



IOM International Organization for Migration  
OIM Organisation Internationale pour les Migrations  
OIM Organización Internacional para las Migraciones

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**REF.NO.: RFPQ-MD042/16**

## **TERMS OF REFERENCE**

### **Objective:**

Re-design the existing IOM Moldova's website [www.iom.md](http://www.iom.md), which contains information about the organization, its activities, events, publications, etc.

### **General requirements:**

- According to IOM's corporate rules mission's website standard product is Drupal 7.x or newer with no deviations (template provided);
- Accessible and dynamic instruments that allow administration of the website: from structure to contents in and exclusively visual and dynamic form – a CMS (Content Management System) for an operator with basic abilities in computer usage;
- Website and content administration languages: English, Romanian, Russian;
- Partial transfer of old content (mainly documents: pdf, doc),
- Monitoring/alerts/statistics modules and/or instruments.

### **Design requirements:**

- Design of the website will be based exclusively on the existing official IOM template (see Annex 1, template provided);
- Responsive design to ensure interactivity and compatibility with mobile devices and bringing better user experience;
- Media and Document files handling and interaction:
  - o Video – usage and integration of existing official IOM or IOM Moldova YouTube channels,
  - o Photo – internal website facilities,
  - o Documents (mainly pdf/doc) – internal website facilities;
- Social media integration;
- Personalized 404 (Error page)
- Detailed updated structure - see Annex 2.

### **CMS requirements:**

- The principle of content administration should be the maximum usage of interactive pages and commands that would ensure dynamic setting of the site structure and easy administration of contents;
- Few examples of main elements that has to be taken into account, but not limited to: manage content, manage website structure, upload and delete, files management, content transfer, social media integration, media (video/photo) content integration, user management, settings management;
- Ensure 3-level access to the database information:

- CMS Super-Administrator access level (full-access including security settings, site-security audit and logs in CMS),
- CMS Administrator access (access limited to all content management related operations),
- CMS Operator access level (limited to specific compartments and/or actions).

**Security requirements:**

- CMS authentication policy:
  - Password complexity requirements enforced,
  - Lock-out time for failed-logins implemented,
  - Password expiry time,
  - Password changing requirements (entering previous password, prohibition of same/similar password usage, changing instead of recovering in case of loss, re-authentication after changes, etc.)
  - Disabling caching/"remember me" functionalities,
  - Hashing/encryption of passwords list,
  - SSL logon/login transactions,
  - Logs/Alerts/Notifications;
- Ensuring correct access control for mentioned above 3-levels of CMS administration;
- Secure session management, usage of SSL is recommended;
- Protection against different type of malicious attacks, including but not limited to: buffer overflows, brute force, injections, cross-site scripting, etc.;
- Logs/Alerts/Notifications.

**Notes:**

- To ensure security and integrity of IOM Moldova website, selected company should provide:
  - Its own documented vision upon security issues that might rise on all steps of service-providing process and their solutions,
  - Advices on hosting provider services requirements and configurations: including network-load balance, DB-handling, performance-wise issues, security settings and backup;
- Thorough testing in a "lab" environment has to be done prior deploying;
- Assistance on deploying website into production environment (selected hosting provider).

**Additional Requirements:**

Company may provide one-time package for SEO services if able, indicating it as a separate price.

**Documentation:**

The company will provide a technical guide which shall contain general technical principles on website's functioning/operation (e.g. structure, technical restrictions on its functioning, install mode, functional principles, etc.)

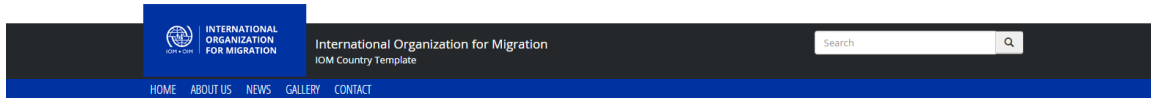
Also, the company should provide a detailed user guide on using the CMS, followed by training to the responsible team for management of the website and 6 to 12 months of necessary consultancy/assistance in case of any problems encountered (warranty term).

All copyrights for website and graphic design will belong to IOM.

