor to IFSW was launched in France.

The archive allows interested people to access the history of IFSW.

The Archives need to be fully integrated into the new website.

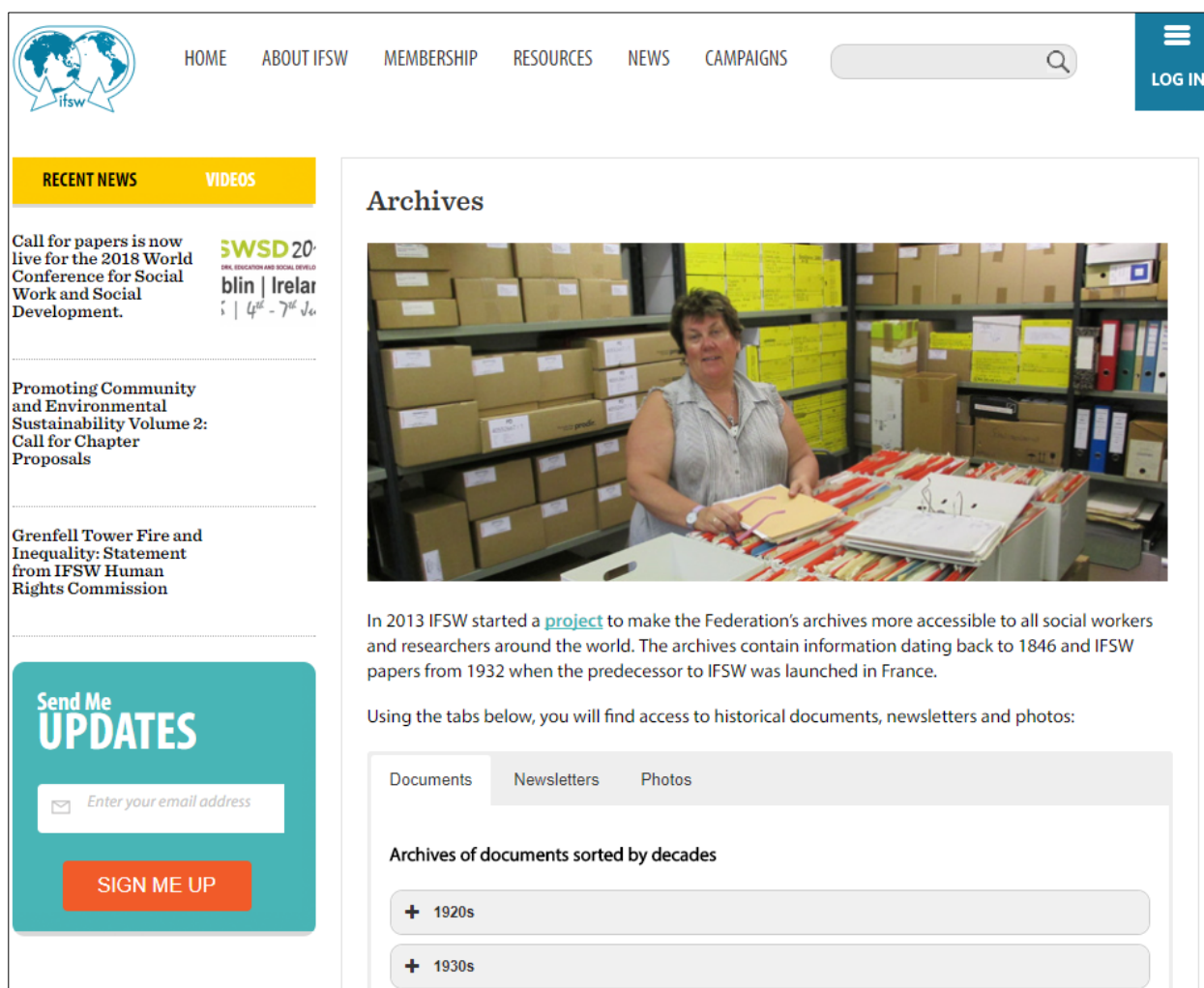


Figure 6: IFSW Archives

2.5.2 GLOBAL AGENDA

Address: <http://ifsw.org/get-involved/agenda-for-social-work-2/>

Plugin: none (runs based on a Wordpress template)

The global commitment to respect for human dignity and rights is at the centre of our work, but we live the reality of social injustice. Our experience and research tells us that people, systems and the way we exist together can change for the better. Together, we can create a better world. This conviction is the driving force behind our efforts in establishing The Global Agenda for Social Work and Social Development. This process is being driven by the 3 main global bodies representing social workers, social development practitioners and educators: the International Association of Schools of Social Work (IASSW), International Council on Social Welfare (ICSW) and International Federation of Social Workers (IFSW).

