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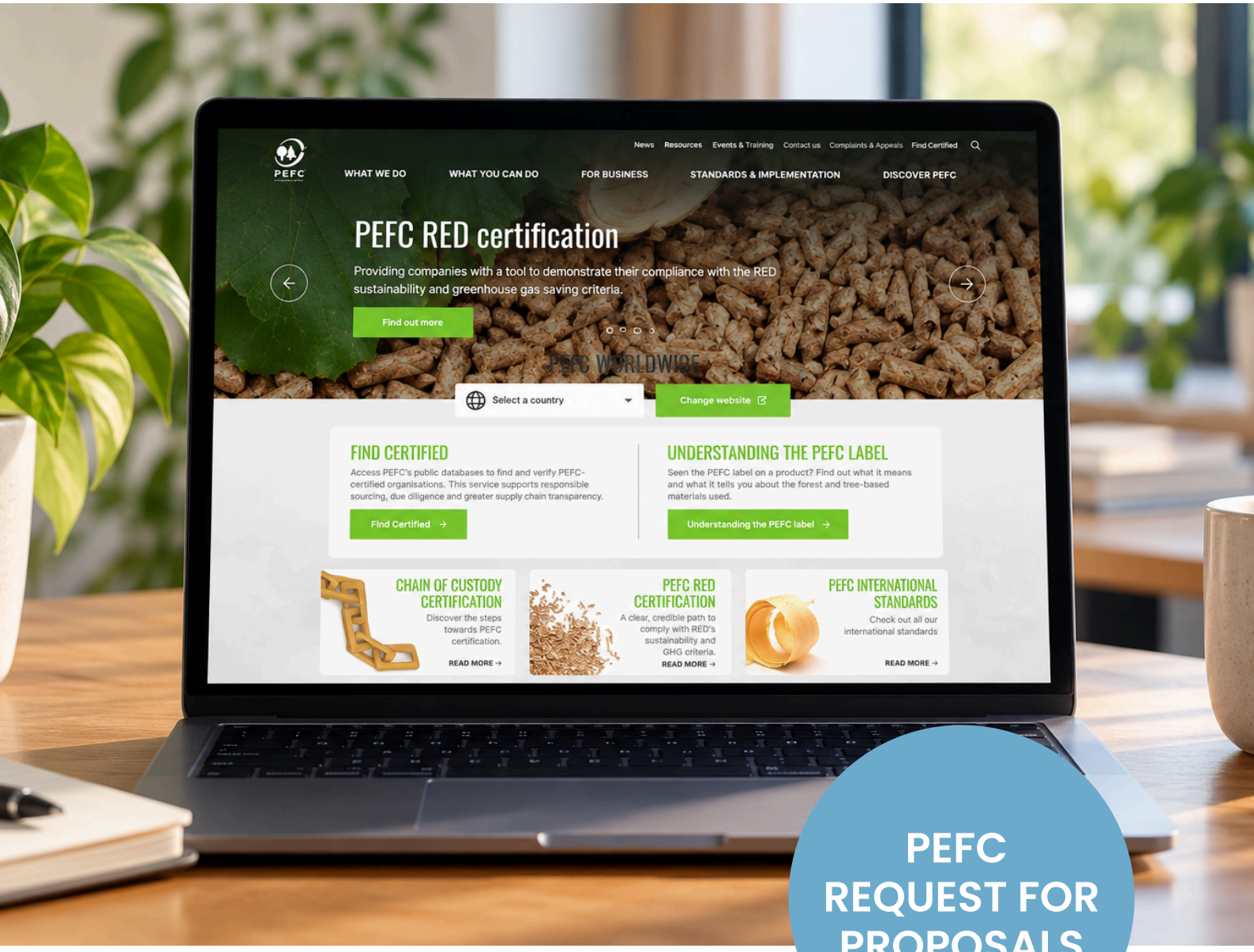

PEFC REQUEST FOR PROPOSALS

Website redevelopment and CMS platform

Issued by
PEFC International

RFP Reference: PEFC-WEB2026-001
Issue Date: 28 October 2026
Proposal Deadline: 27 November 2026

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Contact	Hannah Prins, Communications Manager
Email	hannah.prins@pefc.org
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About PEFC

PEFC (Programme for the Endorsement of Forest Certification) is a global alliance of national forest certification systems. As an international non-profit, non-governmental organisation, it promotes sustainable forest management through independent third-party certification.

