TERMS OF REFERENCE

**CONSULTANCY FOR THE DESIGN AND DEVELOPMENT OF A WEBSITE
FOR BELIZE'S WORLD HERITAGE SITE**

I.   BACKGROUND

The Belize Barrier Reef Reserve System (BBRRS) is a renowned UNESCO World Heritage Site (WHS) that comprises an interconnected network of seven marine protected areas (MPAs). These include: Bacalar Chico National Park and Marine Reserve, Blue Hole Natural Monument, Half Moon Caye Natural Monument, Glover's Reef Marine Reserve, South Water Caye Marine Reserve, Laughing Bird Caye National Park, and Sapodilla Cayes Marine Reserve.

The Meso-American Reef Fund (MAR Fund) is a private environmental fund established with the aim to secure a regional funding and coordination mechanism for the conservation, restoration, and sustainable utilization of the Meso-American Reef Region (Mexico, Belize, Guatemala, and Honduras), and encompasses the Belize Marine Fund (BMF) among its five regional programs.

In 2021, the World Wildlife Fund Mesoamerica Program in partnership with the Centre for Responsible Travel (CREST) and funding support from MAR Fund's Belize Marine Fund, led the development of a comprehensive Marketing, Branding, Communications and Fundraising Strategy for Belize's World Heritage Site and broader Barrier Reef Reserve System. The Strategy estimates that the direct and indirect beneficiaries of Belize's Barrier Reef ecosystem and its rich resources support over 190,000 persons. Thus, one of the branding and marketing objectives of the Strategy speaks to the need for continuous engagement of the public.

The brand seeks to unite the seven designated sites of the BBRRS as a dynamic, interconnected natural and tourism unit as most of the seven different sites within the BBRRS are managed by separate entities through various co-management models. While they share common legislation and the WHS designation, their interaction with the users, visitors, and beneficiaries of the Reef varies. Therefore, there is a demand for unified messaging to bring cohesive branding to the seven sites.

Recently, the Coastal Zone Management Authority and Institute in partnership with the Ministry of Blue Economy and Civil Aviation received funding support through the MAR Fund's BMF to

implement a project entitled, "Advancing implementation of the branding, marketing, and communications strategies for Belize's Barrier Reef Reserve System-a UNESCO World Heritage Site." The project will carry out the implementation of key actions as outlined in the Belize Barrier Reef Branding, Marketing and Communications Strategy developed in 2021.

One of the key components under the project is to develop a new website for the Belize Barrier Reef Reserve System UNESCO WHS. This website will serve as a critical information hub for the brand, addressing the absence of a current cohesive website for the BBRRS.

II.   OBJECTIVES

The overall objective of the consultancy is to design and develop a new website for the Belize Barrier Reef Reserve System UNESCO WHS.

Specifically, the consulting firm will be responsible to:

1. Design, develop and launch a fully functioning and mobile-responsive website for the BBRRS UNESCO WHS.
2. Integrate a secure e-commerce platform into the website, with the primary purpose of facilitating online donations. It is noted that the functionality may not be activated on the website by default.
3. Conduct a four-day technical training session designed for staff to ensure proficient management, back-end updating, and maintenance of the website post-development.

III.   SCOPE OF SERVICES

The consulting firm is expected to produce a fully functioning website for the BBRRS UNESCO WHS incorporating all technical requirements as proposed by the Clients.

Technical Requirements

The services required will include the following:

A. Website Development

● Conduct a comprehensive assessment of the client's requirements for the website. The assessment should identify recommendations for minimum specifications regarding the number of pages, languages, security features, device layout, and any other features identified as necessary.

- Create at least **two** visual concepts outlining the website's layout, structure, and functionalities and present to clients before website development is executed. Note that designs should also be in compliance with the BBRRS Brand Manual.
- Develop a prototype with clients before the implementation of any major features.
- Advise the client on any additional functionality that may be necessary for the successful execution of the website.

B. Website Design

The website design should include, but not limited to, the following technical specifications:

- The website must have a visually appealing layout utilizing the BBRRS brand manual.
- The website must have an admin portal and front-end user interface.
- The system must adhere to Level AA accessibility standards guided by the Web Content Accessibility Guidelines (WCAG), such as, but not limited to, providing information in various languages, text resizing allowance, proper color contrast between text and background, both keyboard and mouse navigation capability, and any other standard deemed necessary in the VSU comprehensive assessment.
- The website should comply with industry-standard security measures to protect the website against unauthorized access, data breaches, and other potential security threats.
- The website should have a plugin for translation to other languages, such as Spanish.
- The website should have Google search engine optimization and analytics to increase visibility and track reach.
- The website must allow for file uploads or downloads, and hyperlinks to external sites.
- The website should be optimized to maintain speeds of 5 seconds or less for individual page loading times throughout the website to ensure a smooth user experience.
- The website should function with the latest three (3) versions of Edge, Mozilla Firefox, and Google Chrome (on both Windows and Macintosh operating systems) determined at the time of the contract execution as well as mobile phones.
- The website should be designed to be responsive with desktop, tablet, and smartphone orientations.
- The website should be in compliance with the Belize Data Protection Act and Electronic Transaction Act, Laws of Belize, Revised Edition 2020.
- The website should include, but not limited to the following main pages: Home, About Us, Donations, News/Library, FAQ, and Contact Us, including any other section identified in

- the comprehensive assessment. Note that the number of pages and actual pages can be changed to suit the context.
- The online donations section should provide for integration with an e-commerce platform to facilitate online donations.
- The website should be built with specifications compatible with PHP 8.1 or higher, MySQL (at least version 5.7) or MariaDB databases (at least version 10.3), and HTTPS.
- The website should also include a search bar throughout all pages.

