

## Request for Proposals

# Panda.org 2.0

### WWF International's Website Strategy and Implementation

This Request for Proposal (RFP) invites experienced agencies to partner with WWF International in communicating a compelling global narrative that reflects WWF's purpose, aligns messaging, and strengthens our relevance with audiences across platforms.

This RFP is structured as two distinct phases. You may submit a response to any stating clearly which parts you're proposing to provide services for and which you are not.

### Introduction and High-Level Objectives

#### WWF's Mission

To stop the degradation of Earth's natural environment and to build a future in which humans live in harmony with nature, by:

- Conserving the world's biological diversity
- Ensuring that the use of renewable natural resources is sustainable
- Promoting the reduction of pollution and wasteful consumption

#### Background

As the world faces rapid change, the urgency of WWF's mission has never been clearer. The 2024 Living Planet Report revealed the sobering reality that our planet is in peril, and the next five years are critical to reversing biodiversity loss. Now, more than ever, we must act—together and with purpose.

WWF stands at the forefront of this challenge, with an essential role to play in mobilizing action and driving conservation impact over the next five years and beyond. To meet this challenge, WWF has committed to an ambitious new strategic framework that will unite our global network to address the most urgent conservation issues. This framework is designed to increase our ambition and innovation, inspire action, and facilitate the collaboration required to scale our efforts against the existential climate and biodiversity crisis.

Our approach addresses the key drivers of the crisis and ensures our actions deliver on global 2030 agendas, such as the Global Biodiversity Framework and the Paris Agreement. We are committed to a more integrated and focused way of working, rallying our entire network around a common vision to deliver meaningful and measurable change.

#### Context

Panda.org is WWF International's global website. Each of the WWF network offices; National offices (NO) & country offices (CO) have their own websites. In WWF's network, over 60 offices

use a centrally managed content management system (CMS), internally branded as PAD. PAD is managed by the Web Technologies team in the Communications department. The content on these local websites is managed by the communications teams based in the respective offices.

Originally launched in early 2000, this website has gone through multiple iterations to reflect our priorities. Panda.org was last significantly updated in 2016. To truly showcase the breadth and complexity of our mission, the website needs a complete overhaul. To give a sense of the scale of this project, consider the following:

- The website is currently comprised of roughly 20,000 pages, 50,000 press releases / articles & content contributed by more than 200 global users through a centrally managed CMS.
- Our website traffic has been in decline for the last few years signalling the need for a more engaging and user-friendly experience to re-inspire our audience.
- Our fragmented digital presence across numerous independent network office websites and microsites creates a challenge in providing a unified user experience and a comprehensive view of WWF's collective efforts.
- The CMS that powers [wwf.panda.org](http://wwf.panda.org) also powers over 60 WWF network office websites.
- If Panda 2.0 can be implemented on our current CMS through minimal effort, this would be our preferred approach. A due diligence exercise will be conducted after this project is completed and a new RFP may be issued if a new CMS is deemed necessary.

Our ambitious mission can only be realised through engagement and support from people around the world. The breadth and complexity of WWF's global work can be difficult for our audiences to grasp due to several factors including fragmented digital presence, the number of independent network office websites, and numerous microsites focussed on targeted project work. While the fragmented approach allows focus on a specific topic, it leaves open an opportunity to provide a consolidated bigger picture to our users.

## **Project Objectives**

This is not simply a website overhaul; it is a strategic initiative to unify the entire organization behind a cohesive narrative. We need Panda.org to be the definitive global platform that makes sense of our vast operations for all audiences. The solution must be an inclusive, accessible, and future-facing destination, with a clear strategy for longevity and a robust multilingual framework.

The content management system we use for Panda.org is also used by our country and network offices. This new solution must therefore be developed with a priority on compatibility and integration for content, technology and user experience - to serve as a unified digital platform across the entire network.

The goal is to transform Panda.org into a global digital powerhouse that joins the dots of our collective impact, drives awareness, and inspires action. We aim to achieve this by creating a unified platform that informs and engages diverse audiences, empowers our network, and builds trust to elevate our brand. The chosen agency must be a true partner in this mission, helping us to establish new ways of working that will enable this platform to succeed.

This RFP is for two distinct phases. The specific deliverables outlined in this RFP are subject to further refinement. The final scope of work, including a detailed list of all required deliverables, will be finalized during the contracting process.

