



Redesign of the www.fidh.org Website

Call for Tenders

Presentation of FIDH

The International Federation for Human Rights (FIDH) is a non-governmental organization founded in 1922, bringing together nearly 200 human rights organizations working for the promotion and protection of the rights and freedoms of everyone in nearly 115 countries around the world. FIDH conducts advocacy actions, documentation, strategic litigation, and support for human rights defenders.

Purpose of the Assignment

FIDH wishes to redesign its website www.fidh.org, which has not been redesigned in 10 years. This redesign is at once technical, graphical, editorial, and strategic. It forms part of FIDH's 2023–2030 strategy aimed at improving the visibility of its work in order to influence decision-makers, be recognized by a broader audience beyond its traditional targets, and highlight its network of organizations and the actions carried out jointly.

It also aims to make its activities and impacts more readable and visible, and to encourage the engagement of individual and institutional donors, in a context of declining public funding for human rights organizations, which creates challenges for the financing of international solidarity NGOs.

This redesign is led by FIDH's communications department, with the support of an external consultant. The terms of reference for the call for tenders are the result of prior analytical work, internal consultation with teams, and benchmarking. They are intended to guide the redesign of the website, which will be carried out between July 20, 2026 and February 1, 2027 at the latest.

FIDH is seeking a technical service provider capable of carrying out the development of the new FIDH website, its graphical and technical redesign, and the migration/integration of its editorial content, through testing and final delivery. The service provider is expected to be able to analyze and recommend technical solutions for a range of design issues identified by FIDH (ergonomics, interoperability, security, modules, integration of mini-sites, etc.), detailed in the specifications. The website must be developed on a CMS: the call for tenders is open to SPIP, Wordpress, Drupal

or other available CMS developers, insofar as the service provider justifies in its proposal the choice of CMS in terms of relevance to the needs listed by FIDH and IT security considerations (in particular hacking and interference). The service also includes corrective and application maintenance of the website after the redesign for a minimum period of six months, followed optionally by an annual package.

Expected Services

- Framing and planning of the redesign stages and schedule
- Technical analysis, assessment, and recommendations for conducting the redesign of the FIDH website (CMS, hosting, accessibility, SEO, ergonomics, responsive mobile, UX, interoperability with other FIDH web services, administrator interface, AI, etc.)
- UX/UI design: site architecture, mockups and design proposals (at least two proposals), wireframes, plugins, user testing
- Web development of the new FIDH website according to the technical choices validated by the organization, integration and migration of content, CMS configuration, plugins, syndications, development of modules and forms.
- Testing and production launch, testing, bug fixing, online deployment
- Documentation support (CMS)
- Post-delivery corrective and application maintenance, backups, option for annual corrective, application and evolutionary maintenance
- Reversibility guarantee and transfer of intellectual property rights (design, deliverables, source codes, produced content).

Expected Deliverables

- Analysis note and technical recommendations requested in the specifications (security, syndications, modules, plugins, AI solutions, etc.)
- Functional site architecture
- Desktop and mobile UX/UI mockups (at minimum homepage, standard content, functionalities), wireframes and transmission of source design files
- Technical documentation (CMS, accessibility, security, administration)
- Commented source code and database structure
- Complete, responsive website, functional on all browsers, compliant with accessibility and security standards, optimized for SEO and front-end performance.
- Three “standard” modules for future internal developments (see below)
- Functional donor area (see below)
- Corrective maintenance and technical support

Expected Profile

- Experience in redesigning and developing CMS-based websites
- Experience in UX/UI design and webdesign
- Ethical approach, GDPR commitment, accessibility awareness
- Ability to propose technical and security solutions

- Experience with non-profit organizations appreciated but not mandatory
- Proficiency in FIDH's three statutory languages (French, English, Spanish) is appreciated

Call for Tenders Schedule

The call for tenders is open from June 23 to July 8, 2026. Questions should be sent by email to aosite2026@fidh.org before July 1, 2026.

