

Microsite for the 2018 Global Report on Internal Displacement

IDMC Terms of Reference

Deadline for proposals: 23rd March 2018

Starting date: 2nd April 2018

Background IDMC

The Internal Displacement Monitoring Centre (IDMC) of the Norwegian Refugee Council (NRC) is the global leader in the provision of data, information and analysis on internal displacement. IDMC monitors all situations of internal displacement, providing estimates of the numbers of IDPs worldwide, and develops research and analysis which seeks to better inform policy and operational decisions that affect the lives of internally displaced people.

Background Global Report on Internal Displacement

Since 1998, IDMC's annual global reports on internal displacement have been an established reference for decision-makers and practitioners seeking an overview of policy-relevant evidence, trends and analysis. In 2016, IDMC released its first single annual global report that brought together data, evidence and analysis on displacement in the context of conflicts and disasters. The third iteration will be launched in May 2018.

Overall objective

IDMC wants to build on the success of last year's microsite, which can be seen at <http://internal-displacement.org/grid2017/>. The agency/contractor will ideally further develop the current solution (the source code of the existing microsite will be made available to the successful applicant) with new design and additional functionalities. The layout will mostly stay the same, we are therefore looking for someone to update the design and implement new interactive features to provide a consistent and integrated experience showcasing the Global Report, and linking to data and information on the IDMC website where appropriate.

The agency/contractor can opt for creating a new technical solution based on the current layout and not reuse the existing code, however IDMC will not bear any cost of the extra programming work associated with it.

We would like the microsite to be dynamic and eye catching. It should feature the key content provided by IDMC, in a way, which engages the audience, and illustrates the broader phenomenon of internal displacement and the associated challenges. The overall structure should be user friendly and intuitive to both expert audience and the general public. Branding guidelines will be provided.

IDMC will provide all the materials for the website including PDF, media pack texts, photos, infographics, graphs and core content for the landing page.

Technical details

The current microsite is coded in HTML5 with the help of jQuery and some small JS libraries. Maps and graphs are coded in SVG to ensure interactivity.

Functionality

- Engaging and immersive experience
- User friendly and intuitive structure
- Increased integration with the main IDMC website
- Increased shareability on social media
- Using responsive technology to ensure good viewing experience on all devices

Deliverables

The agency will be asked to provide the following deliverables:

- A mock up proposal to show approach/style/navigation/design and new functionalities
- Completed microsite by May 4, 2018

Consultancy time and Implementation timeframe

The launch of the website will be on May 16 2018, so completion and testing must be done by May 4.

A detailed timeline will be agreed with the chosen candidate, when they are briefed in further detail. We look forward to receiving your quote for this work.

Management

The agency will be guided by the IDMC Communications Department including the Head of Communications and the Website Coordinator.

Budget and remuneration

Based on the quality and complexity of the pitch IDMC will pay between 6,000 - 10,000 CHF.

Approved

Sian Bowen, Head of Communications, IDMC
16 March 2018