

TERMS OF REFERENCE

CBI Rebrand and Website Redesign

Project title:	Connecting Business initiative (CBI)
Project No.:	00125547
Assignment title:	CBI Rebrand and Website Redesign
Contract type:	Contract for Goods/Services
Duration:	January to May 2026

A. General Information

The [Connecting Business initiative](#) (CBI) is a joint project of the [United Nations Office for the Coordination of Humanitarian Affairs](#) (OCHA) and the [United Nations Development Programme](#) (UNDP).

CBI engages the private sector strategically before, during and after emergencies, increasing the scale and effectiveness of the response and recovery in a coordinated manner. Since CBI's launch at the World Humanitarian Summit in May 2016, CBI Member Networks have responded to over 200 crises, mobilized more than US \$144 million and assisted at least 59.9 million people (as of mid-2025).

CBI supports both crisis response and development efforts by integrating and engaging the private sector. As the world continues to see more severe and frequent disasters, the crucial role the private sector plays in disaster management has become more apparent.

CBI Member Networks work with over 9,000 members that together represent 1,336,475 businesses of all sizes and in a wide range of industries. The initiative aims to become the go-to hub for business networks involved in disaster management, both by strengthening collaboration with governments, development partners and humanitarian actors and by contributing to the efforts to save the lives and livelihoods of people affected by crisis in vulnerable countries.

Read more about CBI at <https://www.connectingbusiness.org/>.

B. Background

The growth of CBI and its increased visibility as well as the upcoming 10th anniversary of the initiative (in May 2026) are an opportunity to revisit the logo as well as undergo a redesign of the current website to reflect new partners, strengthen engagement with stakeholders, and attract new donors to enable further consolidation and expansion.

- The current website is: <https://www.connectingbusiness.org/>
- The current brand guidelines and logo can be found here: <https://brand.unocha.org/d/xEPytAUjC3sH/other-brands#/-/connecting-business-initiative-cbi>

To achieve this, CBI requires a supplier who can meet the following minimum requirements and propose any necessary enhancements.

C. Scope of work and deliverables

Under guidance and supervision of the CBI Communications Team Lead based in Geneva, Switzerland, the supplier must provide, perform and deliver outputs as per the below requirements.

The Contractor's proposal should itemize each deliverable with its corresponding cost. This project will have two distinguished parts.

Note that United Nations projects often have strict design guidelines, however, on this front CBI operates as an independent entity so the designs can be original with just the below as guidance. Furthermore, CBI expects at least one discovery session with key stakeholders to clarify and strengthen the vision, expectations, and strategic messaging behind the rebranding and website design.

PART 1: NEW LOGO

The [CBI logo and branding](#) were lightly refreshed in 2021 but remain based on the color scheme of the Sustainable Development Goals (SDGs). Considering the upcoming 10th year anniversary of CBI, it is a great opportunity to revisit the CBI logo given that the SDGs expire in 2030 and that visually linking the CBI mandate to the SDGs does not add to the legitimacy or positioning of the initiative.

The logo will be used for the website, social media, communications and knowledge products (digital and print), but also other items such as event signage and merchandise.

By 1 February 2026 (timeline to be reviewed with the Contractor once onboarded), the Contractor is expected to deliver a new CBI logo in all relevant formats and color schemes.

At least three (3) new logo ideas are required to be developed in order to select a preferred one that can then be refined. At least three (3) rounds of design and feedback are expected.

Once a logo is finalized, the Supplier has to develop accompanying brand guidelines for its use.

PART 2: WEBSITE REDESIGN

While the core content of the website will remain the same, the Contractor should refine the plan in terms of which features/functionalities on the current site need to be enhanced or retired, and how to optimize design for improved user experience. Overall, the content will remain similar, but the Contractor is expected to support CBI team with best practices in terms of rethinking its presentation and refining the site map if and as needed.

Note: The current CBI website has had under 8k average page views and under 1.5k visits per month (both averages of the past 6 months), the website DB size is less than 1GB, and the file size is under 10 GB.

The website must be easy to update and maintain by the CBI Secretariat as content is published weekly (sometimes daily). To this end, CBI will need at least two "admin" accesses to the backend of the website as well as at least two "editor" accesses, and a training session will be required to ensure that the CBI Secretariat knows how to manage

the website backend.

By 1 March 2026 (timeline to be reviewed with the Contractor once onboarded), the Contractor must be able to deliver the following and based on the *Website Redesign - Technical requirements provided below*.