## Phase One: Discovery and Strategy

This phase is dedicated to defining the purpose and a clear roadmap for Panda.org. We are seeking a unifying vision with a clear set of goals to guide the platform's future development. This vision should establish Panda.org as the definitive global destination, representing the unique functions of WWF International, amplifying the collective impact of the WWF Network while serving user needs.

The platform must also serve as a powerful engine for compelling storytelling and communications that inspire action, foster hope, and ensure WWF's voice remains resonant in an evolving global landscape.

The deliverables for this phase will form a comprehensive website strategy document, which will include:

### Discovery & Analysis:

- **Stakeholder Mapping & Surveys:** Align internal goals across the network and WWF International to influence product requirements.
- **Target Audience Analysis:** Determine priority audiences (e.g., supporters, partners, government, media, the public) and provide well-defined user personas.
- **Market & Competitive Analysis:** Identify gaps and opportunities by analysing the digital landscape and benchmarking against best-in-class platforms.
- **Technical & SEO Audit:** Conduct a full audit of the existing Panda.org site to inform the new strategy. This will include an analysis of current technical health, content performance, and organic search visibility.
- **Cross-Platform Customer Journey Mapping (CX Focus):** An in-depth analysis of the current user experience flow between Panda.org, National/Country Office websites, and microsites. This analysis must identify key friction points and present data-backed evidence for where fragmentation currently occurs.

### Strategic Blueprint & Key Deliverables:

- **Website Purpose:** Define the core remit and ambition of Panda.org. This document will set a clear vision and goals for the platform, establishing it as the definitive global destination that enhances engagement and builds brand resonance.
- **Global Content & Channel Strategy:** A clear, actionable plan that devises new content channels, a migration strategy, and a robust content governance model with key performance indicators (KPIs).
- **Unified User Experience (UX/CX) Strategy:** A detailed plan for optimizing site architecture, navigation, and on-site user journeys based on audience needs. Crucially, this must include specific recommendations on how to unify the user experience across all WWF digital properties—such as strategies for global navigation, auto-pulling regional content, or other standardization techniques—to ensure a cohesive experience for the global user.
- **UI/UX Design Strategy:** Whilst full development of wireframes and designs will be covered in phase two, the discovery process should include delivery of a proposed UX

and design approach, communicating the key tenets of the agency's proposal, setting out strategy and paving the way for full development of UX/UI deliverables in phase two.

- **Search Engine Optimization (SEO) Strategy:** An actionable SEO strategy designed to improve our organic search visibility, drive qualified traffic, and meet findability goals. This strategy should include recommendations on a keyword strategy, on-page and content optimization, a technical SEO roadmap for optimizing the website's technical health and performance measurement plan for tracking and reporting on key SEO metrics to ensure long-term success.
- **Comprehensive AI Strategy:** A detailed plan for integrating AI to enhance the website's functionality and user experience which includes optimizing the new platform for Large Language Models (LLMs) to improve content discoverability and relevance in a changing search landscape.
- **Staffing & Training Recommendations:** An assessment of personnel needs and a training plan to ensure high-quality delivery.

### **Strategy Presentation & Roadmap:**

- A final presentation summarizing the strategy for key stakeholders, along with a clear, high-level roadmap for phase two.

## **Phase Two: UI/UX Design**

This phase covers the execution of the approved strategy and the delivery of wireframes & functional HTML prototype of the new panda.org. The selected agency will lead the design and technical development, working closely with WWF International and the WWF Network to bring the new platform to life.

### **Scope of work**

#### **UX Design**

- Creation of wireframes for all key templates and user flows (e.g., homepage, landing page, article page, contact page).
- Emphasis on optimizing information architecture, usability, and conversion funnels based on strategic goals and best practices.
- Iterative Refinement: Presentation of wireframes based on stakeholder feedback and usability testing.

#### **UI Design & Prototyping**

- Creation of a comprehensive Design System (or Visual Style Guide), including the colour palette, typography, iconography, and defined styles for all core UI elements (e.g., buttons, forms, navigation).
- Creation of high-fidelity mock-ups for all key templates and unique modules/components.
- Development of interactive prototypes for key user flows to test the user experience and internal linking structure.
- The entire design must be fully responsive across all devices and optimized for accessibility (with ambition to reach WCAG 2.1 Level AA guidelines).
- Presentation of the visual direction and iterative refinement.

## **User Testing**

- The agency will plan and conduct user testing of the design concepts and prototypes. This testing must not only validate the proposed site architecture and navigation but also validate the content strategy by assessing the clarity, usefulness, and relevance of the proposed content types against core audience needs and goals. The agency will provide a clear report on all testing results, including actionable recommendations for improvements to both design and content strategy.