Founded in 1999 and headquartered in Geneva, Switzerland, PEFC works with national member organisations around the world. It provides forest owners, from large organisations to smallholders, with a means of demonstrating responsible forest management, while enabling companies to source forest and tree-based materials sustainably and consumers to identify products from responsibly managed forests.

Through its international network, PEFC supports the development and recognition of national forest certification systems, taking account of local conditions while maintaining internationally agreed requirements.

For more information, visit www.pefc.org.

Confidentiality

This Request for Proposals is publicly available and may be shared for the purpose of identifying potential suppliers and preparing proposals. Any additional information identified as confidential and provided by PEFC International during the procurement process must be treated as confidential and used solely for the purpose of preparing a proposal.

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1. Introduction

PEFC International is inviting proposals for the design, development and implementation of a new website and content management system (CMS) platform to replace its existing Tatamee platform.

PEFC International manages the global website, pefc.org, and provides a shared CMS platform that a number of its national member organisations also use for their own websites. Each national member website has its own domain, content, language requirements and editorial team. National members manage their websites independently, while PEFC International oversees the shared platform and coordinates its technical maintenance and development.

The project includes:

- The redevelopment and launch of the PEFC International website, pefc.org.
- The implementation of a modern, flexible multi-site CMS that enables PEFC International and its national members to manage their websites independently.
- The progressive migration of national member websites currently hosted on Tatamee to the new platform.

The initial priority is the redevelopment of pefc.org and the implementation of the core CMS. National member websites will migrate in subsequent phases, with the objective of completing the transition within 18 to 24 months of the new platform's launch (see section 7.1).

The existing platform is based on ageing technology and has become increasingly costly and difficult to maintain and develop. Its limitations affect content management, website functionality and the ability to introduce improvements efficiently. The new platform should provide a more reliable, flexible and cost-effective foundation for PEFC's websites and future digital development.

Several applications connected to the current platform, including the Label Generator, Find Certified and the certification database (PCB), are outside the scope of the redevelopment. Their continued operation must be taken into account during the transition. The Label Generator is expected to migrate to a separate platform independently of this project (see sections 6.1.1 and 7.7).

This document sets out the objectives, scope and requirements of the project, together with the information suppliers must provide in their proposals.

2. Objectives

2.1 Services expected from the provider

The selected provider will be responsible for:

1. **Website design and development:** Design, develop and launch the PEFC International website, pefc.org, building on the existing design work and brand guidelines, and provide a flexible design system that can be used by national member websites.
2. **CMS implementation:** Implement and configure a modern multi-site CMS that enables PEFC International and national members to manage their websites independently, including content, navigation, languages and user permissions.
3. **Hosting and technical infrastructure:** Recommend, configure and manage an appropriate hosting solution, including security, performance, backups and monitoring.
4. **Content migration:** Provide the tools, processes and support needed to migrate existing content to the new platform, including the phased migration of national member websites.
5. **Search engine optimisation:** Implement appropriate SEO measures and manage the technical aspects of website migrations to minimise disruption to search visibility and existing links.
6. **Project delivery:** Provide project management, technical expertise, quality assurance, testing, documentation and training for PEFC International administrators.
7. **Ongoing maintenance and development:** Provide technical maintenance, monitoring, support and ongoing development of the new platform following launch, as described in section 7.9.

The initial delivery will focus on pefc.org and the core CMS, followed by the progressive migration of national member websites. Suppliers must propose a realistic implementation approach and timeline, taking account of this phased transition (see sections 7.1 and 7.5).

2.2 Objectives of the new platform

The new platform should provide PEFC International and its national members with a modern, reliable and cost-effective foundation for their websites. It should combine an engaging user experience and flexible design with straightforward content management, enabling small editorial teams to maintain and develop their websites without extensive technical support.

The main objectives are to:

- **Improve the visitor experience:** Create attractive, accessible and responsive websites with intuitive navigation, clear user journeys and content that is easy to find and understand.
- **Communicate PEFC's value effectively:** Provide the flexibility to present PEFC's work, impact and certification system through engaging content, including news, case studies, stories and other editorial formats.
- **Simplify content management:** Enable non-technical editors to create, update and publish content efficiently using intuitive tools, reusable components and straightforward workflows.
- **Support national member independence:** Allow national members to manage their own websites, content, languages, navigation and users, while benefiting from a shared platform and consistent design framework.