## Annex 1

# IOM MISSION TEMPLATE

## Header



- Header contains the main logo
- Title and Subtitle
- Search/Language(Optional)
- Main menu
- The header must remain the same.

## Body

STAY CONNECTED

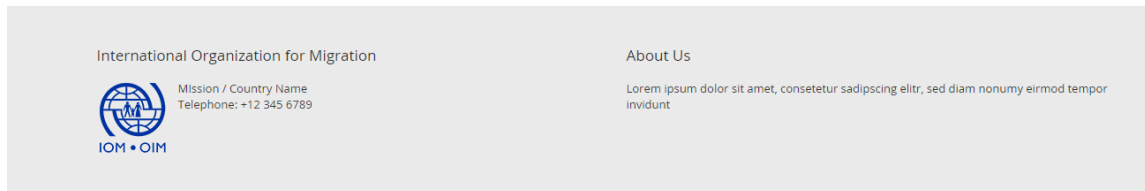


Welcome to IOM

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- The body must have white background

## Footer



- The footer background must remain light gray(#EAEAEA)

## Fonts

- Default font for IOM website is OpenSans and Opensans Condensed for the MENU

## Proposed Structure of the new IOM Moldova website

### Home

**The home page is accessible through clicking on the IOM logo or the home button.**

On **the home page** we will have a roll of **top stories** (4 to 5 stories to be changed regularly) with very appealing graphic elements, quick links to current programmes or opportunities that we wish to promote at the moment (some may also need to be more or less permanent), **the news feed** (under here press releases, news and new achievements under the projects pages will be uploaded), **gallery feed** (pictures, videos, infographics), **IOM Moldova Facebook feed, IOM international twitter feed** and a few **'stay connected'** links to our social media channels (Facebook, Youtube).

### About us

**No drop-down menu. The "About us" page will show clickable illustrations to go with the headings listed below:**

- IOM Worldwide
- IOM Mission to Moldova
- Our donors
- Our partners and beneficiaries
- Tenders
- Job Vacancies

The **IOM Worldwide** page will include a short introduction to IOM as an international organization (objectives) and explain the hierarchy of IOM HQ and its regional offices + country mission offices.

The **IOM Mission to Moldova** page will give an overview of the IOM Moldova Mission, its brief history and strategic vision for the future. It will also give a short presentation of the current Chief of Mission and include an organigram which shows the structure of the organization and its different departments.

**Our donors'** page will include the logos of IOM Moldova's current donors (perhaps not limited to current but also of the past). The logos will be clickable and lead the visitors to one page per respective donor. On the respective donor pages the visitor will learn more about each particular donor and its cooperation with IOM Moldova. The donor page will also provide links to the projects currently funded by the respective donors.

**Our partners and beneficiaries** page will include a list of clickable links to the current partners and beneficiaries of IOM Moldova. A small text about each partner and major beneficiary could also be included, where applicable.

The **Tenders** page will provide information for interested eligible suppliers to IOM Moldova.

This page will also include information about the standard bidding process as well as notices of tenders/ quotations for the supply and delivery of products/services to IOM Moldova.

The page **Job Vacancies** should include a list of IOM Moldova current job/consultant vacancy notices. Vacancies could be posted both here and on the UN Moldova website (as per usual).

## Migration

**No drop- down menu. The “Migration” page will show clickable illustrations to go with the headings listed below:**

- Migration profile of Moldova
- Migrating from Moldova
- Immigrating or returning to Moldova
- World migration
- Key migration terms

The **Migration profile of Moldova** will include a text about the history and current state of the migration phenomenon in Moldova. It will also include interactive infographic elements to illustrate Moldovan migration statistics and other facts and figures in a fun and inspiring way.

**Migrating from Moldova** will be a page directed towards the target group of people who are interested in migrating from Moldova including: information about legal working contracts, how to successfully obtain visas and permits in the most common countries of destination, social insurance abroad etc.

**Immigrating or returning to Moldova** should be a page directed mainly towards people who are interested in immigrating to or returning to Moldova (after some time abroad). Information should include: How IOM can assist immigrants to Moldova, essentials on how to obtain visa/permit, foreigner’s status, trans-border crime, compulsory health insurance etc.

