



TERMS OF REFERENCE (TOR)

KPCG WEBSITE DESIGN, DEVELOPMENT, HOSTING, MAINTENANCE AND DIGITAL PLATFORM SUPPORT

KENYA PLATFORM FOR CLIMATE GOVERNANCE (KPCG)

1. Background and Organisational Profile

The Kenya Platform for Climate Governance (KPCG), established in 2018, is the designated national platform of the Pan African Climate Justice Alliance (PACJA) in Kenya and a national membership platform bringing together civil society actors working on climate change, environmental governance and sustainable development. Its membership spans grassroots and community-based organisations, faith-based organisations, women- and youth-led organisations, research and academia, organisations representing marginalised and Indigenous communities, professional networks and other climate-action stakeholders.

KPCG provides a national space for coordination, knowledge exchange, policy engagement, capacity strengthening and collective advocacy. It connects community and county-level realities with national policy processes and wider African climate-justice agendas, while supporting meaningful public participation and stronger accountability in climate governance.

KPCG works across Kenya's 47 counties through regional and county-level networks, thematic working groups, partnerships and programme interventions. Its work covers climate adaptation and resilience, mitigation, climate finance, technology and knowledge management, inclusive climate governance, gender and youth inclusion, locally led climate action, just transition, circular economy, food systems, environmental stewardship and related emerging priorities.

KPCG's strategic direction is to advance climate resilience and justice through inclusive governance and locally led climate action for sustainable development. The website should therefore function not only as an institutional profile, but as a living national platform that demonstrates KPCG's reach, members, programmes, evidence, policy influence, partnerships and impact.

Digital ambition: *The KPCG website should make it easy for a visitor to understand who KPCG is, where it works, what it is influencing, what members are doing, what evidence is available, and how to engage with the platform.*

2. Purpose of the Assignment

KPCG seeks a qualified web development consultant or firm to design, develop, deploy, host and support a modern, secure, responsive and content-rich website that serves as the organisation's primary digital platform for institutional visibility, climate-governance knowledge, member engagement, programme communication, policy resources and public outreach.

The website should be comparable in depth and dynamism to the functional experience of the reference site provided by KPCG (ACV Press), particularly its modular homepage, frequently updated content, event/coverage sections, multimedia presentation, resource visibility, partner display and content-authoring workflows. The KPCG site must, however, have an original architecture, visual identity and user journey tailored to a national climate-governance membership platform.

3. Assignment Objectives

- Develop a credible, modern and distinct digital identity for KPCG that communicates its national mandate, membership, strategic priorities and impact.
- Provide a dynamic platform for news, policy updates, events, campaigns, member stories, programme updates and climate-governance developments.
- Create a well-organised and searchable knowledge hub for publications, reports, policy briefs, communiqués, submissions, training materials, media products and other resources.

- Visually demonstrate KPCG’s geographic reach across Kenya, including county/regional chapters, programmes, member action and locally led climate solutions.
- Enable KPCG staff to publish and update content independently through a user-friendly content management system (CMS) with clearly defined roles and workflows.
- Improve engagement with members, partners, policy actors, media, researchers, young people, women, communities and the wider public.
- Ensure strong performance, accessibility, search-engine visibility, analytics, cybersecurity, data protection, backup and continuity.

4. Primary Audiences

- KPCG member organisations and county/regional chapters
- National and county governments and public institutions
- Development partners, donors and foundations
- Climate justice networks and civil society organisations
- Researchers, universities and technical institutions
- Media and communications actors
- Women, youth, Indigenous and marginalised communities
- Private sector and professional associations
- General public and citizens seeking credible climate-governance information

5. Required Website Information Architecture

The consultant will refine the sitemap during inception. At minimum, the website should provide the following content architecture and allow KPCG to add or reorganise sub-sections without developer intervention.

Main Section	Indicative Sub-sections	Required Experience / Functionality
Home	Hero / featured stories; latest updates; key priorities; impact statistics; upcoming events; featured resources; member spotlight; partners; calls to action	Dynamic, editorial-style homepage with cards, sliders or grids; easy homepage curation from CMS; clear pathways to deeper content.
About KPCG	Who we are; vision/mission; strategic direction; governance; secretariat; history; partners; contact	Strong institutional storytelling with concise sections, visual timelines/graphics where useful, leadership/governance profiles and downloadable corporate documents.
Where We Work	National overview; regions; counties; chapters; county pages	Interactive or filterable Kenya map. County/chapter pages should support

