



One Thomas Circle, NW
Suite 1050
Washington, DC 20005
www.verra.org

Request for Proposals

Revision of Verra Website

10 February 2022

1. Purpose

Verra intends to engage a consultant to comprehensively revise its website (www.verra.org).

2. Context

Verra is a global leader helping to tackle the world's most intractable environmental and social challenges. As a mission-driven nonprofit organization, Verra is committed to reducing and removing greenhouse gas emissions, improving livelihoods, and protecting natural resources by working with the private and public sectors. Verra supports climate action and sustainable development with standards, tools and programs that credibly, transparently and robustly assess environmental and social impacts and enable funding for sustaining and scaling up projects and programs that verifiably deliver these benefits. Verra's programs include the Verified Carbon Standard (VCS) Program, the world's leading crediting program for carbon offsetting, which has registered over 1,750 projects and issued more than 860 million credits in 80 countries, as well as programs in plastics and sustainable development.

Verra's existing website was built to provide technical guidance to developers of projects to reduce or remove emissions. With the rapid growth of voluntary carbon markets, the emergence of markets in other environmental and social instruments, and heightened journalistic, academic, and public interest in the field, the audience for Verra's website has diversified, and expectations have been raised for what the website should deliver in terms of content, clarity, and accessibility. Meeting these needs is the catalyst for this project.

The website of the Verra Registry (registry.verra.org) is excluded from the scope of this project.



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3. Description of Work

Verra contemplates that the project will include the following phases and components. Proposals that recommend additional and/or different phases and components are welcomed.

Phase 1: Research

- 1) Review current website design and content
- 2) Take stock of existing assets
- 3) Analyze current and prospective uses and users of the website
- 4) Gather inputs internally and externally
- 5) Manage a process to systematically review all content for relevance and accuracy

Phase 2: Planning

- 6) Identify the principles that should guide the design of the website
- 7) Identify gaps in assets and facilitate a process to fill them
- 8) Articulate intended functions and features of the website

Phase 3: Design and content

- 9) Determine the overall architecture of the website
- 10) Develop the homepage and main landing pages
- 11) Develop templates for pages and posts
- 12) Manage a process to develop required content

Phase 4: Testing

- 13) Test and refine website
- 14) Provide training for staff
- 15) Launch

Verra anticipates completion of the project by August 31, 2022.

4. Criteria for Evaluation

Verra will use the following criteria for evaluating proposals:

- The consultant's demonstration of their skills and experience in building websites that present technical information in an accessible, attractive, and navigable way that appeals to a range of technical and non-technical audiences;



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- The consultant's demonstration of their skills and experience in managing projects in an organized, facilitative, and consultative manner;
- The consultant's plan to undertake the described scope of work, including milestones and deadlines;
- Cost, including ensuring that the level of effort is consistent with the outcomes.

5. Responses to the RFP

Proposals (maximum 6 pages) should include the following:

- Description of how the consultant meets the criteria listed above;
- Breakdown of time and costs;
- Short bios of (or links to the bios of) the people who will work on the project; and
- A list of similar projects.

Proposals may be submitted to Anne Thiel, Senior Manager, Communications, at athiel@verra.org, with a copy to Robin Rix, Chief Policy and Markets Officer, at rrix@verra.org. Verra will start reviewing proposals on 1 March 2022.

6. Legal Nature of this RFP

This RFP is an invitation for proposals. Verra is under no legal obligation to accept any proposal or proceed with the RFP. Verra reserves the right to amend the requirements at any time.