- **Make it easy to add new websites:** Enable PEFC International to establish additional national member websites using existing templates and functionality, with minimal developer involvement and predictable costs.
- **Improve reliability and performance:** Provide a secure, stable and responsive platform that is straightforward to maintain and develop over time, with robust cybersecurity measures and protection against excessive automated traffic.
- **Reduce and control ongoing costs:** Deliver a cost-effective hosting and maintenance solution with transparent, predictable expenditure and the flexibility to accommodate future needs.

Measuring success

PEFC will assess the success of the new platform through a combination of website analytics, editorial experience, technical performance and feedback from users.

For pefc.org, indicators may include:

- Website traffic and search visibility.
- Visitor engagement and interactions with key content.
- Effectiveness of navigation and user journeys.
- Accessibility, performance and reliability.
- How effectively the website reflects PEFC's brand identity and values, including credibility, accessibility and a forward-looking approach.
- Feedback from website visitors.

For the CMS and shared platform, indicators may include:

- Ease and speed of creating, editing and publishing content.
- Independence of PEFC International and national editors in performing routine tasks.
- Ease of setting up and managing additional national websites.
- Platform stability and the frequency of technical issues.
- Hosting, maintenance and development costs.
- Satisfaction of PEFC International and national member editors.

These indicators will help PEFC evaluate the platform following implementation. Suppliers are encouraged to explain how their proposed solution will contribute to these objectives.

3. Participation rules

This request for proposals is open to companies worldwide. Suppliers wishing to participate must accept the following conditions:

1. Suppliers must not have been convicted of fraud, tax evasion, corruption, collusion, serious professional misconduct or intellectual property violations.
2. The selected supplier must be willing to enter into appropriate confidentiality and data protection agreements with PEFC International.
3. Suppliers must accept the selection process and evaluation criteria described in section 4.
4. Suppliers must be able to meet the proposed procurement timetable in section 5 and provide a realistic project delivery schedule.
5. All communications and proposals must be in English. The supplier's project team and support staff must be able to communicate effectively in English, both verbally and in writing.
6. Financial proposals must be submitted in Swiss francs (CHF) or euros (EUR), with all one-off and recurring costs clearly identified.
7. Proposals must be submitted by email to hannah.prins@pefc.org by 27 November 2026.
8. Suppliers are responsible for all costs associated with preparing and submitting their proposals.
9. Suppliers must identify any proposed subcontractors, the services they would provide and how their work would be managed.
10. Questions must be submitted by email to hannah.prins@pefc.org by 11 November 2026. Responses will be shared anonymously with all participating suppliers to ensure equal access to information.
11. This request for proposals does not constitute a contractual commitment by PEFC International. Any contractual obligations will arise only upon signature of an agreement with the selected supplier.
12. PEFC International reserves the right to amend, postpone or cancel the procurement process without awarding a contract.
13. This request for proposals was prepared with assistance from PEFC International's existing website provider, which may also submit a proposal. Relevant information about the current platform is provided in this document and its annexes. Additional information shared during the questions and answers process will be made available to all participating suppliers.

3.1 Expected content of proposals

Each proposal must contain the following parts, in this order. Proposals may be submitted in Word, PDF or PowerPoint format. The indicative lengths are intended to encourage concise responses, focusing on the proposed solution and its suitability for PEFC's requirements rather than extensive company background or promotional material.

Part	Content	Indicative length
Executive summary	Understanding of PEFC's objectives, proposed solution, delivery approach, team, timeline and headline costs.	1 page
Response to requirements	Response to section 7 using the format described in section 3.2.	As needed
Technical proposal	Proposed CMS, architecture and hosting approach, with an explanation of the main technology choices. Particular attention to multi-site management, editorial usability, adding national websites, security, performance and ongoing costs. Explain how existing integrations and applications will be accommodated.	5 pages
Delivery plan	Proposed project phases, milestones, dependencies, responsibilities, testing, acceptance and risks. Include the initial launch of pefc.org and the subsequent migration of national websites.	3-4 pages
Team and references	Proposed project team, roles and availability, relevant experience and at least two comparable project references with contact details.	Annex
Commercial proposal (separate document)	Detailed pricing in accordance with section 8, including initial development, national migrations, recurring costs and ongoing maintenance and development.	Separate file

Use of AI in development

PEFC International welcomes the responsible use of AI-assisted tools where these can improve development efficiency, quality or cost-effectiveness. Suppliers are encouraged to explain how they intend to use such tools during the project, including any expected benefits for delivery timelines and costs. The supplier will remain fully responsible for the quality, security, testing and maintenance of all work delivered, regardless of the tools used.

