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Call for proposals:

Development of the Global Drug Policy Index's logo, branding and website

ABOUT THE GLOBAL DRUG POLICY INDEX (GDPI)

In 2020, the Harm Reduction Consortium¹ submitted a successful proposal to the Robert Carr Fund (RCF) to deliver a new project titled: 'The Global Drug Policy Index (GDPI): A bold new approach to improve policies, harm reduction funding, and the lives of people who use drugs'.

The GDPI project aims to develop and implement a new composite index to document, measure and compare government policies related to drugs deemed illicit. Utilising data from governments, the United Nations and other authoritative sources, the Consortium seeks to construct a transparent index that allows users to assess the performance of a single state over time, as well as to compare states at any given time. The GDPI will adopt a comprehensive understanding of drug policy, including indicators from areas such as public health, human rights, security and access to justice.

THE BRIEF

Introduction

The GDPI will be housed in a brand-new website with relevant branding (including a dedicated logo). The website will display data to a diverse audience, which is why it is imperative that the design is engaging, accessible and prioritises ease of use.

The GDPI has two key functions: advocacy and information. As such, the GDPI's website should be designed with civil society and community-led organisations' advocacy needs in mind (they will be the end users of the Index). At the same time, the website must be seen as an indispensable, reliable and robust source of information for civil society, government and United Nations representatives and academics.

The logo and branding should reflect the website's functionality and contribute to its appeal.

Overall look and feel

The new website should be easy to navigate, light and uncluttered. In seeking inspiration, we particularly appreciated the *to-the-point* architecture and colour scheme of the [Blue Peace Index](#), as well as the intuitive search and navigation functions of the [Human Rights Tracker](#). The map-centred design of the [Blue Peace Index](#), [Global Hunger Index](#) and the [Corruptions Perceptions Index](#) are attractive and informative, yet do not overwhelm the audience with academic data.

¹ For the purposes of this project, the Harm Reduction Consortium comprises: the *International Drug Policy Consortium* (IDPC) as the lead partner, *Harm Reduction International* (HRI), Youth RISE, the *Women and Harm Reduction International Network* (WHRIN), the *Middle East and North Africa Harm Reduction Association* (MENAHRA), the *European Network of People who Use Drugs* (EuroNPUD), the *Global Drug Policy Observatory at Swansea University* (GDPO), the *Eurasian Network of People who Use Drugs* (ENPUD), and the *West Africa Drug Policy Network* (WADPN)—with the *Eurasian Harm Reduction Association* (EHRA) as an additional, non-financial partner.

Expectations

1. Easy to use for a diverse audience

The website should translate the GDPI's wealth of data in a way that is accessible to a broad range of audiences, intuitive, attractive and informative. Different individuals will want to engage with these data at various levels of detail, and the website should enable this.

2. Easy to update and maintain

The GDPI will be updated with new country information at regular intervals, so it will be important that the website allows for new information to be added easily over the years without it representing an unreasonable burden on website maintenance processes. The website should also facilitate feedback to come from users, including queries and suggestions regarding the data themselves.

3. Professional and credible, not unconcerned

The GDPI is a collaborative endeavour of civil society organisations, community-led initiatives, and academia. The website and branding should, therefore, reflect this, and avoid overly 'corporate' aesthetics.

4. Accessible

The website should be accessible to people with limited bandwidth and people with different abilities. The website should also be fully compatible with mobile device browsing.

5. Multilingual

The website should be available in English, Spanish and French. We look forward to receiving advice on how best to present multilingual content in a way that does not leave glaring gaps when translations are not available.

6. WordPress-based

Considering project partners are mostly familiar with WP, we have a strong preference for this CMS.

7. A data-rich, people-centred tool

The project's ultimate goal is to contribute to the health and welfare of our communities. As such, the website should be able to present the data in ways that relate to human stories and experiences. In addition, the data should be downloadable, including via attractive and easy-to-digest graphs/infographics.

8. Map-centred

The interactive, colour-coded word atlas will be the website's centrepiece. Website users should be able to filter the maps and the data by country and indicators, as well as by year for future iterations of the GDPI.

9. Printer friendly

The website should include features such as printable scorecards, maps, and country reports.

10. A collaborative development process

The final products of this project will be owned collectively by a consortium of organisations, maximising its reach and impact. This also means that the development process should create space to gather iterative feedback from project partners.

Timeline

There will be two major deliverables in this project:

- The **logo, branding and colour scheme**, which should be ready by the end of April 2021.
- The **website**, ready to be launched on 1st August 2021 (test version expected in July 2021).

RESPONDING TO THIS CALL FOR PROPOSALS

Budget

We expect to invest between 20,000 USD and 30,000 USD on the development of the project's website and branding, depending on the complexity and quality of the tendered project.

Your proposal should disaggregate the costs related to the website development vs. those related to the logo and branding development.

As a collective of not-for-profit organisations and community initiatives, pro bono elements within a proposal will also be positively received.

Language

Proposals are welcome from all around the world, but the working language for this project will be English.

Content

Proposals should provide a clear indication of:

- the overall vision for the development of the project,
- a detailed timeline,
- a disaggregated budget proposal (see above), with indication of the desired payment schedule (please, note that at least 50% will be withheld until project delivery), and;
- a portfolio with relevant links, demonstrating your capacity to successfully complete this project.

Submission

Proposals should be submitted by **3 March 2021**, via e-mail to Juan Fernandez Ochoa, IDPC Campaigns & Communications Officer (jfernandez@idpc.net). Please ensure the subject contains the following in the subject line: GDPI Website & Branding development

Award decisions will be made by 8 March 2021 at the latest.

Please note that we will only be able to respond to proposals that respond to this brief.