



## Terms of Reference for IUCN Consultancy

**Title:** Website Design and Development Consultancy for the *IslandPlas Project – A Great Blue Wall Initiative*

### Objective of the Consultancy

This consultancy has the following objectives:

1. To design, develop, and launch a professional, interactive, and multilingual website for the IslandPlas Project.
2. To ensure the website serves as a central hub for knowledge sharing, communication, and stakeholder engagement across the seven project islands.
3. To provide technical support and training for IUCN staff to manage and update the platform post-launch.

### Background

**Project Reference:** IslandPlas

**IUCN Project Number:** P04772

**Donor Reference:** IslandPlas Project under the IUCN ESARO COR Programme / Great Blue Wall Initiative

### About IUCN

IUCN is a membership Union uniquely composed of both government and civil society organisations. It provides public, private and non-governmental organisations with the knowledge and tools that enable human progress, economic development and nature conservation to take place together.

Created in 1948, IUCN is now the world's largest and most diverse environmental network, harnessing the knowledge, resources and reach of more than 1,400 Member organisations and around 15,000 experts. It is a leading provider of conservation data, assessments and analysis. Its broad membership enables IUCN to fill the role of incubator and trusted repository of best practices, tools and international standards.

IUCN provides a neutral space in which diverse stakeholders including governments, NGOs, scientists, businesses, local communities, indigenous peoples organisations and others can work together to forge and implement solutions to environmental challenges and achieve sustainable development.

Working with many partners and supporters, IUCN implements a large and diverse portfolio of conservation projects worldwide. Combining the latest science with the traditional knowledge of local communities, these projects work to reverse habitat loss, restore ecosystems and improve people's well-being.

- [www.iucn.org](http://www.iucn.org)
- <https://twitter.com/IUCN/>

### **About the Project**

The IslandPlas Project, funded by *The Coca-Cola Foundation* under the Great Blue Wall, tackles plastic pollution across seven African island territories: Cabo Verde, Comoros, Madagascar, Mauritius, São Tomé and Príncipe, Seychelles, and Zanzibar. These islands generate approximately 1.9 million tons of municipal waste annually, of which an estimated 200,000 tons are plastics. Roughly 60% of this plastic is recovered, leaving 118,000 tons mismanaged and contributing to marine litter—the single largest source of marine plastic pollution in Sub-Saharan Africa.

The project addresses this crisis by:

- Strengthening policy and legislative frameworks.
- Scaling community-driven solutions.
- Promoting circular economy innovation.
- Supporting youth engagement and capacity building.

A dedicated IslandPlas Website will act as a knowledge and communications hub, showcasing progress, amplifying impact, and engaging stakeholders at local, regional, and global levels.

### **Description of the Assignment**

The Consultant/Agency will:

- Design and develop a professional, CMS-based website (preferably WordPress).
- Create campaign-style visuals aligned with IUCN and Great Blue Wall branding.
- Upload and integrate multimedia content (publications, videos, images).
- Ensure multilingual functionality (English, French, Swahili).
- Incorporate interactive features such as project maps, dashboards, and media galleries.
- Train IUCN project staff to manage and update the site.
- Provide three months of post-launch technical support.

### **Duration of the Assignment**

**Start Date:** 25 September 2025  
**End Date:** 15 October 2025  
**Maintenance Period:** October – December 2025

### Deliverables and Activities

Deliverable / Activity	Description	Deadline
Deliverable 1: Inception & Planning	Workplan and sitemap finalised through inception meeting	Week 1
Deliverable 2: Design Mock-ups	Homepage, Knowledge Hub, Project Subpage	Week 2
Deliverable 3: Website Development	CMS-based website with uploads and features integrated	Week 3
Deliverable 4: Testing & Launch	Fully functional, responsive, and accessible website launched	Week 4
Deliverable 5: Training & Support	Virtual CMS training, file handover, documentation, 3 months of maintenance	Nov 2025–Jan 2026

### Payment schedule

Deliverable	Milestone Payment
<b>Deliverable 1: Inception &amp; Planning</b> – Approval of inception report and sitemap	<b>20%</b>
<b>Deliverable 2: Design Mock-ups</b> – Approval of homepage, knowledge hub, and subpage designs	<b>20%</b>
<b>Deliverable 3: Website Development</b> – Delivery of CMS-based website with uploads and features integrated	<b>30%</b>
<b>Deliverable 4: Testing &amp; Launch</b> – Fully functional, responsive, and accessible website launched	<b>20%</b>
<b>Deliverable 5: Training &amp; Support</b> – Completion of training, file handover, documentation, and initiation of 3-month maintenance	<b>10%</b>

### Skills and Experience

The consultant must have the following skills, education, and experience as a minimum:

- Proven track record in professional website design and development for international NGOs or development agencies.
- Technical expertise in open-source CMS platforms (preferably WordPress).

- Demonstrated ability to deliver multilingual, responsive, and accessible websites.
- Strong portfolio showcasing user-centred design and visual storytelling.
- Experience integrating interactive maps, dashboards, and media galleries.
- Familiarity with branding in conservation or development sectors.
- Capacity to provide training and post-launch support.

### **Supervision and Coordination**

The consultant will report to and work under the supervision of the **Regional Ocean Communications Officer, IUCN ESARO**, with guidance from the IslandPlas Project Team. Regular coordination meetings (virtual) will be scheduled to review progress and approve deliverables.