



Secretariat
61 Mansell Street
London, E1 8AN
United Kingdom

Tel: +44 (0) 20 7324 2975
Fax: +44(0) 20 7324 2977
Email: contact@idpc.net
Web: www.idpc.net

Call for proposals: Website and e-newsletter re-development, and development of a new thematic micro-site

ABOUT US

Founded in 2006, IDPC is a network of 198 non-governmental organisations from all around the world, who come together to promote person-centred, rights-affirming drug policies at the national, regional, and international levels.

As *the* global network for drug policy reform, IDPC seeks to amplify and strengthen this diverse movement, driven by the goals of repairing the harms caused by punitive drug policies and promoting just responses in their stead.

We believe drug policies should advance social justice and human rights, and collectively engage in advocacy in this direction. IDPC's track record in this regard has consolidated the network as a trusted source of expertise on drug policy reform. IDPC members and its Secretariat¹ are in regular dialogue with colleagues from networks of impacted populations, civil society, UN agencies, intergovernmental bodies (e.g. European Union, African Union), and government authorities.

For more information about our work, please do not hesitate to visit [our website](#) and our latest [Progress Report](#).

THE CURRENT WEBSITE

The current website was launched in 2012 and has remained mostly unchanged ever since. Our team appreciates the website's uncluttered, professional, trustworthy appearance, as well as the relative simplicity of its navigation structure. We also agree that the wealth of content in it provides a helpful window into the sheer breadth of our work and our members.

The website remains useful and has attracted around 2.5 million views over the last 5 years. This traffic remains relatively stable throughout the year, with peak moments mirroring periods of particular intensity for the work of the network (e.g. high-level UN moments on drug policy such as UN General Assembly Special Session on drugs – UNGASS 2016; UN Commission on Narcotic Drugs' Ministerial Segment of 2019.)

However, our team also acknowledges that the overall *look & feel* of the website is understandably dated, lacks dynamism (e.g. avenues for engagement) and does not fully convey our movement's embeddedness in a broader social justice agenda. The website's content management system is cumbersome, a situation which has been accentuated by a sustained increase in the volume of content that IDPC produces and showcases. The way information is presented does not do justice to some elements of the website that have become progressively central to visitors (e.g. jobs board, blog). And navigation could be supported by a more intuitive, supportive [categorisation and] search functionality. Furthermore, IDPC is adopting a new Strategic Plan 2021-2023 and the website could better reflect the structure and language in the new Plan.

BUDGET

We expect to invest between 15,000 USD and 25,000 USD on this website re-development process, depending on the complexity of the tendered project.

TARGET AUDIENCES

Primary audiences

- IDPC's global membership
- Decisionmakers and government officials; in particular, those involved in drug policy processes.
- Donors and potential donors

- Academics and researchers
- Other 'specialised' audiences – incl. members of the public who are keen to learn and mobilise in favour of reform.

Secondary audiences

- Civil society colleagues and members of impacted communities – incl. from allied / related sectors.

Tertiary audiences

- Journalists and other media operators

EXPECTATIONS FOR THE NEW WEBSITE

Very easy to navigate, light and uncluttered. IDPC's international remit means the Secretariat produces and showcases a high volume of content. Presenting this wealth of information in a way that is accessible yet not overwhelming, including through the use of a robust categorisation system, will be crucial.

"On the pulse". Related to the above, IDPC's advocacy is both proactive and opportunistic, responding to sudden developments and possibilities. Thus, we want to make sure recent and time-sensitive content is prioritised without it representing an unreasonable burden on website maintenance processes.

Professional and credible, not unconcerned. The current website conveys that IDPC is an authoritative and influential source of information, and a professional and credible partner. The new website should do the same, whilst acknowledging that our work is enriched by and takes place in collaboration with impacted communities. We are a civil society network at the service of a human rights and social justice cause; so, the website should not look "corporate".

Motivating. The new website should stir visitors into action and offer ideas and resources to facilitate engagement.

Accessible. IDPC is a global network and most of our members and audiences are in the Global South. We also greatly value inclusivity and strive to centre that commitment in all we do. Having these considerations in mind, the website should be accessible to people with limited bandwidth and people with different abilitiesⁱⁱ.

Multilingual. Related to the above, our current website includes content in 8 languages. Content in three languages is regularly updated: English, Spanish and French. We look forward to receiving advice on how best to present multilingual content in a way that does not leave glaring gaps when translations are not available.

Integration with existing communication tools. IDPC operates a broad range of communication channels (i.e. newsletters, social media) that should be connected to the website. The content of our newsletters, for instance, is currently exported directly from the website. Opportunities remain in terms of improving social share functionalities.

WordPress-based. IDPC currently manages a suite of websites on the WP platform. We do this with the technical support of our website consultant, who is expected to continue assuring ongoing maintenance tasks.

Mobile-ready/-responsive.

DECRIMINALISATION PORTAL

One of the few *new* pieces of content that we expect to produce as part of this website redevelopment process concerns a “portal” dedicated to the issue of decriminalisation. This is a core aspect of our network’s advocacy and a thematic priority of our 2021-2023 Strategic Plan.

This portal would welcome slightly different *branding* and was initially conceived as a *dependent* mini-site.

The decriminalisation portal must house three components:

- An **e-course**, to be developed by a remote learning consultant. The selected developers will work in collaboration with this consultant to deliver a platform that is fit for purpose.
- An **online advocacy guide**
- A **bank of resources**, which will be collated by a specialised consultant.

Exploring ways to integrate this portal to the rest of the website, which features regular news and publications related to decriminalisation, will be a key challenge in relation to this aspect of the work.

MAILING TEMPLATES

IDPC regularly sends a suite of general and thematic newsletters to its audiences (see, for instance the [IDPC Monthly Alert](#) in English). The website redevelopment process should include the production of easy-to use Mailchimp templates, aligned with the look & feel of the new website.

TIMELINE AND SUBMISSION INSTRUCTIONS

Timeframe: The new website should be ready for launch in February 2021, with initial designs and concepts ready for review and feedback in November 2020.

Language: Proposals are welcome from all around the world, but the working language for this project will be English.

Content: Proposal should include clear indication of your *vision for the project and its development, expected timeline, budget proposal and desired payment schedule, portfolio, information about members of staff to be involved in the project.*

Submission: **Proposals should be submitted by 16 October 2020, via e-mail to Juan Fernandez Ochoa, IDPC Campaigns & Communications Officer (jfernandez@idpc.net).** Award decisions will be made by 23 October at the latest.

ⁱ The IDPC Secretariat is comprised of 9 members of staff and consultants, based in London, Bangkok, Ghana and Rabat. IDPC has a dual governance structure comprised of a Board of Directors and a Members’ Advisory Council.

ⁱⁱ See, for instance, [User Way’s](#) suite.