

# Term of reference: Web design and development

The Hot or Cool Institute is looking for an individual or team of web designers and developers to work with the Hot or Cool Communications team to create a new organisational website.

## About the Hot or Cool Institute

The Hot or Cool Institute is a public interest think tank that explores the intersection between society and sustainability, we bring together researchers and practitioners to facilitate solutions to global problems.

## Background information

The current Hot or Cool website ([hotorcool.org](http://hotorcool.org)) was launched when the organisation was founded in 2020 and has gone through piece meal updates since then. However, we are now in need of a fresh website to feature our updated visual identity and fully represent the breadth of our work. This Terms of Reference includes the scope of work for Phase I of a new Hot or Cool website. Additional phases will be scoped and developed at a future date dependent on the development of Hot or Cool's work. The phases of the project are envisioned as follows:

**Phase I:** A new Hot or Cool website that features the updated visual identity, the updated mission, vision and structure of the organisation, and fully and effectively represents the depth and breadth of Hot or Cool's work (static content only)

**Phase II:** The addition of a 1.5 Lifestyles database that makes in-depth data easily accessible to researchers, scientists and policy analysts (dynamic content)

**Phase III:** The addition of a members login space that makes webpages and additional content available to a select group of individuals

## Scope of Work

The new website will require both new design elements based on the existing Hot or Cool branding guidelines and full development of a new Wordpress website that can accommodate existing website content as well as a few new elements.

The selected candidate will collaborate closely with the Hot or Cool Communications Team, specifically the Engagement and Communications Lead who will oversee the project. The Hot or Cool Communications Team will lead on the development and uploading of all new web content and will be closely involved in the review and finalisation of design and development processes.

These are the needs for Phase I of the website:

### Web design needs:

- An engaging visual identity for the new website based on the existing Hot or Cool visual identity/branding guidelines
- All design assets that are needed for Wordpress modules and to fill out the visual identity across the website
  - Any associated design files will be shared with Hot or Cool for potential further use
- A fresh look and design of the website homepage to improve appearance, editability and understanding of featured content

### Web development needs:

- Full development of a Wordpress site to accommodate existing content from hotorcool.org as well as some updated and additional material
  - For this stage of the project, all content on the website will be static
- Development of a full menu of Wordpress modules that can be used easily across web pages by the Hot or Cool communications team
- Transfer of existing hotorcool.org content to new website as needed
- Running of technical aspects of the website launch

## Evaluation and Selection

### Proposal Content

In your proposal, please include the following elements:

- Resume or portfolio which includes examples of previous similar projects and other relevant work samples
- A cost breakdown and total budget for the scope of work described above

- A timeline of the design and development process with the website launch taking place on 31 January 2025

### **Selection Criteria**

Our selection of a candidate will be based on the following criteria:

- Quality and relevance of portfolio
- Competitive budget for full project
- Clarity of communication and capacity to collaborate with the Hot or Cool Communications Team

### **Submissions**

All proposals should be submitted by 30 September to Dana Vigran, Hot or Cool Engagement and Communications Lead at [d.vigran@hotorcool.org](mailto:d.vigran@hotorcool.org).