



Home of Fair Trade Enterprises

CALL FOR EXPRESSION OF INTEREST

Procurement of Services for Web Design and Development for the project
"Improving the environmental performance of small and medium Fair Trade and other socially oriented enterprises"

Reports to: Chief Executive at World Fair Trade Organization (WFTO)

Contract: Service Agreement

Location: Remote

Application deadline: December 1st 2023

INTRODUCTION

The World Fair Trade Organization (WFTO) is inviting qualified parties to express their interest in designing and developing an interactive website that will serve as a resource hub for Green and Fair Trade Small and Medium-sized Enterprises (SMEs), as part of the project *"Improving the environmental performance of small and medium Fair Trade and other socially oriented enterprises"*, funded by Brot für die Welt (BfdW - Bread for the World). The successful applicant will be responsible for designing and developing an interactive website that caters specifically to the needs of Green and Fair Trade SMEs.

BACKGROUND INFORMATION ON WFTO

WFTO is the global verifier of enterprises practicing Fair Trade. It represents a network of SMEs advocating for an equitable and sustainable world. Fair Trade Enterprises, verified by WFTO, active in 84 countries, impact over 1 million livelihoods globally. They prioritize social, environmental, and economic sustainability, providing a viable alternative to exploitative business practices.

Across various industries, from fashion to houseware and food to beauty products, Fair Trade Enterprises revolutionise the industry by increasing their numbers and phasing out unsustainable practices. As a global membership organization, WFTO supports members in achieving ethical markets by producing high-quality, environmentally and socially responsible products.

This movement amplifies the voice of Fair Trade entrepreneurs, advocating for policies supporting SMEs. WFTO's Guarantee System ensures businesses meet rigorous sustainability standards, evaluating production, supply chains, and stakeholder relationships. WFTO's distinct approach encompasses a holistic evaluation, examining an enterprise's entire model, principles, and value chain. A Guaranteed WFTO member practices all 10 Fair Trade Principles.

Understanding a business's broader context allows WFTO to address systemic issues and drive positive change. Through rigorous evaluation, businesses are guided to adopt sustainable practices meeting the highest standards in environmental stewardship and social impact.

BACKGROUND INFORMATION ON THE PROJECT

The project *"Improving the environmental performance of small and medium Fair Trade and other socially oriented enterprises"* is born out of the understanding that SMEs have a vital role to play in addressing

environmental issues and mitigating the climate crisis. As a significant majority of businesses worldwide fall under the SME category, they contribute substantially to greenhouse gas emissions, impacting climate change and biodiversity loss. Recognizing the interconnectedness of the global supply chain, the project acknowledges the importance of fostering sustainable practices within SMEs to combat these challenges.

WFTO, known for promoting Fair Trade principles, already requires its members to adhere to specific environmental criteria to become Guaranteed Members. However, not all SMEs have been able to implement robust environmental management practices, and many face challenges in fully complying with climate action initiatives. Practical issues related to logistics, packaging, waste management, and limited access to cleaner technologies are commonly cited as obstacles.

The project aims to bridge this gap by creating accessible and practical alternatives for SMEs to adopt eco-friendly and sustainable practices. Leveraging the knowledge and expertise of WFTO and other partners, the project seeks to develop tools and resources to increase SMEs' knowledge of environmental sustainability. These tools will be presented as an interactive website and can be used for educational purposes through webinars and other channels.

SCOPE OF WORK

Under the supervision of WFTO's Chief Executive with inputs of the Projects Coordinator and Project Officer, the selected supplier will lead on the following:

1. Design and Development of Interactive Website

- Research and recommend a suitable content management system (CMS) based on project requirements and scalability.
- Present options with pros, cons, and rationale for the chosen platform.
- Identify and select a theme or template aligning with the project's aesthetic and functional needs.
- Customize the chosen theme/template to suit the branding and desired user experience.
- Develop a comprehensive website structure outlining main pages, navigation, and user flow.
- Ensure a user-friendly interface and intuitive layout for easy navigation.
- Implement identified features, including educational tools, content management, and interactive functionalities as specified.
- Integrate tools for environmental policy creation, performance assessment, and best practices for SMEs.
- Optimize website content, meta tags, and structure to improve search engine visibility.
- Implement SEO best practices for better organic search rankings.