The Global Agenda page aims to educate interested people in the role of social work in Social Development. The page is currently outdated and needs to be aligned with the latest development.

The Global Agenda needs to be fully integrated into the new website.



Figure 7: Global Agenda

2.5.3 NEWS HUB

Address: <http://ifsw.org/news-2/>

Plugin: none (runs based on a Wordpress template)

The IFSW News hub lists the current news items. IFSW news are one of the core services of the International Federation of Social Workers and needs to be better marketed in the new website and linked with automatic social media dissemination. It needs to be visible on the home page.

The News Hub needs to be fully integrated into the new website, updated and linked to Social Media.

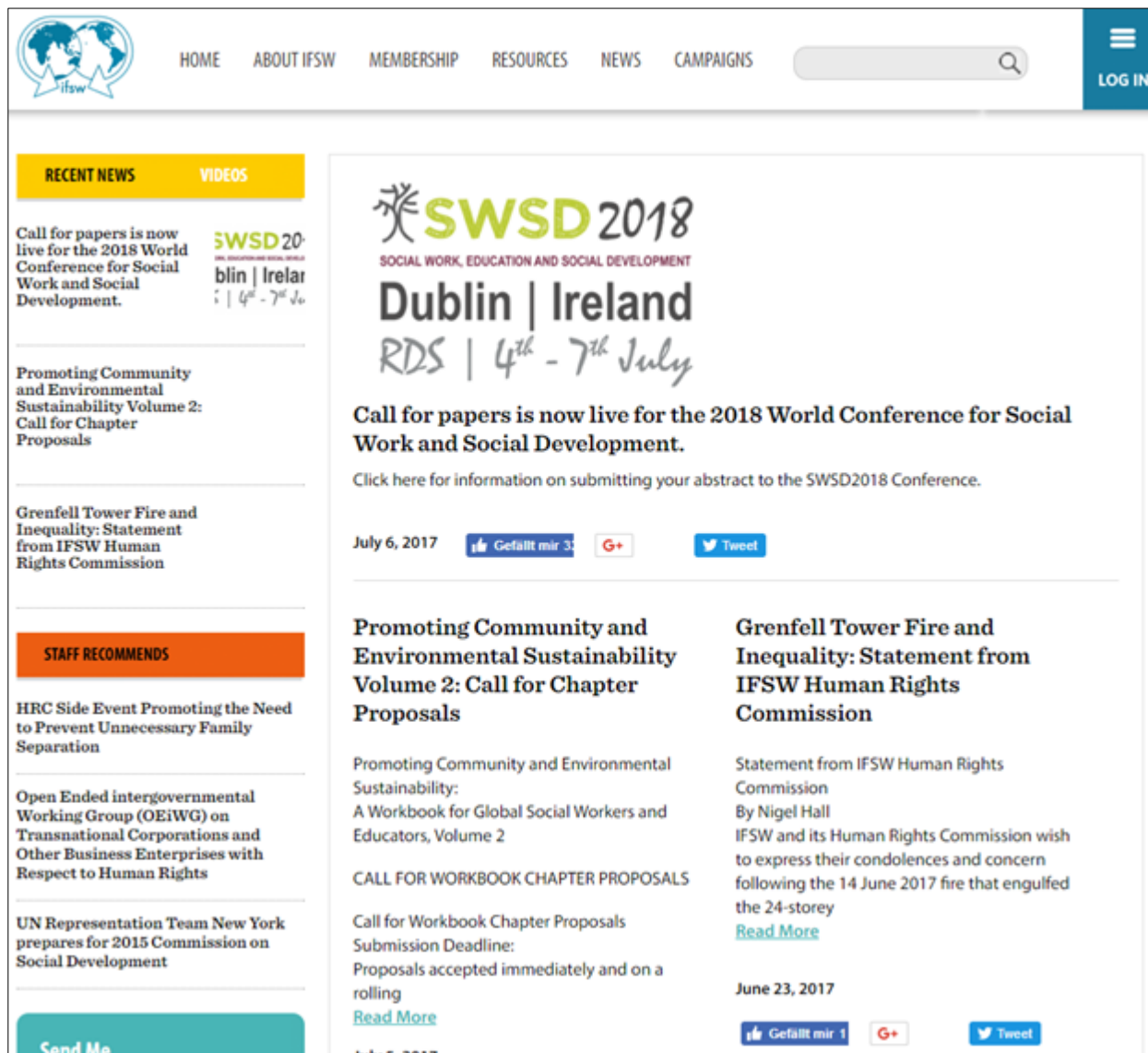


Figure 8: IFSW News Portal

2.5.4 WORK AT THE UN HUB

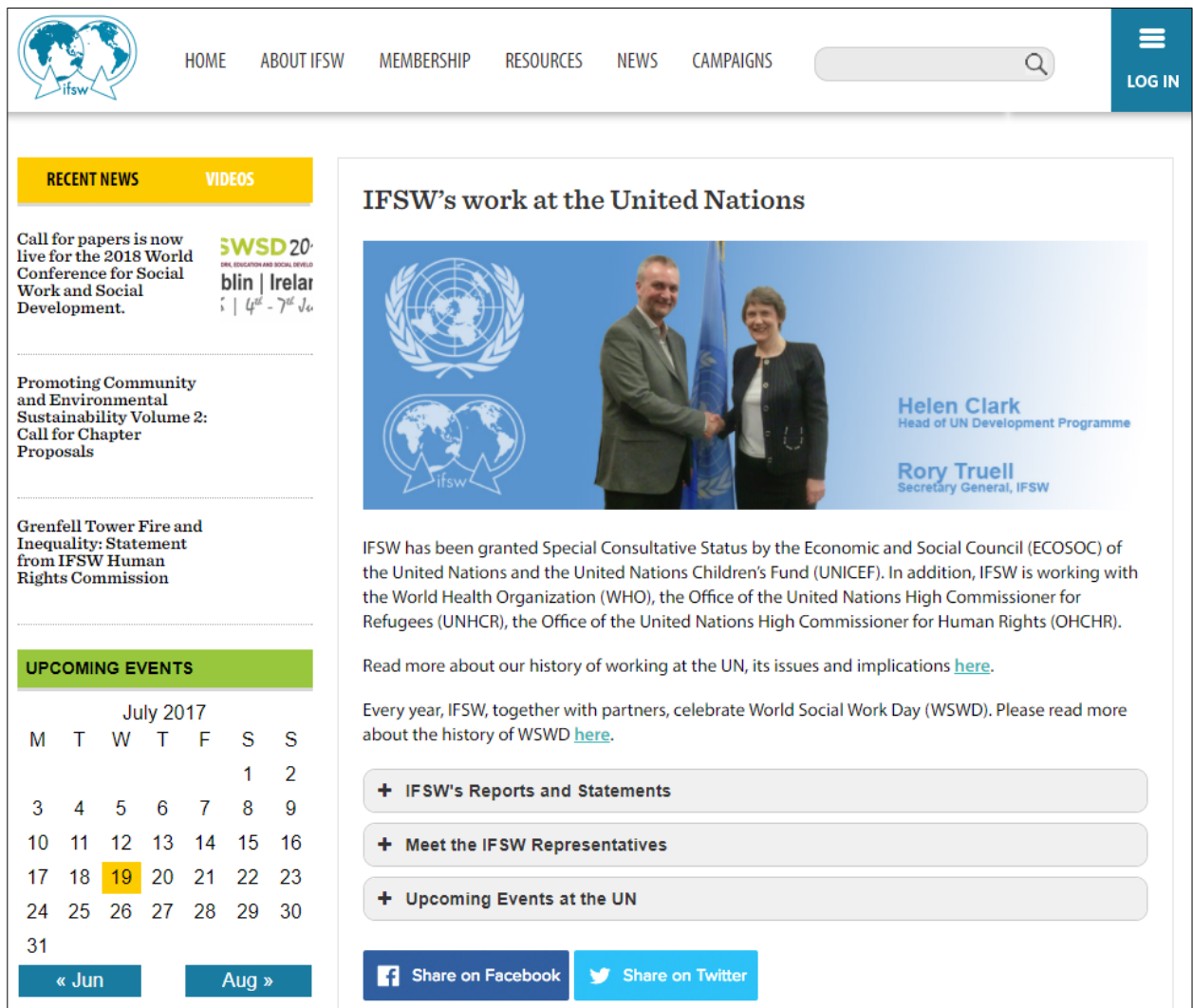
Address: <http://ifsw.org/work-at-the-un/>

Plugin: none (runs based on a Wordpress template)

IFSW has been granted Special Consultative Status by the Economic and Social Council (ECOSOC) of the United Nations and the United Nations Children's Fund (UNICEF). In addition, IFSW is working with the World Health Organization (WHO), the Office of the United Nations High Commissioner for Refugees (UNHCR), the Office of the United Nations High Commissioner for Human Rights (OHCHR). The Work at the UN hub aims to provide interested people with background information on the representation work at the UN.