Presentations and demonstrations

Shortlisted suppliers may be invited to present their proposals and demonstrate their proposed CMS, including common editorial tasks and the administration of national member websites. PEFC International may also request clarification of technical, operational or commercial aspects of the proposals.

3.2 Response format

Suppliers should structure their proposals according to section 3.1 and provide a clear response to the requirements in section 7.

For each main requirement area, suppliers should indicate whether their proposed solution:

- Fully meets the requirements.
- Partially meets the requirements, with an explanation of any limitations.
- Does not meet the requirements.

Suppliers must briefly explain how their proposed solution addresses each requirement area, identifying any assumptions, dependencies, additional costs or proposed alternatives.

PEFC International welcomes alternative approaches where these would better achieve the project's objectives. Any significant deviations from the requirements must be clearly identified and justified.

Proposals should be concise, clearly structured and focused on practical implementation rather than general marketing information.

4. Supplier selection criteria

Proposals from suppliers will be evaluated against the following criteria:

- **Functional suitability and CMS usability:** How effectively the solution meets PEFC's requirements for content management, editorial flexibility, multi-site administration, national member independence and the ability to add new websites without significant additional development.
- **Technical approach and long-term maintainability:** Suitability of the proposed technology, architecture and hosting arrangements, including security, performance, scalability, reliability, maintainability and the ability to transfer the platform to another provider if necessary.
- **Delivery plan and migration approach:** Quality and realism of the proposed project plan, including milestones, responsibilities, risk management, content migration, the initial launch of pefc.org and the progressive migration of national member websites.
- **Team, experience, professionalism and references:** Relevant experience of the proposed team, particularly with comparable multi-site CMS projects, proficiency in English and effective communication and project management practices, and evidence of successful delivery and ongoing support.
- **Total cost:** Value for money, considering initial development, national website migrations, hosting, licences, maintenance, support and ongoing development. Costs will be assessed over a three-year period, including the initial two-year maintenance agreement and indicative costs for a third year.
- **Financial stability:** Financial capacity and stability to deliver the project and provide ongoing support over the longer term.

Relevant certifications, such as ISO 9001 or ISO/IEC 27001, may be considered as supporting evidence but are not mandatory.

Evaluation weighting

Criterion	Weight
Functional suitability and CMS usability	30%
Technical approach and long-term maintainability	20%
Delivery plan and migration approach	10%
Team, experience, professionalism and references	10%
Total cost over three years	20%
Financial stability	10%

PEFC International will assess proposals based on their overall suitability, quality, feasibility and value for money.

Shortlisted suppliers may be invited to provide additional information, participate in presentations or demonstrate their proposed CMS as described in section 3.1.

PEFC International reserves the right to reject proposals that do not adequately address essential project requirements or that present unacceptable technical, operational or financial risks.

5. Project timeline

Procurement timetable

Step	Date
Publication of request for proposals	28 October 2026
Deadline for supplier questions	11 November 2026
Responses to questions shared with suppliers	13 November 2026
Deadline for submission of proposals	27 November 2026
Evaluation and shortlisting	30 November to 4 December 2026
Supplier presentations and CMS demonstrations	7 to 8 December 2026
Final supplier selection	By 10 December 2026
Contract finalisation and signature	By 18 December 2026

Indicative implementation timetable

Step	Timing
Project kick-off	January 2027
Design finalisation, CMS development and migration preparation	To be proposed by supplier
Launch of pefc.org and core CMS	To be proposed by supplier
Stabilisation and post-launch support	Following initial launch
Progressive migration of national member websites	Within 18 to 24 months of the new platform's launch
Decommissioning of Tatamee	Following completion of national website migrations, taking account of remaining dependencies

The procurement dates above are indicative and may be adjusted by PEFC International. Any changes affecting proposal submissions will be communicated to participating suppliers.