C. Website Testing and Launch

- Conduct guided and planned user acceptance testing with the Team, which should be complemented with a Testing and Quality Assurance (QA) Report.
- Address and rectify any identified technical glitches or performance issues before the official launch.
- Launch a fully functioning website on the web that has obtained approval from the client.
- Grant the Client full access to the final version of the website meeting all specified technical requirements and specifications, with the Government of Belize maintaining copyright of the content and website.

D. Training and Technical Support

- Deliver training sessions for designated technical staff on website management, content publishing, and management and monitoring of online donation system. This should include the development and handing over of manuals to support ongoing updating and maintenance of the website post-launch.

IV. DURATION OF CONSULTANCY

The expected start of the Consultancy is April 15, 2024. The total duration of the assignment will be approximately nine (9) months.

V. DELIVERABLES

a. Deliverable 1: Inception Report and work plan indicating all relevant activities, proposed timeline, and responsibilities to take place under the consultancy.

b. Deliverable 2: Report on the design of the new website, inclusive of two visual concepts
c. Deliverable 3: Guided and planned user acceptance testing with the Team and Testing and Quality Assurance (QA) Report.
d. Deliverable 4: Launch of fully functional and responsive website.
e. Deliverable 5: Training of technical staff and development of manuals.

Timeline for Deliverables

Deliverables	Timeline (Calendar Months)
Deliverable 1: Inception report, inclusive of a work plan indicating all relevant activities, proposed schedule/timeline for delivery, any potential risks and mitigating measures as responsibilities of the team to successfully deliver the consultancy.	No later than 1 month after signing of contract
Deliverable 2: Report on the design of the new website, inclusive of two visual concepts outlining the website's layout/site map, structure, and integration of an e-commerce platform	No later than 6 months after signing of contract
Deliverable 3: Report on the outcome of guided and planned user acceptance testing session(s) conducted with the Client, inclusive of a Testing and Quality Assurance (QA) Report.	No later than 7 months after signing of contract
Deliverable 4: Link for the launch of a fully functional and responsive website, inclusive of a functional e-commerce portal	No later than 8 months after signing of contract
Deliverable 5: Report on the training sessions of technical staff, inclusive of and development of an electronic copy of a Training Manual for the updating and maintenance of the website post-launch.	No later than 9 months after signing of contract

All deliverables will be subject to a review process, which may be iterative, and will be necessary for the approval of deliverables.

The clients may **accept or reject** deliverables based on the satisfaction of the work.

Payment Schedule

- 20% Payment upon satisfactory delivery and approval of inception report and workplan.
- 25% Payment upon satisfactory delivery and approval of report on the design of the new website, inclusive of two visual concepts.
- 15% Payment upon satisfactory delivery and approval of a guided and planned user acceptance testing training, and a Testing and Quality Assurance (QA) Report.
- 15% Payment upon satisfactory delivery and approval of the link for the launch of a fully functional and responsive website.
- 25% Payment upon satisfactory delivery and approval of report on the training sessions of technical staff, inclusive of training manuals.

VI.   REPORTING

Institutional Arrangements

- The Coastal Zone Management Authority and Institute (CZMAI) will oversee the consultancy along with the Ministry of Blue Economy and Civil Aviation (MBECA) with support from the governing Project Steering Committee (PSC).
- The CZMAI will contract the consultant and ensure the timely provision of required information and contact information for identified stakeholders.
- The CZMAI and MBECA will be responsible for liaising with the Consulting Firm to provide all relevant documents, will provide technical assistance to the Consulting Firm as required for scheduling stakeholder interviews/meetings.
- The CZMAI along with MBECA and the PSC is responsible for approving all deliverables for payment under the consultancy.

VII.   REQUIRED SKILLS AND EXPERIENCE

The firm must demonstrate and provide examples of previous experience in the performance of similar services as follows:

- Be a reputable firm with at least five (5) years of prior experience in web designing and development.
- Demonstrate a proven track record of successfully executing at least three (3) similar projects completed in the past five (5) years.

- Proficiency in modern web development technologies and design tools (HTML, CSS, JavaScript, etc) and frameworks.
- Familiarity and relevant experience in using Content Management Systems (CMS) like WordPress.
- Have excellent knowledge of recent trends in graphic design, web sites, including online video publishing, and social media networking.
- Familiarity with accessibility guidelines to ensure the website is accessible and inclusive to all.
- Demonstrate the ability to create innovative and visually appealing design.
- Proficiency in conducting effective stakeholder consultations to gather requirements and insights.
- Experience in drafting comprehensive proposals, especially relating to the tasked and activities being proposed.
- Understanding of search engine optimization (SEO) best practices for improved visibility.
- Strong project management skills to ensure timely delivery and adherence to milestones.
- Excellent communication skills to engage stakeholders, understand their needs, and convey technical concepts effectively.