Main Section	Indicative Sub-sections	Required Experience / Functionality
		contact/lead information, local priorities, projects, member stories, resources and related news.
Thematic Work	Thematic Working Groups / priority themes; issue pages	Each theme should have an overview, priority issues, policy work, publications, events, news, member initiatives and related media.
Programmes & Projects	Current projects; completed projects; programme results	Project pages with objectives, geography, partners, duration, key outputs, results, stories, resources and media galleries.
Policy & Advocacy	Policy engagement; submissions; communiqués; position papers; negotiation updates; campaigns	Chronological and thematic policy content; filter by topic, year, institution/process and document type.
Knowledge Hub	Reports; policy briefs; training manuals; research; toolkits; presentations; newsletters; datasets/links	Searchable resource library with filters, metadata, thumbnails, file type, publication date, short abstracts, download counters and related content.
News & Insights	News; analysis; opinion/commentary; member stories; field updates; press releases	Editorial publishing with categories, tags, authors, featured images, related articles, social sharing and archiving.
Events & Coverage	Upcoming events; ongoing/live coverage; recently concluded; major climate processes	Event calendar/listing, event pages, agendas, registration/external links, live update capability, event galleries and post-event resources.
Multimedia	Photo stories; galleries; videos; podcasts/interviews; media centre	Responsive galleries, embedded video/audio, captions and credits, albums by event/theme/year, downloadable media assets where authorised.
Membership	Why join; who can join; member directory; membership form; member spotlight	Online membership/interest form, searchable member directory if approved, clear privacy controls, and option for

Main Section	Indicative Sub-sections	Required Experience / Functionality
		members to submit updates for editorial review.
Opportunities	Calls for proposals; consultancies; jobs; grants; training; member opportunities	Structured listings with deadline, status, documents/links, filtering and automatic archiving after closing.
Engage	Newsletter; contact; partner with us; submit a story/resource; social channels	Validated forms with anti-spam controls, subscription integration and clear routing of enquiries.
Site-wide	Search; footer; quick links; social links; language-ready architecture	Fast site search, breadcrumbs, related content, accessibility controls, privacy/cookie notices, terms, sitemap and consistent navigation.

6. Scope of Work

6.1 Discovery, Requirements and Content Audit

- Conduct an inception meeting with KPCG to confirm objectives, audiences, content priorities, governance arrangements, integrations, hosting requirements and approval process.
- Review existing KPCG digital assets, documents, branding, social channels and available website content; identify content gaps and migration needs.
- Prepare an agreed functional specification, sitemap, user journeys and content model before development begins.

6.2 User Experience (UX), Visual Design and Prototyping

- Develop at least two homepage/visual direction concepts and a responsive design system aligned with KPCG branding.
- Prepare wireframes/prototypes for key page types, including homepage, about, county/chapter, theme, project, resource library, article, event and multimedia pages.
- Design for desktop, tablet and mobile, with strong information hierarchy, readability, image handling, calls to action and consistent navigation.
- Use the ACV Press reference for functional depth and modular content presentation while ensuring KPCG receives an original design and information architecture.

6.3 Website Development and CMS

- Build the approved front-end and back-end solution using a stable, maintainable and widely supported technology stack.

- Configure a user-friendly CMS that enables non-technical KPCG staff to create, edit, schedule, publish, unpublish and archive content.
- Create reusable page components and structured content types rather than relying on hard-coded pages.
- Provide role-based accounts (for example: Super Administrator, Administrator, Editor, Author/Contributor) with appropriate permissions and auditability.
- Provide editorial workflow features where feasible, including draft, review, approval and publishing stages.

6.4 Data, Documents and Knowledge Repository

- Create a structured document/resource repository with metadata, categories, tags, search and filters.
- Allow bulk or efficient document upload, file replacement/version updating, preview/thumbnail where possible, and download tracking.
- Enable resources to be linked automatically to themes, projects, counties, events and related articles.
- Provide sensible file-size controls and document naming guidance to support long-term management.

6.5 Interactive Map and Geographic Content

- Develop a Kenya-focused map or equivalent interactive geographic interface covering all 47 counties.
- Enable users to click/select a county or region and access related KPCG chapter information, programmes, member actions, stories, resources and contacts where approved.
- Ensure geographic content is manageable from the CMS without code changes.

6.6 News, Events and Multimedia

- Develop editorial modules for news, insights, press releases, member stories and policy updates.
- Create an events module for upcoming, ongoing and concluded events, including major climate processes and live/rapid updates when needed.
- Provide image gallery/photo-story and video/audio embedding capabilities, including captions, credits, alt text and optimised media loading.
- Integrate approved KPCG social media channels and make content easy to share.

6.7 Forms, Membership and Engagement

- Build secure, accessible forms for general contact, membership/interest, newsletter subscription, partner enquiries and content/resource submissions as agreed.
- Apply spam protection, field validation, consent statements and secure email routing/storage.
- Where a member directory is implemented, provide KPCG with control over which fields are public and which remain private.

6.8 Content Migration and Initial Population

- Migrate and structure agreed priority content from KPCG's existing sources into the new website.
- Populate representative content across all main sections so that the website launches as a complete platform rather than an empty shell.
- Optimise supplied images and documents for web use without materially altering approved content.

