

## **Terms of Reference**

### **WordPress Development services, including UI/UX design**

#### **Introduction to GRID-Arendal**

GRID-Arendal is a non-profit environmental communications centre based in Norway. We transform environmental data into innovative, science-based information products and provide capacity-building services that enable better environmental governance. We aim to inform and activate a global audience and motivate decision-makers to effect positive change. Our vision is a society that understands, values, and protects the environment on which it depends.

GRID-Arendal was established in 1989 by the Norwegian Ministry of the Environment to support environmentally sustainable development by collaborating with the United Nations Environment Programme and other partners. The launch of GRID-Arendal was an outgrowth of the World Commission on Environment and Development, also known as the Brundtland Commission.

We work closely with UN agencies, regional organizations, national governments, and other strategic partners to create positive environmental outcomes and impact, particularly in developing countries. A major focus for GRID-Arendal is supporting fulfilment of the Sustainable Development Goals, the Paris climate agreement, and other regional and international commitments. Our work is organised into programmes on Polar and Climate, Marine Environment, Waste and Marine Litter, and Transboundary Governance & Environmental Crime, supported by a Communications, Technology & Innovation team.

#### **Terms of Services Required**

GRID-Arendal is seeking to sign a framework agreement for WordPress Development services, including UI/UX design.

The desired experts will support both back-end and front-end development of WordPress websites. Supporting GRID-Arendal's current and future needs of bespoke WordPress application development, supplying support in maintaining/updating a growing back catalogue of web applications.

You should have a proven portfolio showing industry trends and development of the WordPress content management system. Applicants need a proven experience with responsive and adaptive design (desktop, tablet and mobile) Also, an expert understanding of the entire web development process, including:

- Proven experience in the field of web development
- In depth knowledge of the WordPress platform (plugin development)
- Full control of PHP back-end development
- Portfolio of UX/UI/Visual Design:
  - Wireframe design
  - Mock-up design
  - Brand Identity
  - Style Guides/Design Systems
- HTML and CSS
- JavaScript/jQuery
- MySQL database
- Interactive Map development
- A/B Testing

- Elementor Developer API
- Responsive and interaction design
- Conversion Rate Optimization (CRO)
- User journey mapping
- Wireframing and prototyping
- Branding, colour theory, and typography

Applications should have proven skills in knowledge transfer, preparing hand-over documents and files from completed websites, including any custom code in an easily accessible repository (Github) and design files in industry standard Adobe format.

To be prepared to support our back-catalogue of websites you should have proven experience in supporting pre-built WordPress systems without re-building supporting;

- Custom fields
- Elementor Theme creation and preparation
- Custom plugin
- Speed optimisation
- Server care
- Security Analysis
- Search optimization/Search Engine Optimization (SEO)
- Debugging

### **Keywords**

WordPress Developer (Front end, Back end, Full Stack Development)

User Interface Design

User Experience Design

Web Design

### **Total value of the procurement**

The proposed total value of this agreement will be no more than 1,300,000 Norwegian Kroner (Approx. 128,000 Euro) a year over a three-year period.

*An example of the contract is attached to this Terms of Reference*

**Award criteria**

Quality criterion -  
Skills - Weighting: 20  
Experience - Weighting: 5  
Knowledge - Weighting: 15  
Innovation - Weighting: 15  
Portfolio - Weighting: 30  
Language - Weighting: 5  
Price - Weighting: 10

**Evaluation Criteria**

Applicants will be judged on the following:

- Price
- Experience, Skill, Knowledge & Innovation
  - Portfolio
- Ease of knowledge transfer to clients and integration with already existing applications and sites from GRID-Arendal.
- Language (all communication with the client will be conducted in English)

**Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds: **no**

**Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement : **no**

**Further Questions**

Any questions should be directed towards the Head of Technology and Innovation: Robert Barnes  
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As this is a public procurement process any communications with GRID-Arendal cannot be confidential.