1. **Wireframing and Sitemap Finalization**

Using a draft sitemap provided as a starting point, the supplier will refine and finalize a sitemap in Figma or equivalent and wireframes for all key page types.

2. **Website Mockup**

The Contractor will develop a **visual mockup** of the full website, representing the structure and layout of all major pages. This mockup should use placeholder text and visuals (dummy copy and graphics) to illustrate the intended design and functionality.

3. **Content Population and Final Build**

Once final content is provided, the Contractor will populate the site and prepare it for launch with all approved text, media, and metadata.

4. **Content Migration**

The Contractor is responsible for migrating all existing resources, news articles, and event listings—including associated images, videos, and documents—to the new site. Appropriate redirects must be implemented for all migrated items.

5. **Hosting and Maintenance**

The Contractor must include hosting and maintenance services for a period of **one year** as part of this project proposal. The hosting and maintenance package should include regular security and software updates, bug fixes, troubleshooting support, and technical support with up to 12 hours per month additional support for small website improvements. If external hosting is proposed, the provider must be vetted by UNDP's Information Security Team (infosec@undp.org) and will be asked to provide independent security audit information from their hosting provider. The contract may be extended upon mutual agreement.

The hosting and maintenance service may be extended for an additional 2-3 years, including web-site upgrades, subject to the project demands and satisfactory performance of the selected service provider.

Design iterations and bug fixes

The design phases will be as follows:

1. Phase 1: The Contractor provides up to three design concepts including homepage mockup
2. Phase 2: CBI selects one concept (or a combination of concepts) and provides comments, so the supplier can provide follow-up mockups of the homepage and additional page(s) based on the feedback
3. Phase 3: CBI provides final set of light comments so the Contractor can deliver a website mockup including all main website page templates/types
4. Phase 4: The Contractor provides a full site prototype in Figma or equivalent for sign off before development begins

Bug fixes should be ongoing, with the possibility of testing a live site before the official “launch” date, and part of the website maintenance plan.

The Contractor must adhere to the below technical requirements.

Website redesign - Technical requirements

- **Responsiveness**
UI must be responsive to desktop, mobile and tablet. The final output must be compatible with all major browsers and OSs. This includes Chrome, Safari, Edge, Firefox, Samsung Internet, Android Webview, Opera, IE 11. For older browsers unable to support modern techniques a “graceful degradation” approach should be taken.
- **Accessibility**
The site must adhere to [WCAG 2.1 AA](#) specifications.
- **Languages**
Although at this first stage the website will be in English only, CBI will at a later phase add other UN languages (e.g., French, Spanish, Arabic) to the website. We do not want automated translation, so alternative solutions are welcome. This is being flagged now for consideration in how the site is developed.
- **Speed**
The platform needs to be optimized for low bandwidth situations accounting for users accessing the site from low connectivity areas (e.g., readjusting image sizes to optimize this should be integrated into the system).
- **CMS Framework**
The website will be built using a well-supported framework, either open source or licensed. Note that any licensing costs for the duration of the programme are the responsibility of the Service Provider and need to be included in the costs provided.
- **Plugins**
Multiple plugins will be needed for forms, maps, tables, etc. Any licensing costs for the duration of the programme are the responsibility of the Service Provider and need to be included in the costs provided.
- **Robust search functionality**
It is very important to have a well-functioning search engine. This includes looking at key words in the whole document rather than just tags, but we are open to suggestions on how to make the site as user-friendly and the content as easy to search as possible. All content should be searchable, and users should be able to find the information they need in one click.
- **Forms**
Make sure Google Blind Recapha v3 is included on all forms.
- **Security**
The entire site should be SSL enabled. The vendor must take industry standard steps to secure the hosting, platform and information being passed to and from the website.
- **Useful resources:**
 - [Web Accessibility Evaluation Tool](#)
 - [Google Mobile-Friendly Test](#)
 - [Microsoft Mobile Friendliness Test Tool](#)

Working Arrangements:

The selected Contractor will work under the supervision of the CBI communications team. This will be managed and conducted remotely. CBI will not provide any hardware or software tools. The supplier is responsible for their own workstation, internet connection, etc.

The Certifying Officer for this assignment is CBI Deputy Coordinator and ICPSD Director

Intellectual Property:

All information pertaining to this project (documentary, digital, cyber, project documents, etc) belonging to UNDP, which the Contractor may come into contact within the performance of their duties under this assignment shall remain the property of UNDP who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever without written permission of UNDP in line with the national and International Copyright Laws applicable.