Due to limited capacity, the Work at the UN hub is currently outdated. However, we expect to increase internal capacities to feed this hub in the future.

The Work at the UN Hub needs to be fully integrated into the new website.



RECENT NEWS

Call for papers is now live for the 2018 World Conference for Social Work and Social Development.

VIDEOS

WSWD 2018
blin | Irelar

Promoting Community and Environmental Sustainability Volume 2: Call for Chapter Proposals

Grenfell Tower Fire and Inequality: Statement from IFSW Human Rights Commission


UPCOMING EVENTS

July 2017

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

« Jun Aug »

IFSW's work at the United Nations



Helen Clark
Head of UN Development Programme

Rory Truell
Secretary General, IFSW

IFSW has been granted Special Consultative Status by the Economic and Social Council (ECOSOC) of the United Nations and the United Nations Children's Fund (UNICEF). In addition, IFSW is working with the World Health Organization (WHO), the Office of the United Nations High Commissioner for Refugees (UNHCR), the Office of the United Nations High Commissioner for Human Rights (OHCHR).

Read more about our history of working at the UN, its issues and implications [here](#).

Every year, IFSW, together with partners, celebrate World Social Work Day (WSWD). Please read more about the history of WSWD [here](#).

+ IFSW's Reports and Statements

+ Meet the IFSW Representatives

+ Upcoming Events at the UN

Share on Facebook Share on Twitter

Figure 9: Work at the UN hub

2.5.5 ORGANISATIONAL MEMBERSHIP

Address: <http://ifsw.org/membership/our-members/>

Plugin: none (runs based on a Wordpress template), map powered by [ImapBuilder](#)

The website offers basic information on our members, both as a page with flags (<http://ifsw.org/membership/our-members/>). This page needs to be integrated into the new website, but needs to be updated/modernised.

Ideally, it is linked to the new membership management information, so that website visitors may get up to date info such as address, url, email etc. of our organisational members around the world.

Furthermore, membership applications should be handled through the membership management system and allow applicants to upload documents.

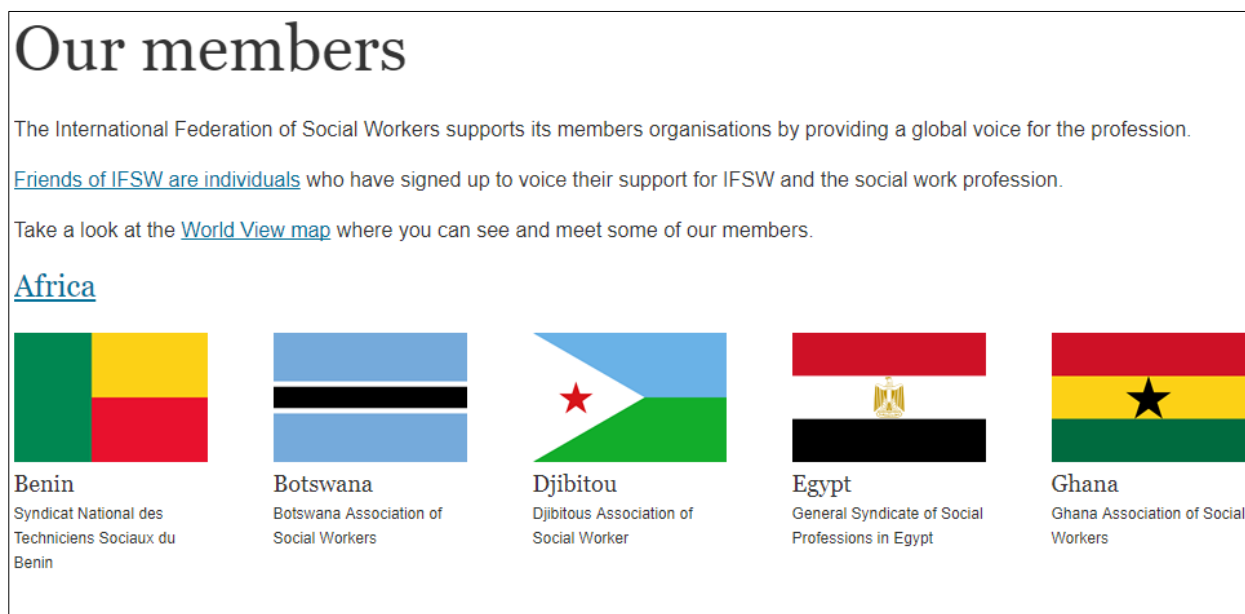


Figure 10: Our members page (Flags)

