

### Terms of Reference

Project:	Development of the website for the project “Biodiversity mainstreaming into Sectoral Policies and Practices and Strengthen Protection of Biodiversity Hot-spots in Montenegro”
Job title:	Development of the website
Duration of assignment:	20th January 2024 – 19 <sup>th</sup> March 2024
Location:	Home based, Montenegro

#### Background:

The project “Biodiversity mainstreaming into Sectoral Policies and Practices and Strengthen Protection of Biodiversity Hot-spots in Montenegro” is geographically focused on the Key Biodiversity Areas (KBAs) of Montenegro and includes various types of interventions and involves both ecosystem protection and work with production sectors, such as tourism, agriculture and forestry.

The Component 1 of the proposed project deals with the management constraints associated with the Protected Areas (PA’s) estate and unprotected biodiversity hot-spots. The project will provide for the improved management of the pilot PA’s in order to ensure compliance with the international requirements for protection of valuable biodiversity within the KBAs and other international biodiversity hot-spots. Through spatial planning instruments, the project will promote concrete solutions for valuable and threatened biodiversity conservation outside the PA’s.

The Component 2 targets the productive landscape outside PA’s and in the vicinity of KBA’s, where the project will address the sectoral threats to biodiversity via mainstreaming biodiversity-friendly practices and adjust the sectoral development scenarios for tourism, agriculture and forestry to take into account the potential impact on biodiversity.

The project will offer assistance to the Government in developing best practice standards for sustainable tourism and nature-based biodiversity-friendly tourism and support the small-scale tourism business development towards the more offerings of biodiversity-sensitive nature-based products. For the forestry sector the project will offer best-practice standards for mainstreaming biodiversity - friendly forestry practices, will assist the Government with support and services for private forest owners, and help promote biodiversity – positive entrepreneurship in forestry. For the biodiversity mainstreaming in agriculture, the project will support the Government with the introduction of agro-environmental incentives and piloting of agro-environmental measures.

The task under this Terms of Reference is related to all outcomes and components of the project and it aims to raise awareness of the general public and project stakeholders about the project, project activities implementation and to present results and outputs.

## Objectives of the assignment

The objective of this assignment is the development of the website for the project with the aim of improving the visibility of the project and its results, raising awareness about biodiversity issues in Montenegro, promoting biodiversity-friendly practices, and sharing educational content in line with project outputs.

The project team within the Ministry of Tourism, Ecology, Sustainable Development and Northern Region Development is inviting proposals from reputable and qualified experts with a track record of success in designing and producing digital solutions to develop a website for the project.

## Job content

Selected vendor for website development will have the following specific responsibilities during the period from 10th January 2024 to 19th March 2024 (with possibility of extension):

- Develop the website based on the template and agreement with project team which should:
  - be well-organized, attractive and user-friendly manner
  - be bilingual -Montenegrin and English
  - include sections: Project (About, Project team), News, Publications, Gallery, Online courses and Contact
  - ensure a consistent visual language on the new site by introducing fixed styles in templates ensuring consistency in fonts, formatting, icons, images, layout techniques.
  - present on the homepage a brief presentation of the project and contain at least three news
  - have consistency in fonts, formatting, icons, images, layout techniques
  - have standard page elements including header, footer, tabs, persistent navigation, contact us, email and page print options should be included in the new templates.
  - guarantee that the most recent content on the site is captured in automatically on the homepage in an organized way following specific categories, tags or other custom taxonomies.
- Develop a user manual and deliver a webinar or live training for the support staff and system administrators to perform the content upload, system maintenance and administration of the website.
- Support and maintenance: Administrative and technical support, quality control for a period of 6 months;
- Ensure domain for the period of 3 years
- Ensure hosting for the period of 3 years
- Ensure website maintenance for the period of 3 years

## Tasks:

- The successful vendor will participate in a debriefing session with the Project team to understand the overall project and expectations.
- Based on the debriefing session and this TOR, vendor will develop a design concept for the website.
- Vendor will share at least three proposals with the Project team.
- Vendor will adjust the concept based on feedback and comments from the Project team.
- Development of web sections and content upload.
- Integration and final approval by Project manager.
- Test site before going live.
- Organization of training for the project team regarding website usage (content upload, etc.)

### **Expected deliverables**

- Developed website;
- Developed user manual and conducted training;
- Ensured domain for the period of 3 years;
- Ensured hosting for the period of 3 years;
- Ensured website maintenance;

### **Duration of the assignment and timetable**

The assignment should be implemented during 2 months in the period of 10th January 2024 – 19th March 2024.

### **Reporting:**

Provide five reports not longer than three (3) pages, in English or local language, to Project Manager as follows:

- a. Progress report after development of the website
- b. Progress report after conducted training and submission of the user manual for website
- c. Progress report after provided additional services during first year (domain, hosting and maintenance)
- d. Progress report after provided additional services during second year (domain, hosting and maintenance)
- e. Final report after provided additional services during third year (domain, hosting and maintenance)