D. Project Timeline and Payment Schedule

The supplier should put together a project timeline and payment schedule based on the below table, proposing specific percentages or dollar amounts for each payment. (The payment percentages listed below are merely suggestions.)

Required Services/ Output	Target Due Date	Payment %
Output 1: CBI logo redesign - At least 3 ideas for a new logo - Expansion on the preferred idea - Finalization of a new logo - Brand guidelines	Within 4 weeks from the start of the contract (no later than 1 February 2026)	15%
Output 2: Website design - Final Sitemap (Figma or equivalent) - Wire framing - System design / UI kit such as color palette, style of forms, buttons, fonts etc.), and mockups (visual designs of website pages)	Within 4 weeks from the start of the contract	20%
Output 3: Draft Site Development - Review annotated designs and clarify any questions at kick off meeting - Build draft site w/dummy copy and interactive graphics to stimulate user experience. - CMS Setup	Within 8 weeks from the start of the contract	20%

Output 4: Final Site • Implement feedback/amends • Input all final copy and graphics, migrate blogs from current site • Present site for final review • Finalize site • SEO Optimization • Performance Testing	Within 12 weeks from the start of the contract	25%
Output 5: Site launch and snags • Take site live • Handover and providing training to CBI selected staff and submission of relevant documentation.	Within 14 weeks from the start of the contract (Deadline: 15 April 2026)	10%
Output 6: Hosting and Maintenance • Provision of technical support for a period of 12 months - Maintenance, hosting, third party costs and support.	12 months from the site launch	10%

E. Qualification Requirements

The successful supplier should comply with the following qualification criteria:

Company's Qualification:

- At least 5 examples of a variety of previous web design and branding projects that clearly illustrate a strong understanding of design, brand development and adherence. The potential supplier must submit live links for us to assess the visual design approach, user experience, responsive design, and the overall aesthetic – sleek, professional, and appealing to an audience of private sector partners – of the logos and websites provided.
- Experience in digital marketing, creating brand templates (e.g., for social media and mailing lists), is an advantage.

Proposed approach and implementation methodology:

- Demonstrate a strong understanding of the project requirements by providing a description or delivery plan for the project including but not limited to the role of key personnel, a proposed payment schedule, delivery timeline and any additional project management aspects to be considered.
- Clear and structured approach to the assignment, including quality assurance mechanism and explanation how the company intends to execute the design process, for example, demonstrating an understanding of user psychology and user experience.

Qualification of proposed key experts:

- Key experts with relevant qualifications and roles clearly identified; include CVs for key team members:

- **Project Manager:** Demonstrated experience managing at least three (3) end-to-end branding and website development projects, including coordination of design, development, and client engagement processes. Full professional command of English is required. Additional UN languages (e.g., French, Spanish, Arabic, Chinese, Russian) are an advantage.
- **Designer:** Proven track record in designing a minimum of three (3) brand identities, including visual systems and digital assets for websites or platforms with strong user experience focus.
- **Developer:** Experience in developing a minimum of three (3) websites, with demonstrated proficiency in relevant coding languages (e.g., HTML, CSS, JavaScript, and CMS platforms such as WordPress or Drupal).

F. Evaluation criteria

The evaluation will consist of 70% technical evaluation score and 30% weighted score for financial proposals/cost. Only offers of companies that secured 49 points or more out of 70 of overall technical score will be admitted for financial evaluation.

The contract will be awarded to the vendor whose proposals receive the highest combined score using a formula attributing 70% to the technical proposal and 30% to the financial proposal.

Proposals must be expressed in English, and valid for a minimum period of 60 days.

Technical evaluation matrix (max 70 points)

No.	Evaluation Criteria	Max score
1	Company's Qualification	32
1.1	At least 5 examples of a variety of previous web design and branding projects that clearly illustrate a strong understanding of design, brand development and adherence. The potential supplier must submit live links so we can evaluate the visual design approach, user experience, responsive design, and overall aesthetic of the logos and websites provided. <i>5+ examples – 3 points</i> <i>Less than 5 examples, or if examples aren't a mix of web design and branding – 0 points</i> <i>Application of form, colour, and typography (for brands and websites); and clarity of layout, structure, and navigation (for websites) – up to 11 additional points*</i> <i>A strong understanding of design and brand development and adherence – 11 points*</i>	25
1.2	Experience in digital marketing and creating brand templates (e.g., for social media and mailing lists) is an advantage. <i>1-2 years of experience – 3 points</i> <i>2+ years of experience – 7 points</i>	7
2.	Proposed Methodology and Approach	18
2.1	Demonstrate a strong understanding of the project requirements by providing a description or delivery plan for the project including but	8