2.5.6 REGIONAL PAGES

Address:

- Africa: <http://ifsw.org/ifsw-africa/>
- Asia and Pacific: <http://ifsw.org/ifsw-asia-pacific/>
- Europe: <http://ifsw.org/europe/>
- Latin America and the Caribbean: <http://ifsw.org/latin-america/>
- North America: <http://ifsw.org/ifsw-north-america/>

Plugin: none (runs based on a Wordpress template)

The regional pages aim to provide regional specific information, such as regional news, information on the regional executive, regional conferences etc. However, currently these regional pages are not well integrated into the home page. Unless you know they are there they are extremely difficult to locate.

These pages are to be continued, but need to be developed in order to meet contemporary needs and standards. For details, please refer to the next section of this document (see **3. The new website**).



Figure 11: IFSW Europe regional page

3. THE NEW WEBSITE

3.1 INTRODUCTION

3.1.1 CORE AIMS OF THE NEW WEBSITE

- To increase the visibility of IFSW by increasing the traffic to the website
- To move into new markets (as a publisher)
- To increase accessibility of the website
- To make the website responsive
- To promote IFSW as the leading international social work organisation
- To provide IFSW regional organisations with a better web presence
- To strengthen the communication and links, in all directions, between social worker-national organisation(member)-region of IFSW-Global organisation

3.1.2 SIZE OF THE WEBSITE

The current website includes (as of 18 July 2017)

- 191 pages
- 615 posts

3.1.3 KEY FEATURES

- Website running on Wordpress
- New homepage as an interactive hub with feeds, announcements, updates etc.
- Ecommerce (Bookshop)
- Events calendar
- Members-only areas, both for Friends and members (need to define roles and access levels)
- News section
- Full Social Media integration
- Extensive membership management system

3.1.4 CALL TO ACTION

Visitors of the website should be directed to enquire online about membership, Friends, newsletter, bookshop etc. There is no telephone number available to reach IFSW, hence the global email address and forms should be promoted.

In order of preference:

1. Enquiry form
2. Email enquiry
3. Email list sign up

3.1.5 LANGUAGES

The website will be in English only, but shall be capable of handling multilingual contents as the three official languages of IFSW are English, French and Spanish. Furthermore, the website shall be capable to display both left-to-right and right-to-left languages. To increase accessibility, the new website shall offer automated translations into as many languages as possible. This shall be realised using [Google Translate for Wordpress](#) or any similar plugin that offers a (dropdown) list on every page, showing available languages for automated content translation.

3.1.6 FUTURE DEVELOPMENTS

The website shall be modular to allow for future developments. We aim to work exclusively with standard open source plugins.

3.2 GLOBAL WEBSITE

The global website is the landing page of IFSW. While the current homepage is rather static, we envisage a new website that features the following:

- Menu that links to the most important static content and our products
- Content slider to promote events, books, updates and the like
- A list of recently published news items, statements and policies
- Full social media integration
- Full calendar integration
- Space for the three commissions on human rights, ethics and education
- A highly visible integration of our regional websites
- A method of social workers around the world being able to engage immediately with IFSW (sample website: www.whocaresscotland.org)
- Space for advertisements (e.g. recognised social work courses, fundraising, etc.)

Sample website: The University of Bern may serve as an example of a website that contains most of these features:

