

## DIGITAL PARTNER FOR EVIDENSIA PLATFORM

### Request for Proposals | June 2022

#### About ISEAL Alliance

ISEAL supports ambitious sustainability systems and their partners to tackle the world's most pressing challenges. With our growing global network and our focus on credible practices, we drive impact and make markets a force for good. From the climate emergency and biodiversity crisis to human rights and persistent poverty, the world needs scalable and effective solutions. Our convening power and thought leadership accelerate positive change on these critical challenges, so companies and governments can meet their sustainability commitments and the UN Sustainable Development Goals.

Our membership works across more than a hundred countries, in sectors from forestry and seafood to biomaterials and extractives. Independent research illustrates their impacts in production, supply chains and business practices. [Through our strategy](#), we're aiming to increase our impact in tackling the biggest sustainability challenges of our time. Providing access to credible evidence on the impacts and effectiveness of sustainability systems is a key focus of ISEAL's work and a foundation to support achieve the goals of our strategy. The Evidensia initiative and platform play a key role in this.

#### About Evidensia: informing action for a sustainable future

High quality research must power action on sustainability. With growing commitment by governments and businesses to tackle sustainability challenges, the need for understanding what works where, why and how is growing. Evidensia's goal is to ensure that credible research and evidence positively influence corporate and government decisions regarding sustainable commodity production and sourcing. It does this by providing easy access, sharing credible content and supporting learning and interpretation through interactive tools and specific analysis.

[Evidensia](#) is the largest online repository for credible evidence on the impacts of market-based sustainable tools. It is the hub for knowledge and learning on how market-based sustainability tools and approaches impact key sustainability topics, in key regions and sectors with 1000+ resources to learn from. Launched in June 2019, the site brings together academic research, programme impact evaluations and systematic reviews, to provide an emerging picture of the impacts of market-based sustainability initiatives. Its interactive features such as the [Online Library](#), [Knowledge Matrix](#), [Geographic Map](#) and [Visual Summaries](#) allow users to work with evidence and apply the knowledge from research into everyday policy, practice and commercial decision-making.

Evidensia is growing into a globally accessed one-stop shop for credible information in this space. As of end June 2022, Evidensia has received more than 35000+ unique users from across 170 countries. It has partnered with [a range of research and outreach partners](#) to collaborate on content and engagement with the Platform and continues to actively seek collaborations. Our user survey confirms that users trust Evidensia and its content and approach and are willing to recommend it to peers as a knowledge resource. We have a growing profile of research, outreach work and learning events.

## Call for proposals for a digital partner for the Evidensia platform

ISEAL invites expressions of interest from digital agencies to be our digital partner for the Evidensia platform. This document lays out our expectations of agency needs and basic technical information required to understand how Evidensia ([www.evidensia.eco](http://www.evidensia.eco)) is set up and functions.

Key expectations from digital partner:

- Ensure smooth technical functioning of [www.evidensia.eco](http://www.evidensia.eco)
- Complete maintenance and upkeep of the Evidensia website with regular updates, maintenance, and improvement to improve efficiency and site performance against an efficient monthly support package
- Provide agency support to scope, develop and implement new features or functionalities that we might wish to build based on project funding available
- Provide supplementary support to ISEAL regarding Evidensia's performance (including but not limited to) on topics such as Google Analytics and assessing User Journeys and Site Performance, advisory support to ISEAL on technical matters linked to the Evidensia Platform (such as how best to connect, interlink or sync with other third party platforms and develop APIs to share specific features etc).
- Maintain appropriate documentation for all issues and changes, including clear comments in code

Other expectations from digital partner:

- Demonstrate an ability to quickly understand requirements and propose credible well-designed solutions that deliver the desired outcomes for the target audience
- Provide accurate and realistic quotes for development work together with frequent and transparent cost tracking to ensure delivery on time and within budget
- Manage development projects in an efficient, open, interactive manner, working closely with the ISEAL team
- Work comfortably in a virtual team environment with ISEAL team members in different countries
- Understand ISEAL's vision and work as a charity and seek to provide the best, most sustainable solutions to support our work

**Agencies interested in applying for this role should submit a detailed proposal with the following information (at a minimum):**

- **Why you are interested in taking this on and working with ISEAL / Evidensia**
- Provide evidence of working with and supporting complex Wordpress based digital platforms
- Provide evidence of support and maintenance offerings (ideally including references to existing clients for whom you provide such a service)
- Examples of work with charity sector clients
- Explain the details of support packages available including rates, charging for additional work, nature of team set-up
- Clarify the hosting environment that the agency prefers to use
- Explains the process of developing new features that you would follow and costs for this
- Raise any technical questions that they may have about Evidensia

All proposals should be sent to Vidya Rangan, ISEAL's Senior Manager at [vidya@isealliance.org](mailto:vidya@isealliance.org) . RFPs will be considered on a rolling basis until we find the right partner.

## Annex – technical information about the set-up of the Evidensia Platform

### Hosting

The Evidensia platform is currently hosted using platform.sh. ISEAL manages this account and we would prefer to continue using this set-up for hosting unless strongly recommended to shift by our new digital partner.

### Platform Architecture

- Evidensia is currently on Wordpress 5.9. The setup is different to standard Wordpress. It uses a framework called lumberjack and the structure of WordPress used is called Bedrock Wordpress.
- Evidensia is hosted with platform.sh and ISEAL manages via the hosting account.
- There is elastic search functionality used to power the online library. The code for this is within the theme.
- Code is securely stored in bitbucket with all developments documented

The platform consists of a WordPress site which is heavily supplemented by a custom-coded backend. The main components of the custom code are Lumberjack and Eloquent ORM although range of other libraries and plug-ins are also used.

Developers working to maintain and enhance the site will need to have significant experience of;

- PHP
- MySQL
- Nginx
- Composer
- Elasticsearch
- WordPress
- Laravel\Lumberjack (whilst Laravel is not specifically used, there's a significant degree of overlap in terms of the approach between it and Lumberjack)
- Eloquent ORM
- JavaScript/CSS, etc.

Experience of other software used in the platform is desirable but not essential. Further details on the platform architecture and software will be made available on request.

All of Evidensia's core technical structure and back-end and front-end functionality are documented. Handover calls will be set up with the existing agency once the partner is selected.