	not limited to the role of key personnel, a proposed payment schedule, delivery timeline and any additional project management aspects to be considered. <i>A clear delivery plan, timeline, and proposed payment schedule are provided. The proposed methodology includes clear personnel structure with well-defined roles and responsibilities of each team member – 5 points*</i> <i>Any other important aspects highlighted in their methodology – 1 point each (max 3 points)</i>	
2.2	Clear and structured approach to the assignment, including quality assurance mechanism and explanation how the company intends to execute the design process, for example, demonstrating an understanding of user psychology and user experience. <i>A clearly articulated approach that explains how the company intends to execute the design process, for example, demonstrating an understanding of user psychology and user experience – 6 points*</i> <i>Quality assurance mechanism is included and satisfactory – 4 points*</i>	10
3.	Proposed Key Experts	20
3.1	<u>Project Manager:</u> Demonstrated experience managing at least three (3) end-to-end branding or website development projects, including coordination of design, development, and client engagement processes. The CV should include links to developed websites and rebranding projects. <i>3 projects coordinated - 1 points</i> <i>More than 3 projects coordinated – 2 points</i> <i>Application of user experience elements, responsive design, and strong overall aesthetic in the showcased websites and branding projects – up to 3 points*</i>	5
	Full professional command in English is required. Additional UN languages (e.g., French, Spanish, Arabic, Chinese, Russian) are an advantage. <i>Full professional command of English – 2 points</i> <i>Any other UN language spoken – 1 point</i>	3
3.2	<u>Designer:</u> Proven track record in designing a minimum of three (3) brand identities, including visual systems and digital assets for websites or platforms with strong user experience focus. The CV should include links to developed websites and rebranding projects. <i>3 brand identities designed - 1 point</i> <i>More than 3 brand identities designed – 2 points</i> <i>Application of form, colour balance, and typography and strong overall aesthetic in designed websites and brands – up to 4 points*</i>	6
3.3	<u>Developer:</u> Experience in developing a minimum of three (3) websites, with demonstrated proficiency in relevant coding languages (e.g., HTML, CSS, JavaScript, and CMS platforms such as WordPress or Drupal). The CV should include links to developed websites. <i>3 websites coded - 1 point</i> <i>More than 3 web-sites coded – 2 points</i>	6

	<i>Application of adaptability on different devices, navigation, features enhancing website responsiveness or speed of website loading – up to 4 points*</i>	
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* *Applied scoring system:*

<i>Degree of compliance of the offer with the required competence</i>	<i>Degree of compliance Supporting Evidence Scoring scale (% from maximum available score for the given sub-criteria)</i>	<i>% from maximum available score for the given criteria</i>
<i>Excellent</i>	<i>Excellent evidence of ability to exceed contract requirements</i>	<i>80-100%</i>
<i>Good</i>	<i>Good evidence of ability to exceed contract requirements</i>	<i>60-80%</i>
<i>Satisfactory</i>	<i>Satisfactory evidence of ability to support contract requirements</i>	<i>40-60%</i>
<i>Poor</i>	<i>Marginally acceptable or weak evidence of ability to comply with contract requirements</i>	<i>10- 40%</i>
<i>Very poor</i>	<i>Lack of evidence to demonstrate ability to comply with contract requirements</i>	<i>0-10%</i>
<i>No submission</i>	<i>Information has not been submitted or is unacceptable</i>	<i>0%</i>

Financial evaluation (max 30 points)

The lowest offer from a technically qualified proposal receives 30 points, and all the other technically qualified proposals receive points in inverse proportion according to the formula:

$$P=Y*(L/Z), \text{ where}$$

P=points for the financial proposal being evaluated

Y=maximum number of points for the financial proposal

L= price of the lowest price proposal

Z=price of the proposal being evaluated

G. Payment Method

The supplier will be paid within 30 days based on the proposed payment schedule, and upon successful delivery of the output detailed at section and its acceptance by UNDP Certifying Officer for this Contract.

The payment will be subject to the approval and acceptance in writing of the goods/products and services received to satisfaction by the CBI Programme Coordinator.