The selected provider is expected to begin work in early 2027. Suppliers must propose a realistic implementation schedule, including key milestones, the initial launch of pefc.org, the phased migration of national member websites and appropriate stabilisation periods following each launch.

The objective is to complete the migration of national member websites within 18 to 24 months of the launch of the new platform. The existing Tatamee platform will remain operational during the transition under separate maintenance arrangements. Its eventual decommissioning will also depend on the status of any remaining applications or services connected to it.

6. Context

6.1 Current platform

6.1.1 Overview

PEFC International currently operates its international website and ten national member websites through Tatamee, a shared, custom-developed content management system (CMS).

Each national member website has its own domain, content, language configuration and editorial users. National members manage their websites independently, while PEFC International coordinates the shared platform and its technical maintenance and development.

Tatamee was developed by a previous supplier and is currently maintained by PEFC International's existing website provider. The platform is hosted on Google Cloud, with the existing provider responsible for its technical management and hosting costs billed directly to PEFC International.

Component	Description	Future status
Tatamee (CMS)	Custom CMS using PHP (Laminas framework), an Angular front end and PostgreSQL. Manages content across the international and national websites.	To be replaced.
pefc.org	PEFC International's website, managed through Tatamee.	To be redeveloped and migrated first.
National member websites	Ten independently managed national websites using the same Tatamee platform.	To migrate progressively to the new CMS.
Label Generator (lg.pefc.org/login)	Application used to generate PEFC labels, with dependencies on the existing Tatamee platform.	Outside the project scope. Expected to migrate independently to a separate platform.
Find Certified (one.pefc.org)	Search application for certified companies, currently embedded in pefc.org using an iframe.	Outside the project scope. Existing integration to be maintained.
Certification database (PCB)	PEFC's certification database, connected to Find Certified.	Outside the project scope.

The current backend is shared between the websites, the CMS and parts of the Label Generator. It renders the websites and provides APIs used by the CMS and the Label Generator. The Label Generator currently has four dependencies on this infrastructure:

- **Accounts and login**: the Label Generator and the CMS back-office use the same user accounts and the same login. The label rendering service only accepts the sign-in token issued by the current backend.

- **Database**: the Label Generator data (licences, contracts, labels, messages) is stored in the same database as the CMS content, in separate sections.
- **File storage and CDN**: CMS media and generated labels share one storage bucket and one CDN domain (cdn.pefc.org).
- **Public pages**: three public Label Generator pages (home, FAQ, one-off usage request form) are coded pages served by the same web application as the websites. They are not edited in the CMS. The public site labelgenerator.pefc.org is declared as a site of the platform. The request form writes into the Label Generator data.

The label rendering service and the Label Generator web application are separate applications.

Current hosting: Google Cloud Platform, region europe-west1 (Belgium).

Service	**Use**
App Engine (flexible environment)	Public websites and API, including production and staging environments
Cloud SQL for PostgreSQL	Database, with a separate instance for each environment
Cloud Storage	Media files and the static application files for the CMS back office and Label Generator
Load Balancing	Routes incoming requests to the appropriate applications or storage services.
CDN	Delivers media and resized images through cdn.pefc.org, as well as websites and APIs since March 2026.
Cloud Run	Label rendering service
Cloud Logging and Monitoring	Logs and technical alerts.

The current platform uses several third-party services, including Algolia (search), Sentry (error tracking), Mailjet (transactional emails), Mailchimp (newsletter creation and distribution through the CMS), Google reCAPTCHA (forms and anti-bot protection), Matomo and Google Analytics (website analytics). A Redis cache is also used in production.

PEFC International currently creates and sends newsletters through Tatamee's Mailchimp integration. The new platform does not need to reproduce this functionality in the same way, and alternative newsletter management solutions may be proposed (see section 7.6).

6.1.2 Key figures

Item	Value
Websites on the current platform	11: pefc.org and 10 national member websites (see section 7.1).
Visits to pefc.org	Approximately 350,000 in 2025 (see Annex A.1 for national website figures).
CMS user accounts	72 (as of 1 October 2026)
Editorial team	Two people at PEFC International, with limited time available for routine website management, and typically one or two part-time editors per national member website.
Infrastructure cost	Google Cloud hosting costs are billed directly to PEFC International. Monthly costs have fluctuated significantly during 2026, partly due to increased automated traffic, reaching approximately CHF 4,850 in June before falling to around CHF 2,000 in August and September. These figures exclude website maintenance and development fees.
Content volumes per website	See Annex A for pages, news, events, documents and media.