We could also provide information about different cultural centers in Moldova, activities organized for immigrants as well as IOM Moldova reintegration programmes for returning migrants and how to apply for them.

**World migration** will be a page which gives an overview of the migration phenomenon, covering the current state of world migration (for instance the migration crisis), and a list of organizations or agencies that study migration (and a link to their websites).

**Key Migration terms** will include a list of migration terms and their meanings, taken from the IOM International website: <http://www.iom.int/key-migration-terms>

## Our work

**No drop-down menu. The “Our work “page will show clickable illustrations to go with each migration theme/department listed below. Note that the “Facilitated Migration Services” theme has three subthemes that also need to be featured under “Our work”.**

- Migration Management
- Prevention and Protection - Counter trafficking
- Migration and development
- Facilitated Migration Services

Each department should on their respective **theme/department page** provide an introductory text on the migration theme concerned, the main efforts of IOM Moldova within this theme as well as what the visions/objectives for the future are. A banner on the right will include links to current project pages (see below) within the respective themes. Side banners will also include links to finalized projects and relevant publications related to the theme.

## Project pages under three themes/departments

**No drop-down menu. Clickable project names will appear on a banner to the right on the respective theme/department pages.**

Each project will have its own “**Project page**” including for instance: project summary, goals/objectives, results (presented in innovative ways), relevant project documents and a project overview. Links should also be provided to other relevant publications found under the publications page (see below).

#### **Migration Management**

- *Combating Irregular Migration and Transnational Crimes through Enhancing Institutional Capacity of the Bureau of Migration and Asylum in Moldova*
- *Eastern Partnership (EaP) – Integrated Border Management – Capacity Building Project*
- *Strengthening the institutional coordination capacity of the Moldovan Bureau for Migration and Asylum in the field of migrant reception, admission, regulation of stay and integration in the Republic of Moldova.*

#### **Prevention and Protection - Counter trafficking**

- *Strengthening criminal justice response to trafficking in persons, guaranteeing legal assistance to victims and potential victims and preventing domestic violence and hate crimes in Moldova*
- *Programme Against Human Trafficking in Eastern Europe*
- *Strengthening national efforts to protect human rights of (potential) victims of trafficking in persons in Moldova*
- *Reintegrating victims and potential victims of trafficking in human beings through specialised assistance with a focus on the Transnistrian region*

#### **Migration and development**

- *Consolidating Moldova’s Migration and Development Institutional Framework (MIDIDOM)*
- *Enhancing the Development of Moldova through Engagement with Diaspora-Homeland Partnerships (IDF)*
- *Supporting the implementation of the migration and development component of the EU-Moldova Mobility Partnership and harnessing its benefits for the residents of Transnistria (SIMP II)*
- *Mainstreaming Migration into National Development Strategies (MOMID)*

#### **Facilitated Migration Services**

- *Canada Visa Application Centre (CVAC)*
- *Travel Assistance*
- *Health Assessments*

## **Publications**

**Only one page under this heading**

The **Publications** page will include a search engine and a nice presentation of IOM Moldova's recent publications. It should also be possible to search for publications in an IOM Moldova archive, sorted per migration theme. The publications will be uploaded in PDF format. The page will also include a link to the IOM International Bookstore.

## **Press room**

**No drop-down menu. The "Press room" page will show clickable illustrations to go with the headings listed below:**

- News
- Media Coverage
- Gallery
- Campaigns

The **News** page will include a list of press releases/news about projects that we update and publish regularly. The latest posts under "News" should be reflected on the home page.

The **Media coverage** page will include a list of links to articles in the press, in which IOM Moldova has appeared, or been referred to.

The **Gallery** will contain uploaded photos from IOM events, videos of colleagues/beneficiaries who talk about our work, as well as infographics about migration, IOM Moldova's work, and IOM Moldova's project results.

The **Campaign** page will include information/extracts and links from campaigns that we take part in (from e.g. IOM International) as well as our own campaigns (for e.g. Facebook Contests etc.). The page should inspire people and make them want to get involved in different ways.

## **Contact us**

**Only one page under this heading**

The **Contact us** page will include IOM phone numbers, IOM Reception Email address and Media Officer's phone and email address, as well as general information on how to find us in Chisinau (map from Google maps, etc.).