

CEPF Website Redesign and Redevelopment  
Addendum 5: Answers to applicants' questions  
18 October 2016

The deadline for questions has been extended until **Thursday, 20 October 2016**. CEPF will provide answers by Friday, 21 October.

Additional answers to questions posed by interested firms are posted as they become available on the CEPF website: [cepf.net/grants/Pages/Web-Design-and-Development-Consultant.aspx](http://cepf.net/grants/Pages/Web-Design-and-Development-Consultant.aspx)

1. The financial proposal may be included within the main technical proposal document.
2. CEPF does not have any existing systems for our grantees to login to. We are open to using something like Disqus, or another log-in system to facilitate grantee communications.
3. CEPF is interested in using HTML5, CSS3 and JavaScript to present CEPF's visual assets. For example, we would like to use animated and/or interactive graphs to present data. We're also interested in an animated and/or interactive representation of how CEPF works. The interactive asset does not need to be administered by the CMS, but it would be helpful. However, if the asset is in a template form that can be modified and customized for multiple purposes, by editing them in software such as Adobe CC, that would also work. We're also open to other suggestions.
4. To improve engagement with the website, CEPF plans to improve the organization and presentation of its content. We will consolidate content from multiple pages with similar topics into a single page format. In general, we aim to shorten our stories so that they are more easily digestible. We want to simply and obviously explain who we are and what's so great about what we're doing. While at the same time, providing the opportunity for visitors to read the more in-depth and wonky content. We want to leverage new technology to develop compelling visuals, such as using video and infographics where appropriate.
5. CEPF would like the website to generate more social media traffic. One possibility is to include sticky social media widgets or buttons that allow users to easily

share a page at any time.

6. Ideally, the new website would be primed to allow for the future development of a communications platform. The goal of a communications platform would be to build up the capacity of our grantees. The platform would facilitate the ability of grantees to share lessons learned, such as the challenges they have faced and their solutions, and best practices, such as how to manage a project.
7. For the French and Japanese websites, CEPF will most likely translate the full English site at a later date, and not concurrently with the production of the new website. However we are interested in suggestions on how to utilize technology to facilitate that.
8. The interactive map is very important to CEPF's visitors. Many grantees look for project opportunities in specific countries, so it is very useful to present the information with strong visuals and with an interactive component to enhance engagement. Ideally, CEPF's new grant management database, Salesforce's FoundationConnect, will include geo-coordinates for each project, and an API and/or the database's XML files will be able to pull those coordinates into a new interactive map (possibly developed concurrently with the new website).
9. CEPF wants the website to make clear that we're a partnership of the seven donors. In addition, the website is primarily about celebrating our grantees, working through them to protect biodiversity, the core of what we're doing. In terms of the grantee "Partners" section of the website in the top-level navigation, the list isn't specifically central to how we communicate about them. We will shortly move that top-level Partners/grantees to the "About" section.

### **Point of contact**

Further information can be obtained during office hours from

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