6.1.3 Issues identified

The current platform has served PEFC International and its national members for several years, but a number of limitations have become increasingly apparent:

- **Ageing technology and maintenance costs:** The platform is based on older, custom-developed technology, making ongoing maintenance, improvements and the introduction of new functionality increasingly complex and costly.
- **Limited flexibility and usability:** The CMS can be difficult for non-technical editors to use, and creating new layouts or introducing additional functionality often requires developer support. This limits the ability of PEFC International and national members to develop their websites independently.
- **Content publishing delays:** Changes to website content can take more than 30 minutes to appear publicly due to the current caching arrangements, making routine updates unnecessarily difficult.
- **Expansion to additional national websites:** Adding new websites to the shared platform requires technical involvement. PEFC needs a more straightforward and cost-effective way to create and manage additional national member websites.
- **Automated traffic and infrastructure costs:** The platform has experienced significant automated traffic, including intensive crawling by AI bots and attempts to misuse public forms. This has increased server activity, affected performance and generated additional hosting and analytics costs. Protective measures introduced in 2026 have reduced the impact but require ongoing monitoring and adjustment.

6.2 Target audiences

The PEFC International website (pefc.org) serves a range of audiences, including:

- Supply chain operators.
- Brands and retailers.
- Forest owners and managers.
- Policymakers and public institutions.
- Investors, analysts, journalists and NGOs.
- Certification bodies.
- The general public.

National member websites serve similar audiences, although their priorities, content and communication needs vary according to their national contexts.

The CMS is used by editors and administrators at PEFC International and national member organisations. Most users are non-technical and manage website content alongside other responsibilities.

6.3 Design and brand

During 2026, PEFC International undertook preliminary work on the design and structure of its new website, including workshops and the development of initial design mock-ups.

These mock-ups, provided in Annex B alongside PEFC's brand guidelines, illustrate the visual direction explored so far. They are intended as a starting point rather than a final or approved design.

The selected supplier will be expected to review and build on this work in collaboration with PEFC International, refining the website's information architecture, navigation, user experience and visual design where appropriate.

The new website must follow PEFC's brand guidelines while providing sufficient flexibility for different content types, engaging visual storytelling and the needs of national member websites. National members should be able to adapt their website content and layouts within a consistent, reusable design system.

6.4 Constraints

Suppliers must take the following constraints into account when preparing their proposals:

1. **Continuity of service.** The existing websites must remain operational until their migration to the new platform. Suppliers must propose an approach that minimises disruption, including any necessary content freezes and arrangements for testing and switching between platforms. The Label Generator must remain operational throughout the transition, with its existing infrastructure maintained separately until its independent migration is completed.
2. **Limited internal capacity.** PEFC International has a small communications team with limited time available for routine website administration. National member websites are typically managed by one or two part-time, non-technical editors. The proposed solution must be straightforward to manage, and the project approach should minimise unnecessary administrative demands on PEFC staff.

3. **Central project coordination.** PEFC International will appoint a main project contact responsible for coordinating decisions and communication with the supplier. National member organisations will be consulted and involved where necessary, but PEFC International will coordinate their participation. The delivery approach should not depend on extensive workshops or separate project management arrangements with every national member.
4. **Content responsibilities.** PEFC International and national members will remain responsible for preparing, reviewing and approving their website content. The supplier must allow for these activities in the project schedule and provide appropriate support for content migration. Extensive rewriting or creation of new content is not included in the supplier's core scope unless separately agreed.
5. **Implementation timeline.** The project is expected to begin in early 2027, with pefc.org and the core CMS developed and launched first. National member websites will then migrate progressively, with the objective of completing their migration within 18 to 24 months of the new platform's launch. Suppliers must propose a realistic schedule that takes account of PEFC International's and national members' available resources, content preparation and approval processes, and the need to maintain the existing platform during the transition.