Technical and financial proposals are expected by July 8, 2026 at midnight, Paris time. They should be sent by email to aosite2026@fidh.org.

The selection of the service provider and possible interviews with shortlisted candidates will take place during the week of July 13 to 17, 2026.

Notification of the selected candidate will be sent no later than July 20, 2026, for a project start during that same week.

Offers must contain:

- A technical proposal (maximum 10 pages) including a presentation of the service provider(s), a working methodology, a functional and technical proposal (choice of CMS and justification, technical proposals linked to the needs specified in the specifications, commitments regarding security, GDPR and accessibility), and a production schedule including validation phases.
- CVs of the team members involved in the assignment
- A detailed financial proposal, expressed in EUR excluding VAT and including VAT, specifying the options requested in the call for tenders.
- Examples of previous work (development and/or redesign of websites or other web products).

Offers will be evaluated according to the following criteria:

- Service provider profile: experience, expertise, values, profile of the proposed team (20%)
- Understanding of FIDH's request (10%)
- Quality of the proposed methodology (20%)
- Quality and relevance of the technical proposal (20%)
- Financial proposal (20%)
- Ethical and responsible approach (10%)

Specifications

Diagnostic

The current FIDH website has not been redesigned for more than 10 years. It no longer meets FIDH's communication needs and objectives in several respects.

Technically, a certain number of essential functionalities are not available (e.g. one-click sharing or PDF generation); the limitations of the website do not allow the development of modules (reports, campaigns, projects) and lead to the creation of peripheral mini-sites to the detriment of consistency, image and SEO, with uneven quality levels (security, GDPR, quality, fragmentation of the digital community, donation campaigns outside donor pages, links redirecting to old articles); accessibility is limited; the multilingual module is cumbersome to manage; performance is uneven; SEO is unsatisfactory; the website is not ergonomic.

From an editorial perspective, the site architecture follows an internal organizational logic rather than being oriented toward users' needs; navigation is complex; very old content coexists with new content and harms SEO; the architecture is obsolete; there are no contents, spaces or functionalities adapted to donors and funders; information is not adequately prioritized (also due to a lack of editorial guidelines and coordination among editors); the CMS is also outdated in terms of administration interface; editorial links with FIDH social media are non-existent; article classification/tags are ineffective (17 categories of article types, articles that cannot be classified because there is no suitable topic/section, inconsistent themes, etc.); website articles are not written for the web but are often intended for other uses and simply published on the site.

Strategically, digital communication and donor communication are carried out disconnected from the FIDH website, and the website fails in its mission as a communication tool, being used more as a database/archive and as an online publishing tool to generate URLs.

At the graphic level: the new FIDH visual identity guidelines are not reflected in the current website.

Objectives and Targets of the Redesign

The new website must serve as a showcase website for FIDH, supporting its visibility and identity. It must enable:

- Offering a user journey adapted to the main target audiences, namely:
 - o current or future "supporters" of FIDH – people committed (or likely to become committed) to human rights or related causes, people who already support it (donors, social media followers, etc.), prospects, strategic and financial partners (institutional donors, private foundations, etc.);

- o current or future “allies” of FIDH – organizations committed to human rights worldwide, especially organizations with which it works (its members, civil society, partners), as well as human rights defenders and specialists (lawyers, activists, experts and researchers);
- o “institutions” – political representatives, decision-makers and influential individuals targeted by advocacy messages (governments, international institutions, etc.);
- o journalists.
- Highlighting FIDH’s impacts and actions through curated and selective editorialization (web standards, web writing, ergonomics, navigation, performance, responsiveness, accessibility, etc.) updated in line with its identity and current advocacy efforts (thematic tags, graphic charter, etc.);
- Encouraging engagement and optimized conversion pathways for large and small donations, whether individual or institutional;
- Incorporating the use of AI for certain functionalities (translations, SEO);
- Reintegrating FIDH mini-sites and proposing turnkey modules for future campaign, educational and project needs;
- All while complying with security standards, accessibility standards, FIDH values and GDPR requirements.