6.9 Testing, Deployment and Handover

- Conduct functional, responsive, browser, accessibility, performance, security and form testing before launch.
- Resolve defects identified during user acceptance testing (UAT).
- Deploy the website to the approved production environment, configure the domain/DNS/SSL and complete final launch checks.
- Provide administrator training, technical documentation, credentials handover and a post-launch support window.

7. Minimum Functional and Technical Requirements

Requirement	Minimum expectation
Responsive and browser-compatible	Optimised for current desktop, tablet and mobile browsers; no horizontal scrolling or broken layouts at standard viewports.
CMS and structured content	Administrators must be able to manage menus, pages, banners, articles, events, resources, projects, partners, galleries, forms and homepage features without code changes.
Search and filtering	Site-wide search plus category/tag/date/theme/county filters for relevant content collections.
Performance	Optimised images, caching and code; target strong Core Web Vitals and fast loading on typical Kenyan mobile connections.
Accessibility	Follow WCAG 2.2 AA principles as far as practicable, including keyboard navigation, contrast, semantic headings, form labels, focus states, alt text and accessible links.
SEO	Editable page titles/meta descriptions, clean URLs, XML sitemap, robots controls, canonical tags, structured data where appropriate, Open Graph/social metadata and redirect management.
Analytics	Configure Google Analytics 4 or a KPCG-approved analytics platform, Search Console, event tracking for key actions, and a basic reporting dashboard or handover guide.
Security	HTTPS/SSL, secure authentication, least-privilege access, strong password policy, CAPTCHA/anti-spam, patching, firewall/WAF where appropriate, malware protection, secure form handling and protection against common OWASP risks.

Requirement	Minimum expectation
Backups and recovery	Automated backups of website files and database, off-site or separated backup storage, defined retention, and tested restoration procedure.
Privacy and data protection	Consent and privacy notices for forms; data minimisation; controlled access; secure processing aligned with Kenya's Data Protection Act and applicable regulations.
Scalability	Architecture must support increasing content, users and campaigns without requiring a complete rebuild.
Interoperability	Ability to embed/integrate YouTube and approved social platforms, newsletter tools, maps and future third-party services through standard APIs or plugins where appropriate.
Ownership and portability	KPCG must have full administrative access and the ability to move the site, database and domain/hosting configuration to another service provider without lock-in.

8. Hosting, Maintenance and Support Requirements

The proposal should clearly separate website development costs from recurring hosting, domain, licensing and maintenance costs. Any paid themes, plugins, APIs or third-party services must be disclosed before approval.

- Production hosting suitable for expected traffic, storage and media volumes, with SSL and secure server configuration.
- Regular updates to the CMS, framework, plugins/modules and server components; security patching; vulnerability response; malware scanning; and certificate renewal.
- Automated backup schedule, restoration support and periodic verification that backups are usable.
- Performance monitoring, broken-link checks, storage/log management and database optimisation.
- Bug fixing and reasonable technical support during the agreed maintenance period.
- A defined support channel, response times for critical/high/normal incidents, and escalation procedure.
- Monthly or quarterly maintenance summary indicating updates performed, incidents, backups, uptime/issues and recommendations.
- No use of unlicensed/pirated software, abandoned plugins or unsupported components.

9. Key Deliverables

1. Inception report including requirements, final sitemap, functional specification, content model, implementation plan and risk/assumption log.
2. UX wireframes and approved high-fidelity visual design/prototype for key page templates.

3. Fully developed responsive KPCG website and configured CMS.
4. Interactive/visual geographic presentation of KPCG's national reach and county/regional content.
5. Configured modules for themes, programmes/projects, news, events, policy/advocacy, resources, multimedia, opportunities, membership/engagement and partners.
6. Structured searchable document/knowledge repository.
7. Migrated and initially populated priority content agreed with KPCG.
8. Configured forms, social integrations, SEO, analytics, security, backup and performance settings.
9. Testing report and resolved UAT issues.
10. Production deployment, SSL, domain/DNS configuration and launch support.
11. Administrator/editor training session(s) and training materials or short video/user manual.
12. Technical documentation including architecture/stack, hosting details, credentials inventory, backup/restore steps, plugin/module list, licences and renewal dates.
13. Full source code, database, design assets created for the assignment and all administrative credentials handed over to KPCG.
14. Post-launch warranty/support for a minimum of 60 days for defects attributable to the delivered solution, followed by the agreed maintenance arrangement.

10. Indicative Implementation Schedule

The core design, development and deployment assignment is expected to be completed within 30 calendar days from contract commencement. Bidders may propose a refined schedule provided all critical stages are retained.

