

Central Africa Obs Website: Design Brief



1. Project overview and goals

Intro to the Global Initiative against Transnational Organized Crime (GI-TOC)	The Global Initiative is an independent civil-society organization headquartered in Geneva, Vienna, and Cape Town, with a globally dispersed Secretariat and a high-level advisory board. Its network members include prominent law enforcement, governance, and development practitioners dedicated to seeking new and innovative strategies and responses to organized crime. (www.globalinitiative.net)
Intro to the project	Setting up the GI-TOC Observatory on Organized Crime and Violence in Central Africa in partnership with ISS, funded by the EU.
Summary of objectives and goals	Publish a website of the CA Observatory alongside a data tool visualization (similar to WEA OBS hotspot mapping)
Context	Regional
More info on the project	/
Does the website require its	YES

own domain name	
Multilingual	Yes - English and French

2. Target audience

Typology of users	<p>The target audience is mainly represented by the general public, but other audiences with potential interest in the digital tool also include:</p> <ul style="list-style-type: none"> • Policymakers • Law enforcement • Regional organizations • Multilateral actors/organizations • NGOs and think tanks • Civil society, community leaders • the media community • Academia • the Private sector
Demographic info	<p>The target demographic audience is</p> <ul style="list-style-type: none"> • User-friendly for wide access but attractive to media/ advocacy/ youth <p>The GI-TOC digital audience mainly comprises young professionals, with 69.3% of users under 45 years old. 14.5% between 45 and 54, and the remaining 16.2% is 55+ y/o.</p>
GITOC digital engagement	<p>The GI-TOC total reach in 2024 consists of over 2 million users for its main platform (globalinitiative.net) and the various subdomains and digital platforms (example: ocindex.net)</p>

3. Scope of work

Website primary features	<p>Users will be able to get comprehensive information about the Observatory, the GI-TOC and partner organizations.</p>
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	Users can download pdfs, read article and digest multimedia content that will be uploaded and stored in a native CMS (preferably, Wordpress)
Other Functionalities	The Data portal features a visualization experience of criminal economies and trends in the region, as well as organized crime actors. Users will be able to customize the data dashboard and adapt the data to a specific country/area, criminal market, or specific type of goods.

4. Design requirements

Branding guidelines	See the Visual Identity Guide
Visual style preferences	New visual identity needed - logo already developed
References	/

5. Content requirements

Text	The GI-TOC team will provide the copy. The website must be optimized for search engines/include fields that will allow us to optimise it.
Multimedia	The website must be able to host articles and multimedia content such as videos and podcasts via its own CMS (preferably, Wordpress).
Description of the interactive tool	The portal will be the official website of the Observatory, it will include an interactive data visualization tool (which can be developed later) that will be similar to the West Africa Illicit Hub Mapping

6. Timeline and budget

Key milestones	<ul style="list-style-type: none"> • APPLICATION PERIOD: 20 November - 19 December • SHORTLISTED CANDIDATE: 8-12 January • INTERVIEWS: 15-19 January • SELECTION OF THE WINNING PROPOSAL: 22 January <p>Phase 1: Beta website</p> <ul style="list-style-type: none"> • Deadline to submit text and data from the research team to the agency: 29 January
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	<ul style="list-style-type: none"> • FIRST DRAFT/Concept/Round of Approvals: 16 February • FINAL ROUND OF APPROVAL/Legal review (GI-TOC and Donor review): 29 February • Launch of the beta website: 30 March (End of Q1 2025) <p>Phase 2: Implementation of the Mapping/Data Visualisation Portal</p> <ul style="list-style-type: none"> • Launch of the final website: TBD
Deadline	The beta website must be fully operational and accessible by March 30th, 2025. The launch date of the full website, which includes the Data Portal, is yet to be determined.
Budget Range	EUR: 25.000 - 35.000

7. Proposal submission details

What to submit	<p>Submit a single .PDF file (10 mb) including; The project proposal; Short bio/CV; Portfolio (up to 10 images, up to 3 video links).</p> <p>The preferred format for the PDF is widescreen (16:9), similar to a powerpoint presentation.</p>
How to submit	<p>Send your proposal to Claudio Landi, Head of Digital Projects at the Global Initiative, using the following email address: claudio.landi@globalinitiative.net</p> <p>Do not hesitate to share questions or request further details at the abovementioned email.</p>
Selection criteria	<p>Portfolio/Expertise: The agency's portfolio is essential to assess if the design style aligns with our brand guidelines. Preferably, past work should show experience in the nonprofit sector or within the relevant region.</p> <p>Pricing: We will consider the pricing structure and whether it aligns with our budget. Pricing transparency and a detailed cost breakdown are required.</p>