Website Positioning

The new FIDH website will be a showcase website hosting a resource center within it.

The showcase website will be the main web communication tool of FIDH, aligned with the 2023–2030 strategy and the institutional communication and fundraising objectives mentioned above. It will be managed by the communications department.

Its content will include institutional FIDH content (presentation, etc.), and relays in the form of news, impacts or calls to action concerning FIDH activities as deployed/relayed on other platforms (social media posts, urgent appeals for defenders, member organization news, release of a FIDH “resource,” press releases, podcasts, etc.). These contents will be available in FIDH’s three statutory languages, with the possibility of creating articles in additional languages.

It will be designed based on a “standard” NGO showcase website architecture including at minimum:

1. An institutional section (“who”) kept up to date (including who we are, members – map, database – latest reports and organizational chart);
2. An actions/impacts section (“what”) regularly updated with news, briefs, portraits, interviews, latest publications, press releases, announcements of new positions or projects, etc., with the possibility to search by subject or geography;
3. A call-to-action section (“how”) focused on donations, mobilization, engagement, petitions, donors, etc. A donor area is planned.

On the homepage, this content may be strategically highlighted according to criteria such as current events, relevance (key theme, specific angle) or target audience (press area, donor area, etc.) – evaluate the possibility of profiling via AI.

Part of this content will be migrated, while the rest will be specifically created and integrated for the new website.

The website will host a resource center, also fed from the administration interface with specific access rights (editors).

Its purpose: to make available, in a selective, hierarchical and organized manner (with a robust search engine and an adapted thematic system), a selection of FIDH resources enabling the analysis of human rights situations from a Fact Checking and documentary perspective.

These are secondary contents, meaning they are not designed for the web, but intended to reach other audiences through other formats and are distributed independently.

However, relaying them on the website remains relevant in order to document a situation in a country, on a case, or on a thematic issue, and to facilitate research, by civil society or the human rights community, for a series of key documents on a situation or issue. This does not concern the 8,700 documents currently available on the FIDH website (which will be archived separately), but rather a selection including at minimum: reports, institutional positions, and press releases. Certain more occasional content (statement during an event, etc.) is not intended to appear in the resource center: FIDH will now distribute it through channels better suited to immediacy and target audiences. These documents (maximum 500 during migration) must first be selected, classified, documented (title, date, author), requalified (theme, search engine, subjects, metadata for SEO), migrated and processed in PDF, video or podcast form for migration; and subsequently comply with the formats required for their online publication.

PDFs and other resources must be downloadable and shareable in one click, displayed in an ergonomic format (reader type) and visible in the same format when relayed through a news item (showcase website).

CMS

The current FIDH website is developed on the SPIP CMS. Some FIDH mini-sites have been developed on Wordpress.

FIDH wishes to maintain a CMS-based website integrating a public website and an ergonomic input interface, allowing centralized administration (3 administrators) and a team of editors with individualized permissions. The interface must be available in

three languages, as must the website, determined by the IP address of the connecting user.

The choice of CMS is not final and will depend on the developer's ability to justify the technical choice, both with regard to FIDH's technical requirements (developments, modules, ergonomics, responsiveness, SEO, AI, etc.) and security issues (risks of hacking and interference), highlighting the comparative advantages of the recommended CMS.

A guide for the webmaster, administrator and editors must be produced for the selected CMS, with service providers free to propose the format (tutorials, written guide, training, etc.)

Authentication must be possible via OAuth/OpenID.

