CALL FOR PROPOSALS
Website Development

Project overview:

The Institute for Human Rights and Business (IHRB) is seeking an agency to lead the design and build of a new website.

IHRB is a think tank and a charity. Achieving our mission and objectives depends on our ability to effectively and clearly communicate to our audiences.

We communicate to 1) make the case for human rights in business 2) show how to make human rights part of everyday business, and 3) establish IHRB as a source of knowledge and resources to advance human rights in business.

To help achieve our communications goals, we require a website that is:

- Built around key learning journeys for users interested in our policy and practical guidance on human rights in business
- Optimised to host editorial content in a visually compelling and engaging format
- Easily searchable for tools and resources to advance human rights in business
- A platform for human voice and human interest stories
- A champion of our refreshed 2023 design and a mirror of our brand voice and organisation principles

The bullet points above provide an indication of our vision for our website, however more consultation and discovery is required to develop our website's objectives, purpose and subsequent design.

Our website was last updated in 2016.
Required service:

<table>
<thead>
<tr>
<th>Service:</th>
<th>Redevelop IHRB’s website, including discovery consultation, existing content review, web design, build and launch</th>
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</thead>
<tbody>
<tr>
<td>Deadline to receive expressions of interest from agencies:</td>
<td>Friday 1st September</td>
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<tr>
<td>Timeframe:</td>
<td>September 2023 - July 2024</td>
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Project Objectives:

1. Work with IHRB’s communications team, wider staff, and audience groups to develop a new IHRB website, which provides functionality that is suited to our user needs, and uses best practice in web design.

2. Agree website goals that directly contribute to the delivery of our communications strategy and [IHRB 2023-25 strategy](#), with a focus on user journeys.

3. Review and migrate relevant and existing website content into the new website, develop bespoke templates and new content, applying updated web design.

Project deliverables:

1. Conduct a review of our existing website and develop a proposal for a new site that aligns with our communications goals. Agree website goals with the IHRB communications team, with a focus on user journeys.

2. Provide ongoing expertise on user journeys, and best practice for web presentation of editorial content. Work with the IHRB team to develop new web content housed on bespoke templates for IHRB’s key focus areas, and other keystone pages.

3. Create a compelling design for our new website adhering to our 2023 updated design guidelines, as well as best practice in web design (presented via wireframes and design mockups).

4. Agree site functionality including templates, automation, integration and content transfer from the existing site.

5. Develop and build a new website and provide CMS training for IHRB’s website managers.

A more detailed website brief has been developed. Please contact the IHRB communications team via comms@ihrb.org request this information.
Background information

**IHRB strategy**
**Brand Guidelines**

**IHRB’s overarching target audiences:**

1. Practitioners - professionals from business, government and civil society who need insights and knowledge to make human rights part of every day business. Eg: Environmental, Social and governance (ESG) executives, staff in civil society organisations, investors, etc.

2. Future business leaders - people (aged 18 - 34) who are studying human rights and business.


**Visual tone:**

Friendly, professional, breathable, warm, knowledgeable, clear, human-centred, geometric, global, matter of fact, less rather than more.
If you’re interested in working with IHRB on this project, please:

● Request the detailed website brief via comms@ihrb.org.

● Submit a proposal including your suitability for this project, your portfolio and any client references you may have. Please send expressions of interest to: comms@ihrb.org with “Website development” in subject.

● Please include a quote and/or daily fee (including any tax which - if applicable - should be clearly stated), and relevant examples of your work. The payment schedule for this work will be: 20% on signing the agreement, 30% after completion of the discovery and design stage, and 50% once all deliverables have been met (each subject to approval).

Timeline and process:

1. **Deadline:** Expressions of interest to be received by **Friday 1st September (9am BST).**
   IHRB’s Head of Communications is available to meet via Zoom between 21st August and 7th September if you wish to discuss any aspects of this brief in more detail.

2. **Selection:** Two members of IHRB’s comms team will review expressions of interest.

   IHRB will shortlist agencies to be invited to a 30 minute call to share your proposal on **Friday 8th September.** Please indicate in your expression of interest, any time you will not be available on this date.

   We aim to confirm the successful agency by **Friday 22nd September.** We will notify shortlisted agencies if you have not been successful.

3. **Project time-frame:** Project to begin from 29th September 2023, and to be completed by July 2024.

   *Details of agencies / freelancers who submit expressions of interest will be stored by IHRB for one year so that we can contact you about future communications projects. If you do not wish to be contacted, please indicate within your expression of interest.*