#	Activity / Milestone	Indicative days
1	Inception, requirements, content audit and technical specification	2
2	Information architecture, wireframes and visual design	4
3	CMS/content model, database and technical setup	4
4	Front-end/back-end development and integrations	9
5	Content migration and initial population	4
6	Security, accessibility, performance and functionality testing	3
7	UAT, corrections, deployment, training and handover	4

#	Activity / Milestone	Indicative days
	Total	30

11. Consultant / Firm Qualifications

- Degree-level qualification in software engineering, computer science, information systems, web development, digital design or a closely related field. Postgraduate qualifications are an added advantage.
- Minimum five years of demonstrable experience designing and developing production websites or digital platforms, preferably for civil society, development, research, media, environment or public-interest organisations.
- A portfolio demonstrating strong content architecture, responsive UX/UI, CMS implementation, searchable resource libraries, news/events publishing and multimedia handling.
- Demonstrated experience in secure hosting, website maintenance, backup/recovery, performance optimisation, SEO and analytics.
- Ability to translate complex institutional and policy content into clear, accessible digital user journeys.
- Experience with climate change, environmental governance, multilateral environmental agreements or development-sector communications is an added advantage.
- Capacity to provide reliable post-launch technical support and maintenance.

12. Technical Competencies

- Strong UX/UI and responsive design capability using contemporary design/prototyping tools.
- Proficiency in modern web technologies (HTML5, CSS, JavaScript and relevant front-end/back-end frameworks or CMS technologies). KPCG will consider appropriate technology stacks; proposals should justify the chosen architecture rather than rely on outdated mandatory frameworks.
- Experience configuring secure CMS permissions, structured content, forms, search, APIs/integrations, caching and media optimisation.
- Working knowledge of web security, OWASP principles, SSL/TLS, access control, backup and server administration.
- Ability to implement technical SEO, analytics, accessibility and performance optimisation.
- Clean documentation, version control and disciplined change/deployment practices.

13. Core Competencies

- Strong analytical and problem-solving skills, including the ability to translate organisational needs into practical digital solutions.
- Clear written and verbal communication and ability to work collaboratively with both technical and non-technical KPCG staff.
- Good project management, responsiveness and ability to meet short delivery timelines without compromising quality.
- Attention to detail, visual judgement and commitment to user-friendly, inclusive design.

- Ability to document decisions, manage feedback and maintain version control throughout the assignment.

14. Proposal and Evaluation Requirements

Applicants should submit a concise technical and financial proposal containing:

- Understanding of the assignment and proposed approach/methodology.
- Proposed sitemap/functional interpretation and recommended technology stack.
- Detailed workplan for the 30-day implementation period.
- Portfolio with at least three relevant live website examples and a brief description of the consultant's role in each.
- CV(s) of key personnel and role allocation where applying as a firm/team.
- Financial proposal showing development, hosting, licences, maintenance/support and any recurring third-party costs separately.
- At least two references for comparable assignments.
- Confirmation of availability for the proposed implementation period.

Indicative evaluation criterion	Weight
Demonstrated understanding and methodology	20%
Relevant technical experience and quality of portfolio	25%
Proposed UX/content architecture and technical approach	20%
Security, hosting, maintenance and sustainability approach	15%
Workplan and team capacity	10%
Financial proposal / value for money	10%

15. Acceptance Criteria

- All agreed page types and modules are complete and operational across mobile, tablet and desktop.
- KPCG administrators can independently publish and manage all agreed content types.
- No critical or high-severity defects remain at launch.
- All forms, links, downloads, search, filters, analytics and integrations work as specified.
- Website passes agreed browser/device, accessibility, performance and security checks.
- Backups and restoration procedure are configured and demonstrated.
- KPCG receives all credentials, source code/database, documentation, licences and ownership/administrative access required to operate or transfer the platform.

16. Intellectual Property, Confidentiality and Data

- All original website code/configuration specifically developed for the assignment, approved design assets, structured content, databases and documentation produced under the consultancy shall be handed over to KPCG upon completion and payment, subject to clearly disclosed third-party open-source or commercial licences.
- The consultant shall not reuse confidential KPCG data, member information, unpublished documents or credentials for any other purpose.
- Any collection or processing of personal data must be limited to agreed purposes and implemented with appropriate safeguards and privacy notices.
- No third-party paid service, theme, plugin, font, image or media asset may create an undisclosed recurring obligation or licensing risk for KPCG.

17. Duration and Reporting

The core assignment will run for 30 calendar days from the date of contract commencement. The consultant will report to the designated KPCG focal person and will participate in agreed review meetings at inception, design approval, development review, user acceptance testing and final handover. A separate maintenance/support period will commence after launch in accordance with the contract.

18. Application Process

Applications should be submitted electronically to:

Primary email: procurement@pacja.org

Copy: kpcg@pacja.org

Application deadline: 15 September 2026, Close of Business (COB)

— End of Terms of Reference —