Website Content

The website will host:

- Textual content (briefs, reports, articles, impacts, interviews, portraits, etc.);
- Images (photos, banners, pictograms) with captions and credits;
- Videos;
- Audio content (podcasts);
- PDF documents (reports, press releases, urgent appeals, etc.), notably in a resource center;
- A search engine for the entire website and a documentary-type search engine (resource center);
- Forms (newsletter, contact, petitions, donors, calls to action, etc.);
- Modules (integration of existing mini-sites and development of three standard modules: "report", project and campaign);
- An animated map;
- A database of FIDH's 200 member organizations;
- A donor area;
- Internal and external hyperlinks;
- SEO metadata (AI-generated and human-accessible);
- Automatic translations for all articles into FIDH's three statutory languages (accessible through a language-switch option), generated by AI configured for this purpose by the service providers on the basis of FIDH guidelines (glossary, inclusive writing rules, acronyms, orthotypographic rules, etc.);
- Articles in other languages (Farsi, Arabic, Russian, etc.);
- Buttons for quick access / links to search results.

All content will be fully provided by FIDH, except for website design elements proposed by the service providers (pictograms, etc.) in compliance with the FIDH visual identity guidelines. Content will either be migrated by the service providers (after selection by FIDH among the thousands of articles and documents currently online from the past 20 years) and processed by the service providers (including

deletion and monitoring of broken links), or specially produced by FIDH for the new website and integrated by the service providers, in all three languages. Articles will also be partially retagged by the service providers using the website's new keywords whenever possible.

An editorial line will be developed at the beginning of the project, making it possible to specifically define the new content, site architecture, new tags, editorial rules, and the types of content to be migrated and/or produced.

Main Functionalities

- Develop a CMS website with responsive design (mobile-first), optimized for SEO (tags, schemas, clean URLs), optimized loading time (<2.5 sec homepage), accessible (minimum WCAG 2.1 level AA), hosted on European GDPR-compliant servers, and enabling automatic backups.
- Configure the Matomo analytics tool for statistics analysis of the new website and implement all GDPR legal notices.
- Develop engagement forms and functionalities (newsletter, contact form, donations, press, petitions, etc.) involving the collection of personal data in compliance with FIDH's data management policy and procedures (data deletion, maintaining the number of petition signatures even if a person later decides to delete their data, etc.)
- Replace the thematic/geographical architecture with a thematic keyword system that will also serve as the basis for a predefined search engine (by country and/or theme and/or date and/or type of content). The keyword list must be validated during the redesign process, allow coverage of all reimported articles on the new website (many of which are not covered by the current system), and remain scalable and editable by the website administrator.
- Strengthen web/digital links: syndicate digital publications to the website (Facebook Feed, Instagram Pro, Social Media Stream) with the possibility for digital teams to choose which publications appear on the website and at what level of detail; encourage sharing of each article/report on social networks via sharing buttons.
- Develop a resource center as a documentary database with a specific back-office form for document qualification (including SEO).
- Implement a high-performance search engine across the entire website (guided search by keyword, country, date, etc.) and a dedicated search engine for the resource center.
- Propose a donor area.

IT Security: Technical Advice and Risk Analysis

NGO websites are also exposed to risks of hacking, interference and theft of personal data. The selected service provider will have a mission of technical advice and risk analysis in order to support decision-making. In particular, the service provider must:

- Propose Internet hosting security conditions meeting at minimum the following security standards: HTTPS (customizable via Let's Encrypt for example), tls1.3 and QUIC support, security headers and redirects (HSTS; 301 redirects from HTTP, etc.), authentication via local database + OAuth and MFA support, pluggable logging to a SIEM (via journalctl or equivalent).

Ideally, the service provider shall accept the following security and delivery conditions: code delivered via a VCS (git), possible integration of a WAF or rules and headers to limit XSS, website without comments, downloadable weekly offline backups.