2. Testing and Optimization

- Conduct thorough testing to ensure all functions, forms, buttons, and interactive elements work seamlessly.
- Optimize functionalities if discrepancies or issues arise.
- Evaluate navigation, layout, and accessibility to ensure a user-friendly interface.
- Optimize the layout and information architecture for improved user experience.
- Measure website loading times against standard performance criteria.
- Optimize website performance to ensure swift loading and minimal delays.

3. Website Launch

- Coordinate the final preparations for the website launch, including migration to the live server.
- Ensure all necessary backups, security measures, and domain configurations are in place.
- Conduct final checks and launch the website officially for public access.

4. Website Maintenance

- Provide ongoing maintenance and technical support post-launch.
- Regularly update CMS, plugins, and security features to ensure website security.
- Address any technical issues, bugs, or performance concerns promptly.
- Offer content updates and minor enhancements as necessary based on stakeholder feedback or changing requirements.

5. Sustainable Website Management and Compliance

- Provide training sessions and/or documentation for relevant WFTO staff on how to use the CMS, update content, and manage the website's backend.
- Ensure comprehensive documentation outlining procedures and guidelines for ongoing website management.
- Ensure compliance with data protection laws (e.g., GDPR) by implementing necessary privacy measures and obtaining user consent where applicable.
- Include a privacy policy and terms of use on the website, clearly outlining data handling practices.
- Implement a review and feedback mechanism allowing stakeholders to provide input and suggestions for ongoing improvements.
- Establish a quality assurance process to regularly review website performance and address any identified issues promptly.

The delineation of key milestones and the timeline for deliverables associated with each specified activity will be established in consensus with the chosen supplier subsequent to the project's kick-off meeting.

DURATION

The successful applicant will be expected to work between December 2023 and May 31st 2024.

SUBMISSION REQUIREMENTS

Interested parties are invited to submit their expression of interest, including:

1. **Company profile** and **experience** in developing similar interactive platforms
2. **Proposed approach** and **methodology** for building the website
3. Estimated project **timeline** and **budget**
4. **References** or **portfolio** showcasing previous relevant projects

TIMELINE

- **Release of Call for Expression of Interest:** November 24th 2023
- **Deadline for Submission:** December 1st 2023
- **Evaluation of Submissions:** December 1st – 8th 2023
- **Contract Award:** December 11th 2023

SELECTION CRITERIA

The selection of the successful applicant will be based on the following criteria:

Relevant Experience:

- Demonstrated experience in developing interactive websites or platforms for similar initiatives aimed at supporting sustainability-focused enterprises.

- Proven track record in creating educational tools, resource hubs, or similar content catering to the needs of Small and Medium-sized Enterprises (SMEs) focused on environmental performance improvement.
- Experience in implementing solutions for supply chain issues such as packaging optimization, waste management, chemical usage reduction, biodiversity preservation, and logistics enhancement.

Timeline and Availability:

- Ability to adhere to project timelines and deliverables, showcasing efficient project management and meeting agreed-upon milestones.
- Availability of necessary resources, team members, and capacity to dedicate sufficient time and effort to the project within the proposed timeline.
- Clear communication regarding availability, potential constraints, and commitment to meeting project deadlines.

References and Past Performance:

- Positive references and feedback from previous clients or organizations for similar projects related to environmental sustainability and SME support.
- Evidence of successful implementations, including case studies or testimonials highlighting the impact of developed solutions on improving environmental performance for SMEs.
- Consistent delivery of high-quality, user-friendly, and impactful digital solutions aligned with client requirements.

Price Competitiveness:

- Competitive pricing structure aligned with industry standards for similar website development projects.
- Transparent breakdown of costs, ensuring value for investment and a clear understanding of the pricing model.
- Cost-efficiency without compromising on quality, ensuring the proposed budget aligns with the project scope and deliverables.

WFTO reserves the right to request additional information and/or conduct interviews with shortlisted suppliers before finalizing the selection.

SUBMISSION INSTRUCTIONS

Please submit your proposal as a PDF merged document via email to projects@wfto.com by **November 30th, 2023**. Kindly include **"EOI Submission – Web Design and Development Services "** in the subject line and copy leida@wfto.com and ecem@wfto.com in your email.

We thank all interested parties for their participation and look forward to receiving your comprehensive proposals to support the success of this vital environmental project.

NOTE

WFTO reserves the right to reject any or all expressions of interest, and this call does not constitute a commitment to award a contract.

Should you have any questions or require further information, please contact *Ecem Yildiz* at ecem@wfto.com