



**WORLD FEDERATION
OF THE DEAF**

EXPRESSION OF INTEREST

Website design and Development

The World Federation of the Deaf (WFD) is an international non-governmental organisation representing and promoting approximately 70 million deaf people's human rights worldwide. The WFD is a federation of deaf organisations from 135 nations; its mission is to promote the human rights of deaf people and full, quality, and equal access to all spheres of life, including self-determination, sign language, education, employment, and community life. WFD has a consultative status in the United Nations and is a founding member of International Disability Alliance (IDA). The WFD secretariat is located in Helsinki, Finland, with an additional office in the United States. Deaf people must have recognized and exercise their full human rights in an equal world where they and their sign languages are legally recognised and included as part of human diversity. The WFD promotes and advances the human rights of deaf people through cooperation with the United Nations and its agencies, national organisations of deaf people, and other partners.

Background

The WFD wishes to invite Expressions of Interest (Eoi) to develop a new website. The current WFD website was developed in 2016. The link to the WFD Website is <http://wfdeaf.org/>. The website is currently managed by WFD's media and communication manager and a volunteer webmaster.

Eligibility Criteria

- The applicant must have a trajectory with an official professional status (independent, association, company, etc.).
- The applicant must have knowledge of deaf culture and deaf visual design.
- The applicant must be able to quote and invoice in euros.
- The applicant should have a minimum of 2 years of experience in website development with the Wordpress platform.
- The applicant should be able to communicate in written English and International Sign.



**WORLD FEDERATION
OF THE DEAF**

Expectations for the website

- The design, colors, and fonts will be aligned to the graphic line according to the WFD Brand Guidelines document.
- Adapt with Level AA web accessibility standards of the Web Content Accessibility Guidelines 2.1 (WCAG 2.1).
- Responsive website to adapt to different visitor terminals.
- SEO Optimization and Search-Engine Friendly.
- Work preferably with Vimeo videos (or another platform).
- Implement a chatbot for WordPress an automated conversational assistant for the web either in sign language video or text.
- Reinforce security in the constant updating of the WordPress template and plugins.
- An automatic translator integrated into the website.
- Associate Google Analytics account for statistics of daily, monthly, and annual figures (with Gmail email account after coordination)
- Linking to social media pages.
- A structure with a two-click rule.
- Lightweight files to enable all visitors to access content quickly.
- Have graphic resources for the website.
- Easy to navigagte
- Implement plugins according to the needs.
- Must have a dedicated space with appropriate links and diverse alternatives for donations.

Final Deliverables

- Development and implementation of the online website.
- Major upgrades in the design and content of the current website.
- The website is hosted on the WordPress Engine.
- The domain will be worked with GoDaddy.
- A content management system based on WordPress.
- User Documentation (for administrators, content editors, or users explaining how to use and manage the website).



**WORLD FEDERATION
OF THE DEAF**

Timeline

1. Expression of Interest closing: 30 November 2023 5 pm (Finland time)
2. Review and interview of candidates: 13-22 December 2023
3. Contractor selection: 29 December 2023
4. Final delivery: 30 April 2024

EOI Submission Process

Applicant can send their questions by e-mail in written English to audrey.sangla@wfdeaf.org.

The offer comprising of creative, technical, and financial proposals should be submitted by 30 November 2023 5 pm (Finland time) to audrey.sangla@wfdeaf.org.