

Request for Proposals

CREATIVE WEBSITE AGENCY

May 2025

The Institute for Human Rights and Business (IHRB) is looking for a new **creative website agency and/or freelancers** to lead the maintenance and development of our website: ihrb.org, as well as other key digital builds.

IHRB's main website was rebuilt and launched in August 2024. We have also developed several microsites in the past year (listed later in this document).

Why now?

Our current web agency (who we loved working with!), have decided to shutter their website services, and therefore we are looking for a new partner to support us. Please note that we are open to splitting the services we require between freelancers and / or agencies.

We are looking for an agency to:

1. Provide strategic support to IHRB's communications team to optimise IHRB's main website and affiliate sites to meet our audience needs online.
2. Provide maintenance support for IHRB's suite of websites – built on Craft CMS and hosted on Servd.
3. Provide website analytics support to ensure accurate and reliable tracking and measuring of data on the IHRB suite of websites.
4. Deliver standalone digital projects such as new website builds for key projects.

We'd like to receive proposals that break down costs into three areas:

1. **Strategic support:** Conduct a review of the website and develop a strategic proposal for optimising the website that aligns and contributes to IHRB's communications' and organisational strategy (some of this review has already been done, but we'd like to draw on your expertises). We'd like you to carry out a strategic review at least once a year.
 - *Quote for a yearly strategic review*
2. **Design and development:** Implement agreed development and design optimisations for usability and design improvements
 - *Costs may vary but please quote for hourly or daily developer rate*
3. **Maintenance and support:** Maintain IHRB's suite of websites with updates to its CMS (Craft) and management of its hosting (Servd)
 - *Quote for a basic support package (either billed monthly or annually)*

If you would like to quote differently just let us know.

Additional projects on the horizon:

- The development of a custom interactive, multimedia template for our JUST Stories project - a story-led project featuring stories of people driving energy transitions around the world. Example:
<https://www.nytimes.com/2022/12/23/insider/snow-fall-at-10-how-it-changed-journalism.html>
- Optimisations to our main website ([IHRB.org](https://ihrb.org)) which have been collated in a six month review.

More about IHRB and our website:

The [Institute for Human Rights and Business](#) (IHRB) is the leading global think tank working to ensure corporate activity respects the rights of workers and communities. IHRB works on a broad range of focus areas including the *Built Environment, Commodities, Migrant Workers, Just Transitions, and Oceans*.

In 2024 we redeveloped our website to become a more strategic tool to help us achieve our mission and associated communications objectives.

Our aim was to develop a website that:

- makes the case for human rights through compelling and convincing editorial content;
- shows practitioners how to make human rights part of everyday business through simple user journeys and navigation through our vast library of practical resources;
- reinforces our mission at every turn, as well as our refreshed brand, and that brings other IHRB microsites under one brand roof

Timeframe

Ongoing / ad hoc projects, usually 1-2 per year

How to apply

Interested agencies and consultants are invited to submit a proposal which should include:

- A short proposal matching the services required along with a portfolio of your work.
- Your proposed quotes requested in this document + your fixed fee/day rate (including VAT/tax if applicable)
- Names and contact details for two references (these will not be contacted without permission).
- Please send proposals to IHRB's Communications Coordinator deborah.sagoe@ihrb.org by **Friday 23rd May**.
- Shortlisted agencies / consultants will be invited to meet our communications team and run through your proposal and questions for our team **w/c 26th May**.