http://www.unibe.ch/index_eng.html

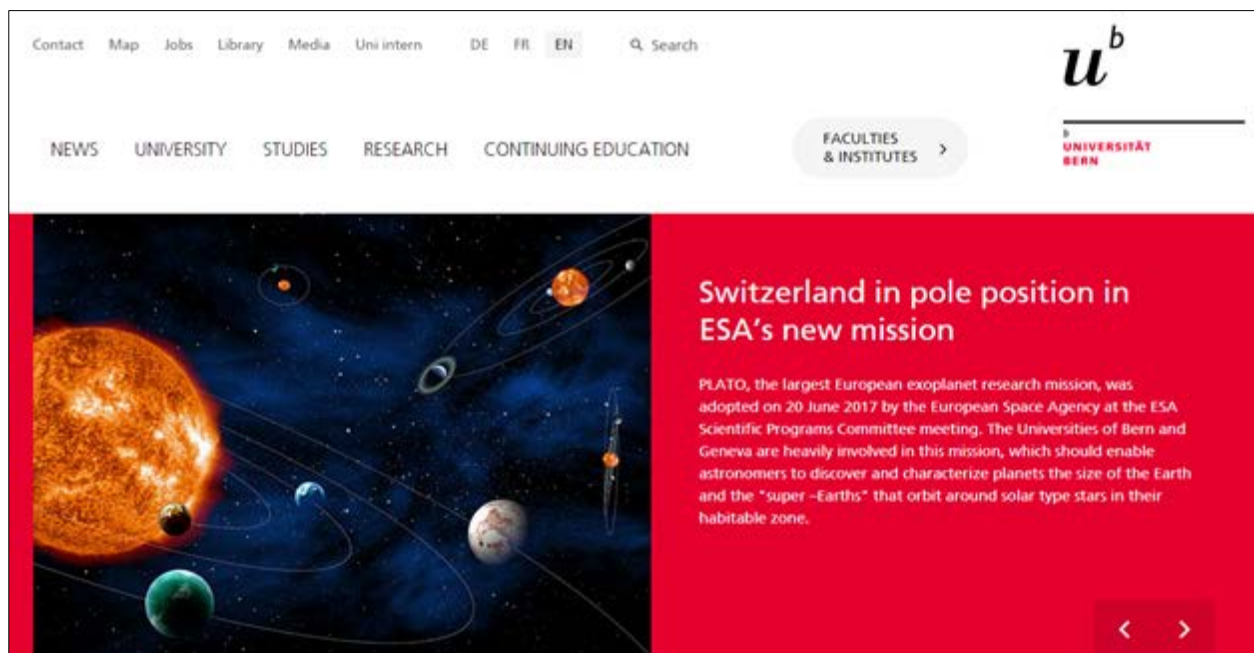


Figure 12: Sample website (www.unibe.ch)

3.3 REGIONAL WEBSITES

3.3.1 INTRODUCTION

We aim to further develop our regional websites. These regional pages should have similar functionality as the global page, but display regional content such as regional news, regional events, regional info on the executive, regional advertisements (such as recognised social work courses) / fundraising etc.

3.3.2 DESIGN

The design for the regional pages should be distinctive, but still aligned with IFSW Global design. This may be achieved by using different colours and/or by using extended versions of the IFSW logo. For example, the IFSW regional logos may contain additional text, such as “Africa”, Asia-Pacific” etc.

3.3.3 REGIONS

IFSW is composed of the following regions:

- Africa: <http://ifsw.org/ifsw-africa/>
- Asia and Pacific: <http://ifsw.org/ifsw-asia-pacific/>
- Europe: <http://ifsw.org/europe/>
- Latin America and the Caribbean: <http://ifsw.org/latin-america/>
- North America: <http://ifsw.org/ifsw-north-america/>

3.3.4 DOMAINS

The new regional pages should be fully integrated into the global page, but reachable with either separate domains or subdomains.

There are different ways of doing this:

- (1) using subdomains, e.g. `africa.ifsw.org`, and `name.surname@africa.ifsw.org`
- (2) or dedicated domains, such as `www.ifsw-africa.org` and `name.surname@ifsw-africa.org`

However, such domain names are likely to become very long, e.g. in the case of LAC region: `www.ifsw-latin-america-and-the-caribbean.org`.

Another approach would be to work with abbreviations, for example:

- afr for Africa,
- eur for Europe,
- lac for Latin America and the Caribbean
- nam for North America
- apa for Asia and Pacific

Eg. for Africa, this could look like

- afr.ifsw.org or name.surname@afr.ifsw.org or
- www.ifsw-afr.org or name.surname@ifsw-afr.org

At this stage, the discussion around the use of (sub-)domains will be kept open. We are happy to receive advice on this issue.

3.4 MEMBERSHIP MANAGEMENT

Above to the systems mentioned under **2.3 Integrated systems**, the website will need to integrate a membership management system.

3.4.1 CURRENT SITUATION

3.4.1.1 IFSW FRIENDS

Currently, IFSW is running a Third-Party System for facilitating IFSW Friends Subscriptions. The subscription process includes a payment gateway as well as access to the Journal “International Social Work ISW” at Durham. This access is being granted through the platform called “Connect”. However, the platform has never reached productive stage and therefore is not being used by IFSW Friends apart from accessing the ISW Journal.