## **Functional HTML Prototype Development**

The agency will translate the approved high-fidelity designs into a fully functional, static HTML prototype.

- HTML5, CSS3 (using a pre-processor like SASS/SCSS is preferred), and vanilla JavaScript or a lightweight library. The code must be well-commented and organized for easy handover.
- The prototype must be fully responsive and tested on major browsers (Chrome, Firefox, Safari, Edge) and across various device sizes (mobile, tablet, desktop).
- Implementation of all interactive elements defined in the designs, such as:
  - Hover states for buttons and links.
  - Form field interactions (focus, validation states with dummy logic).
  - Animated transitions for menus, modals, and page sections.
  - Custom sliders, accordions, or tabs.
- All content within the prototype will be static or dummy (e.g., Lorem Ipsum text, placeholder images). The focus is on functionality and presentation, not dynamic content management.

## **Specific Requirements for the Deliverables**

### **Flexibility & Content-Agnostic Modules**

- All components (e.g., text blocks, card grids, testimonials) must be designed and built to be flexible.
- All components should gracefully adapt to varying content lengths (e.g., short vs. long headlines, one line of text vs. multiple paragraphs) without breaking the layout.
- The agency must demonstrate this flexibility during the review process by populating components with extreme content examples.

### **Compliance with Prominent Guidelines**

- Accessibility (WCAG): All designs and code must adhere to at least WCAG 2.1 Level AA guidelines. This includes proper colour contrast, keyboard navigation, ARIA labels, and semantic HTML structure.
- Performance: The HTML/CSS/JS must be optimized for fast loading. Consideration for best practices (e.g., image optimization, efficient CSS) is required.
- SEO Fundamentals: The HTML structure must follow SEO best practices, including proper heading hierarchy (H1, H2, etc.), meta tags, and clean, crawlable code.

### **Quality Control (QC)**

- The agency must have a defined QC process.

- Deliverables must include a report detailing:
  - Cross-browser and cross-device testing results.
  - Accessibility audit findings and resolutions.
  - A list of known issues or limitations, if any.

## **Deliverables**

The agency will provide the following upon project completion:

- Design System/Style Guide: A comprehensive guide detailing all design elements.
- High-Fidelity Mock-ups: Source files (e.g., Figma, Sketch, Adobe XD) for all page templates and components.
- Functional HTML Prototype: A link to a hosted version of the interactive prototype for stakeholder review.
- Complete Source Code: All HTML, CSS, JavaScript, and asset files, neatly organized and documented, delivered via a Git repository.
- Documentation: A brief readme file explaining the project structure, how to run the prototype locally, and any build processes used.

## **Appendix**

[The Annual Review](#) outlines our organisational goals and our strategy to address climate change and biodiversity loss in the lead-up to 2030.

## **Evaluation criteria**

Proposals will be evaluated against the following criteria.

- Relevant Experience & Case Studies (40%)
  - Demonstrated success in similar, large-scale projects.
  - Skill sets and qualifications of the proposed project team.
  - Quality and outcomes of past work, including a clear understanding of the project's scale and complexity.
  - A strong professional project team with excellent project management skills.
- Strategic Thinking & Methodology (40%)
  - Evidence of strategic thinking applied to previous digital transformations.
  - Soundness and originality of the proposed approach.
  - Depth of understanding of our project context, goals, and core challenges.
  - Clarity and structure of the proposal.
- Budget & Cost Effectiveness (20%)
  - Clarity and justification of the budget breakdown.
  - Ability to anticipate and plan for potential risks and technical complexities.
  - Value for money.
  - Competitive pricing.

## Key Timeline

This timeline outlines the key milestones for the proposal process.

- Deadline for clarifying any leading questions – 21th November 2025
- Proposal submission deadline: 28<sup>th</sup> November 2025
- Partner onboarding (for Project One): January 2026
- Phase One delivery: March 2025
- Partner onboarding (for Project Two): April 2026
- Phase Two delivery: July 2026

## Submission details

Submit by email to:

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Please include:

- Agency/consultancy overview and relevant experience.
- Proposed approach including internal consultation/co-design and timeline for the project.
- Detailed cost structure.
- Examples of previous work relevant to this brief.
- Team who will work on the project

Feel free to reach out if you have any clarifying questions.

We look forward to receiving your proposals and to building a partnership with WWF.

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