- Analyze the risks (hacking, interference, data theft) related to a series of developments requested by FIDH, in order to support internal decision-making regarding whether or not to implement these developments. This particularly concerns the choice of CMS, the syndication of the website with the Salesforce software in the context of creating a donor area, syndication with the member NGOs database, and the assessment of risks between hosting forms internally or using external platforms (petitions, etc.)
- Carry out developments consistent with the data protection management policy and procedures currently being defined within FIDH. This includes drafting legal notices, configuring Matomo for statistics in compliance with GDPR, creating forms (newsletter, contact, engagement, donations, petitions), analyzing risks and recommending whether or not to externalize certain forms on third-party websites (petitions) and whether or not to syndicate certain programs (TalkSpirit, Salesforce) for data security reasons.

SEO and Generative SEO

The website must be designed from an SEO perspective. The service provider must ensure that URLs/links are not lost during the redesign process (modification of the site architecture generating new URLs) in order to avoid creating broken links.

The back office must include for each article turnkey SEO modules with AI identification of sections to revise (too long, unclear, repetitions, etc.), the possibility of generating short URLs, automatic writing of SEO metadata by AI, automatic generation of photo captions by AI linked to the summary of the content and/or image analysis, all editable by humans.

Translations and Artificial Intelligence

Currently, the translation system of the FIDH website relies on a time-consuming and cumbersome process, resulting in delayed availability of articles in the three languages and multiplying the risk of errors at every stage (particularly in tags when SPIP assigns an incorrect default language or when a country name is identical in several languages).

For the redesign, the service provider must propose a trilingual website – French (France), Spanish (neutral Latin American), English (GB) – based on an artificial intelligence system configured by the service provider, enabling the automatic translation of all articles into FIDH’s three languages regardless of the original publication language – these translations must include metadata (photo captions, SEO, etc.), be able to integrate an FIDH glossary, inclusive writing according to FIDH rules, and be editable by humans with an AI memory system integrating corrections and automating them for subsequent translations. Articles will be automatically tagged in the new language.

The service provider must propose the AI translation tool best suited to FIDH’s needs, configure it in the back office, train the AI according to FIDH requirements – ideally editable by administrators through json, md or equivalent – (glossary, inclusive writing, typographic rules), conduct the necessary tests and produce a short user manual (how to add new keywords for the AI, how to manually correct translations, etc.)

Furthermore, the new FIDH website must allow, on a non-systematic basis, publication and translation into other languages, particularly Farsi, Russian and Arabic. A functionality for this must be planned from the redesign stage.

Mini-sites and Future Modules

Over the years, FIDH has created numerous mini-sites of varying quality and performance, raising development and IT security issues. An ongoing internal project is identifying these mini-sites with a view to IT security and archiving (the current FIDH website will be part of this archiving process, with secure internal access). The service provider must:

- Analyze around ten mini-sites (editorially selected by FIDH) from a technical perspective; identify the mini-sites that are “recoverable” for integration into the FIDH website and define the conditions for their reintegration where applicable;
- Carry out the reintegration of these mini-sites and any developments necessary for their incorporation into the FIDH website;
- Propose three “standard” modules on the FIDH website corresponding to recurring needs so that they can be produced in a harmonized and consistent manner in the future, namely:
 - o an “educational” module (interactive version of a publication in e-learning format),
 - o a “campaign” module (highlighting a specific issue when necessary and bringing certain website content to the forefront),
 - o a “project” module corresponding to an interactive project sheet including project description, donors and supporters, impacts and news.

The modules must be available in trilingual versions under the same conditions as the rest of the website. Once obsolete, these modules must be able to “join” the website as “standard” archived pages.

Corrective and Application Maintenance

The website will in principle – unless otherwise justified by the service provider – remain hosted by the current hosting provider, Nursit.

However, the service provider must propose an annual package for corrective and application maintenance enabling the correction of recurring bugs, implementation of simple developments not accessible through the back office (e.g. integration of a module), installation of plugin updates necessary for the proper functioning of the website, and prevention of security vulnerabilities.

The six-month post-redesign maintenance period must be included in the proposal. An annual package must then be proposed as an option.