Despite the fact that subscription as an IFSW member is being made through the website, the management of the membership is being done manually, using an Excel sheet. Members are being invited to events by email manually, and their memberships is being confirmed by manually sending out PDF certificates. This is time consuming and many IFSW Friends report that the communication between IFSW and Friends subscribers is rather weak.

3.4.1.2 IFSW MEMBERS

IFSW membership is currently managed manually, using an Excel sheet and sending out PDF files. Through an MS Word based questionnaire, the relevant contact details and number of individual members is being sought to determine. This is time consuming, and the information that can be kept in an Excel sheet is rather limited.

3.4.2 FUTURE SITUATION

3.4.2.1 IFSW FRIENDS

In the future, IFSW Friends should be managed through a Membership Management System. Subscription data will be stored centrally, invoices been sent out automatically after subscription period ends, and membership certificates being sent out automatically (as PDF's). Friends will gain access to ISW Journal by signing into the membership area of the ifsw.org website. Events such as a Friends' reception can be set up in the event management system.

3.4.2.2 IFSW MEMBERS

Membership management will be handled in the same system as IFSW Friends. Automatically generated invoices will be sent out once a year and can be followed up. Different payment options will make the payments both comfortable and traceable. Data will be held in the centralized database, allowing members to amend their data themselves. In other words, members shall be able to update information on

their organization themselves. Reminders that are being sent through the membership management system to our members shall support this data maintenance. There will be three different access levels: members, regional administrators, global administrators. Membership lists can be exported into different file formats for sharing purposes. A membership directory will be accessible to logged in users.

3.4.3 FEATURES

The features of the membership management shall include:

- Configure membership levels
- Create online sign up forms
- Enable online payment
- Set up scheduled renewal reminders
- Import and export membership information
- Create online membership directory accessible to members (on individual, regional and global levels)
- Communicate with members
- Create member-only email lists (may be done using MailChimp)
- Send out member-only emails (may be done using MailChimp)
- Search for specific member types and create dynamic smart groups and email lists
- Create a monthly new member and renewing member report
- Create a report to see member participation in member-only events

3.4.4 PROPOSED SOLUTION

IFSW has recently evaluated open source membership management systems and concluded that CiviCRM (<https://civicrm.org/>) may best suit our needs. CiviCRM acts as a fundraising database, but also gives non-profit organisations a one stop shop for event registration/management, content creation management, and membership management. It is one of the few customer relationship software options that is tailored for the nonprofit/charity sector.

One of the benefits of CiviCRM is its ability to integrate with WordPress. This cuts down on the need for additional hosting and complicated programming.

IFSW is, however, open to any open source, free software as long as it does meet our needs in both the short and long run.

3.4.5 EMAIL DISSEMINATION

IFSW currently communicates with its members through Mailchimp (<https://mailchimp.com/>). The new website would either need to integrate this or to propose another platform which integrates with the membership management.

The template for Mailchimp (or any other system) will need to reflect the design of the new website.

3.5 CONTENT

3.5.1 INTRODUCTION

The current website features around 190+ static pages and 600+ posts. We're happy with most of the content on the existing site, and much of it will form the basis of the new site. However, we plan to go through all the pages and do a content audit, and reduce the content in some sections, merge others and drop some pages altogether.

There is no need for completely new content.

3.5.2 POSTS

Posts relate to the following content categories:

- News
- Statements
- Policies
- Resolutions (outdated)

The news section has been designed as a hub (see **2.5.3 News hub**). The new website should have similar elements, such as social media integration, news feeds, and a number of lead articles.

Similar hubs should be created for the Statements and Policies sections. These sections are currently text-only pages with no graphical design.

3.5.3 STATIC PAGES

All static pages will need to be redesigned to fit the new website's design. Sample pages include:

- What we do, <http://ifsw.org/what-we-do/>
- Governance, <http://ifsw.org/what-we-do/governance/>
- United Nations Representation, <http://ifsw.org/un-representation/>
- etc.

3.5.4 IMAGES

We currently work with Dreamstime (<https://www.dreamstime.com/>). For all new pictures, we suggest to use Dreamstime, but are happy with any image provider as long as the buy in is within the budgeted limits. All images should be optimised for responsive design purposes.

3.6 DESIGN

3.6.1 LOGO

Basis for the website design is the IFSW logo. As we do not hold a copy of the original file, the logo will need to be redrawn as a vector graphic.



Figure 13: IFSW Logo

3.6.2 CORPORATE DESIGN / CORPORATE IDENTITY

We wish to achieve a consistent look across all our digital and print products, of which the new website is an important part. Please also provide us with a quote for an extensive CI/CD, including letterheads, business cards, brochures, banners etc. Our current material is very diverse and outdated.

