



Terms of Reference
Consultancy
The Green Wave website

Background

The Convention on Biological Diversity (CBD) is one of the key agreements adopted at the 1992 Earth Summit in Rio de Janeiro, where world leaders agreed on a comprehensive strategy for sustainable development – meeting our needs while ensuring that we leave a healthy and viable world for future generations. The Convention has 193 Parties and three main goals: the conservation of biological diversity, the sustainable use of its components, and the fair and equitable sharing of the benefits from the use of genetic resources.

Since 2006, the Secretariat has been encouraging and facilitating the involvement of major groups including young people in the debates and actions related to biodiversity. The CBD Secretariat wants to invite young people to discover the biodiversity around them and examine the ways in which they can transmit their knowledge to others so that the world gains awareness of the threat that biodiversity loss poses to their future. Young people around the world are therefore invited to take part in an initiative that will give them the chance to acquire key competencies and contacts: *The Green Wave*.

The Green Wave is a worldwide biodiversity campaign to teach children and young people about biological diversity and a concrete means to involve children and young people in the United Nations Decade on Biodiversity's activities. Every year on 22 May, *The Green Wave* takes part in the International Day for Biological Diversity (IDB) celebrations held around the world. In fact, the IDB is a special day for *The Green Wave*, since it enables all participants to unite and communicate for the benefit of international biodiversity.

Students in the schools taking part in the campaign must plant a preferably indigenous tree on their school grounds (or close by). Whenever possible, the tree should be planted on May 22, the International Day for Biological Diversity (IDB). In certain countries where the weather may be too hot, cold, humid, dry or wet to plant on May 22nd, the tree may be planted at another time but a ceremony should still be held on May 22nd, when students from around the world water their respective trees at 10 a.m. local time, creating a figurative green wave from East to West and around the world. Throughout the day, students may upload photos and texts to *The Green Wave* Web site to share their tree-planting stories with others from around the world. An interactive map is then launched at 8:10 p.m. local time as part of a second green wave.

The Green Wave website (greenwave.cbd.int) is the main communication and “linking” tool of the campaign. It currently has information on the campaign, partners, IDB themes, educational resources, an interactive map with participants-generated content, online registration and content uploading features, RSS news-feed, and feedback and ‘contact us’ options.

The aim of this project is to improve participants ‘experience in using *The Green Wave website* which includes core *Green Wave* project features.

Terms of Reference

The consultant will work in the Implementation and Technical Support Division of the Secretariat under the primary supervision of the Senior Environmental Affairs Officer. The consultant will rebuild the website and create a new internal infrastructure, using the Kentico application, while keeping old data (currently on Drupal).

The consultant will, *inter alia*, undertake the following responsibilities:

- Develop a new, more accessible and stable infrastructure for *The Green Wave* website
- Transfer all existing data from the current Drupal CMS to an ASP.NET CMS (Kentico)
- Improve the performance of existing functionalities (ex.registration process)
- Make the website more attractive/interactive/engaging/sticky and with better connections with social networks. Make use of participants' materials and inputs to update and maintain the website (ex. participants photos could be uploaded automatically and regularly on the home page)
- Improve the discoverability (search functions by country, year, tree species, school name, etc)
- Add flexibility to the project (not focussed on 22 May activity, open to year-round projects, allows participants to work on their own project page)
- Improve the management functions of the website (make it easy for administrators to use)
- Ensure that the security level of the website is high (prevention of usual security failures)

The final product/website should be similar in spirit to : <http://kids.nationalgeographic.com/kids/>

Specific tasks

The consultant will execute the following tasks (total 14 weeks)

- Familiarization with project and existing database before integration to Kentico (one week)
- Design (eight weeks)
 - visitor pages
 - user pages
 - administration pages
- Validation
- Development (four weeks)
 - visitor pages
 - user pages
 - administration pages
- Testing / Security audit (one week)
- Development of tutorial and database update (one week)

Timeframe:

Changes should be implemented as soon as possible to allow a smooth participation in the 2011 *Green Wave* event on 22nd May.

Starting date: 7 January 2012

Final delivery: 15 April 2012

The current platform will remain active until 15 April and the registrations (from January to April) will be integrated to the new site when ready to go live.

Salary

For this first phase of the project, the consultant's salary will be US\$15 000 payable as follow:

US\$7500 upon validation of the design phase

US\$7500 upon delivery and approval of the final product

Competencies

Professionalism: Ability to understand issues pertaining to youth and children and to communication, education and public awareness under the Convention; ability to work under pressure and to use limited time and resources effectively; ability to ensure that the highest possible quality outputs are produced.

Planning and Organizing: Ability to identify priorities, work to tight deadlines, handle concurrent projects and coordinate the work of others.

QUALIFICATIONS

Work Experience

Minimum 3 years of recent experience in designing user-friendly, visually-attractive and modern websites (including their graphical components) following web design standards and making appropriate use of Web 2.0 technologies.

Technical Skills and Expertise

- Expert knowledge of modern website design techniques, including graphical design.
- Expert knowledge of SQL, ASP.NET and C#
- Knowledge of Kentico CMS
- Knowledge of Drupal, PHP and MySQL
- Knowledge of modern graphic design software tools such as Adobe Creative Suite.
- Expert knowledge of modern web standards and usability guidelines.
- Expert knowledge of XHTML, CSS & Javascript.
- Expert knowledge of Web 2.0 services.
- Basic knowledge of Internet protocols, databases & programming.
- Basic Knowledge of XML standards and technologies, including AJAX is an asset.

Languages

English and French are the working languages of the United Nations. Knowledge of other United Nations languages is an asset.

Application

Submissions should contain an expression of interest, together with the *curriculum vitae* of the expert, stating his/her relevant experience and capacity to undertake the work.

All submissions should be made electronically via email to secretariat@cbd.int before 5th January 2012.