

# New website project

“... Parties highly value efforts to communicate the Ramsar message and to that end the budget includes only modest investment over the coming triennium in the website and other communication technology. Information management is also important and provision is made for some investment here too.”

(From the Conference Report of COP11, page 61).

## Progress report to SC46

Day 4: Thursday, 11 April

# Topics

**What is the website project?**

**Why do we need a new website?**

**Project timeline and resources?**

**What are the expected benefits?**

## What is the website project?

### **An assessment of:**

- How people currently use our site
- How information is structured
- How it could be structured better
- How Ramsar communications and information sharing can be improved

## Why do we need a new website?

**There are three reasons:**

**Reason 1: Strategic**

**Reason 2: Practical**

**Reason 3: Technical**

## Why do we need a new website?

### Reason 1: Strategic

Strengthen strategic positioning of the Ramsar Convention and communicate:

- “What we are about” (Mission)
- “What we want to achieve” (Goals)
- “How we achieve our goals” (Strategies)
- “Results of our goals” (Results)

The website is the key communication tool to share wetland success stories from around the world ...

## Why do we need a new website?

### Reason 2: Practical

#### It will help the Ramsar Secretariat:

- To improve efficiency of publishing process
- To find information, faster, easier
- To achieve 2012-13 Work Plan activities, including new RSIS integration
- To demonstrate the impact of the Convention worldwide

## Why do we need a new website?

### Reason 3: Technical

- Current system support expiring, company no longer will support the website publishing tools
- Need a system that is more flexible, less expensive to maintain, easier to publish

## Project timeline and resources?

Phase	Action	By when/dates
1	Data gathering/analysis/survey; preparation of requirements	Completed February 2013
2	Request for Proposal; intents to bid deadline	Completed 31 March
3	<b>Determination of vendor (interviews next week), sign contracts</b>	<b>2 to 22 April</b>
4	<b>Redesign of new CMS with vendor</b>	<b>1 May to 14 June</b>



## Project timeline and resources?

Phase	Action	By when/dates
5	Development of the CMS with selected vendor	17 June to 31 July
6	Data migration and testing phase	1 August to 30 September
7	Pre-launch, launch, post-launch work	1 to 15 October
8	Official beginning of hosting and maintenance agreement	15 October 2013

## Project resources?

### Ramsar Secretariat team

- Project manager (responsible for the overall operational steps of the project)
- Communications Officer
- Vendor's selection Panel also includes CEPA Programme Officer and IUCN Internet Applications Manager

### Vendor's team

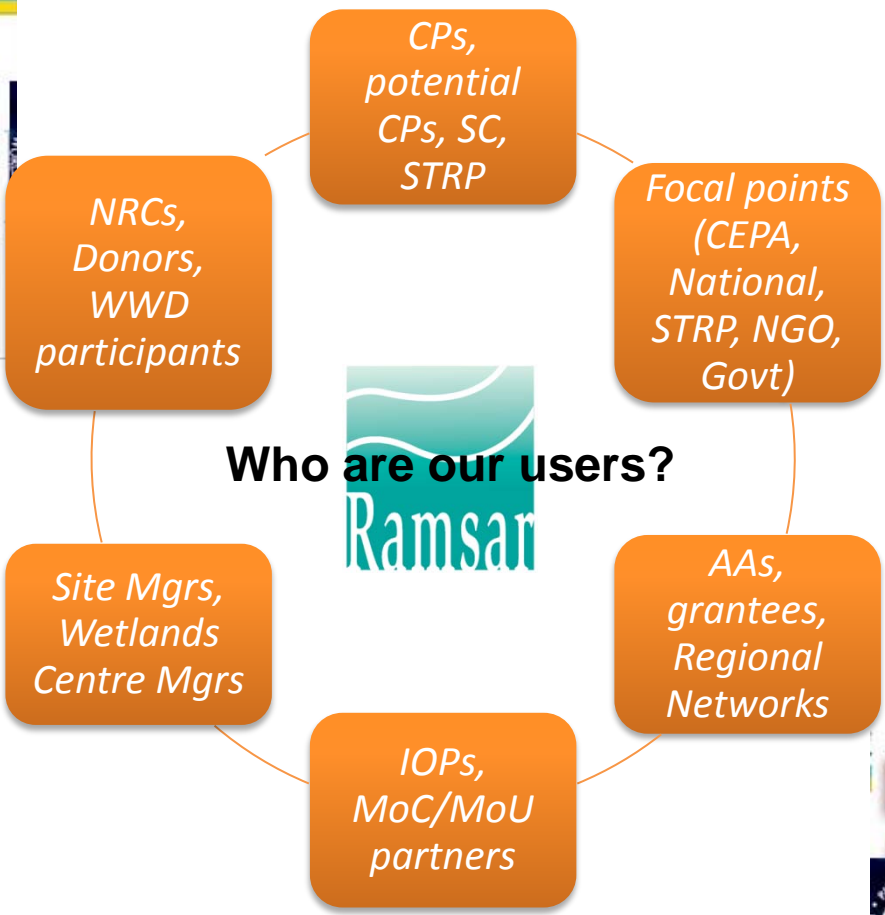
- Technical web project manager
- Developer
- Tester, and
- Visual designer

## Budget for new website project?

- Approved core budget for website - external vendor/new CMS project and maintenance/hosting costs in 2013-2015.
- The Conference of Parties supports communications work, including improving the Ramsar.org website.

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# Expected benefits for users?



## Expected benefits?

### Short term benefits (in 2013)

- Prioritise information for partners & constituents to help them increase their capacity to deliver the Convention's messages
- Engage with Ramsar partners & constituents better
- To share information and expertise better through RSIS and other information portal integration

## Expected benefits?

### **Medium Term (2014-2015)**

A new website helps the Ramsar Communications Team identify key Convention needs, including produce a communications plan that helps us serve the Convention better

### **Long term (2015 beyond)**

Add new features to our website in line with the Convention's work plan and strategic goals

# Thank you!



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