3.7 MARKETING

3.7.1 ONLINE MARKETING

Please provide details and costs for the following ongoing services to market the website:

- Search Engine Optimisation (SEO) – we wish to appear higher up on search results for search terms relating to international social work
- Social media management – our Twitter, Facebook and LinkedIn presence needs improving/must be integrated into the website. Please provide a quote for branding these pages/integrating a feed onto our home page
- Email marketing – please provide a quote for creating an updated branded template for Mailchimp.

3.7.2 RE-BRAND

Our existing brand identity needs to be looked at as it was last redesigned in 2010. Please provide details of your process for creating a new brand identity, and a cost for same.

4. PROJECT DETAILS

4.1 TIME SCALES

Our deadlines for the project are as follows:

Agency appointed	1 November 2017
Project start date	1 November 2017
Site ready for testing/checking	1 January 2017
Go live	1 February 2017

4.2 BUDGET

Initial site design and development CHF 15,000.-

Ongoing support and maintenance, including hosting – CHF 5,000 per year

4.3 MAINTENANCE OF THE SITE

We require the chosen supplier to provide us with ongoing maintenance and support. Regular updates to content (such as News posts, statements and events) will be done in-house using the site's CMS. Flexibility of the maintenance contract may be required in the event that our in-house resources are reduced.

Initially, we will require you to be available for perhaps one hour per week to provide support to our in-house team and additional creative input where required. This may particularly be true to meet accessibility and responsiveness standards.

4.4 TECHNICAL INFORMATION

4.4.1 WEB HOSTING

IFSW Website is currently hosted on a dedicated, managed server with Liquid Web (<https://new.liquid-web.com/>)

4.4.2 DOMAIN NAME

The current domain name (www.ifsw.org) will be kept. Further domain names or, alternatively, subdomains may need to be registered.

4.4.3 CONTENT MANAGEMENT SYSTEM (CMS)

The current content management system (CMS) is WordPress 4.8. The new website needs to be built on the same CMS.

4.4.4 PERFORMANCE

The website performance is being boosted through Cloudflare (<https://www.cloudflare.com/>). To immediately see changes to some files, including CSS, Cloudflare needs to be temporarily turned off during development.

4.4.5 CONTENT DELIVERY NETWORK (CDN)

Furthermore, IFSW works with an in-house content delivery/distribution network. It may be reached at <http://labs.ifsw.org/cdn/>.

We invite agencies to provide us with details on how to either continue working with Cloudflare and the currently used CDN, or to suggest other solutions to keep/increase the performance of our website.

4.4.6 E-MAIL

Our email is hosted by Google. We are open towards keeping this solution, or to discuss other solutions, such as Microsoft Office for Business.

4.4.7 COLLABORATION PLATFORM

Currently, we are working with Dropbox to exchange files. However, it may be worth to reconsider this and to evaluate [Microsoft Office for Business](#), including Exchange, Onedrive and Sharepoint services.

4.4.8 PAYMENT PROVIDER

Our payment provider for online transactions is currently [SaferPay](#), powered by Sixt Services.

4.4.9 SECURE SOCKETS LAYER (SSL) ENCRYPTION

All pages related to payments are currently encrypted by SSL. However, form submissions (such as the subscription to our newsletter) are currently not encrypted. The new website shall encrypt all transfer of user data. Alternatively, the whole new website may be running on HTTPS.

4.4.10 ACCESSIBILITY

We require the website to be built to the AAA accessibility standard. As many of our users will be accessing the site from locations with a slow internet connection, download speed is an important factor to be taken into consideration. Please advise how you will address this issue.

4.5 CONTACTS

The following people will be involved in the project:

Rory Truell, rory.truell@ifsw.org (main contact)

Pascal Rudin, pascal.rudin@ifsw.org (Project Manager)

Sign off will be required from:

Rory Truell, rory.truell@ifsw.org (main contact)

Ongoing management of the site will be carried out by:

Pascal Rudin, pascal.rudin@ifsw.org (Project Manager)

4.6 REQUIRED RESPONSE

We would like to receive your response, in the form of a quotation/proposal, by 30 September 2017. Please email your quotation/proposal to rory.truell@ifsw.org and Cc pascal.rudin@ifsw.org.

Please include proposal and costs for:

- Initial build of the website
- Ongoing maintenance arrangement

Any questions regarding this project brief can be directed to Pascal Rudin, Project Manager, by email (pascal.rudin@ifsw.org).