7. Requirements

7.1 Scope

7.1.1 Websites in scope

#	Website	Domain	Languages
1	International	pefc.org	English
2	Denmark	pefc.dk	Danish
3	Italy	pefc.it	Italian
4	Belgium	pefc.be	French and Dutch
5	Spain	pefc.es	Spanish
6	Portugal	pefc.pt	Portuguese
7	Poland	pefc.pl	Polish
8	Chile	pefc.cl	Spanish
9	Norway	pefc.no	Norwegian
10	Sweden	pefc.se	Swedish
11	Finland	pefc.fi	Finnish

Belgium is the only multilingual site. Other national sites use one language. German and English versions of the Belgian site exist in the current platform but are unpublished and empty. Other sites and spaces present in the current platform are listed in Annex A (section A.5).

7.1.2 Phasing

PEFC intends to prioritise the development and launch of the international website (pefc.org), together with the underlying CMS and multi-site platform. Following the successful launch and stabilisation of pefc.org, national member websites will migrate progressively to the new platform, with the objective of completing all migrations within 18 to 24 months of the new platform's launch.

The existing Tatamee platform will remain operational during the transition, supported by PEFC International's existing website provider, until the remaining websites have migrated. Its eventual decommissioning will also depend on any remaining infrastructure dependencies, particularly those associated with the Label Generator.

Suppliers are invited to propose a realistic implementation and migration schedule, including alternative phasing where they consider this beneficial. Proposals must respect the constraints of section 6.4, particularly continuity of service during the transition.

Suppliers may propose optional features, priced separately. The "Find my standard" quiz (section 7.2.3) is one of them.

7.1.3 Out of scope

- Label Generator (lg.pefc.org/login): not rebuilt as part of this project. Its migration to a separate platform is planned for 2027 under an independent project. Its continuity during the website transition must be maintained (section 7.7).
- Find Certified (one.pefc.org) and the certification database (PCB).
- Production of editorial content.
- Development of standalone newsletter and analytics tools: PEFC International currently creates and sends newsletters through a Mailchimp integration in the existing CMS. PEFC is open to retaining this functionality or managing newsletters through a separate platform. The proposed approach to newsletter creation and sending should be described and priced separately (see section 7.6). Website analytics will continue to be managed through Matomo.
- Former Find Certified page (find-certified-legacy): not carried over.

7.2 Functional requirements: websites

7.2.1 Information architecture

- The website's information architecture and navigation should be structured around audience needs and user journeys, making information easy to find and access.
- Initial work on the information architecture and navigation was undertaken with PEFC in 2026, resulting in a proposed navigation structure. This work provides a starting point, but the information architecture and navigation have not yet been finalised.
- The provider is expected to review the existing proposals, work with PEFC to further develop and finalise the information architecture and navigation and make recommendations based on user needs and good practice.
- The navigation should provide clear pathways for PEFC's main target audiences (section 6.2), while ensuring that visitors can easily access key information, including standards, certification, resources and news.
- If the optional "Find my standard" quiz is retained (section 7.2.3), it should be easily accessible through the website's navigation or other appropriate calls to action.

7.2.2 Page templates

The initial design work identified eight core page templates, listed below. These provide a starting point for the new website. The final set of templates will be reviewed and agreed with PEFC during the design phase, taking into account the information architecture, content requirements and opportunities to simplify or reuse templates.

Template	**Purpose**
Homepage	Immediate value proposition, entry points by audience
Impact / Data page	Impact data, indicators, measurable results
Audience page	Entry page per audience

Chain of Custody (CoC)	Chain of Custody journey, including regulation (EUDR, RED)
Article page	News, case studies, editorial content
About PEFC	Organisation, governance, mission
News	News listing and detail
Content page	Generic reusable page (documents, standards, resources)

Pages are assembled from a shared library of reusable content blocks, allowing editors to create and adapt page layouts without developer involvement. The blocks should support different types of content, including text, images, key figures, tables, FAQs, case studies and testimonials, while maintaining consistency with PEFC's brand guidelines. Editors should be able to add, remove, reorder and configure blocks through an intuitive interface.

The block library includes a **related content** block: it lists the items linked to the item displayed (for example the documents, people or projects linked to a news item). About 510 blocks of the current platform work this way, so the links between items and their order are migrated (section 7.5).

Main pages and functionality:

The following table identifies the main pages and functionality currently envisaged for pefc.org. The final page structure and content requirements will be confirmed during the information architecture and design phases.

Page	**Main features**
Homepage	Value proposition and key figures, audience entry cards, national members map, newsletter sign-up
Audience pages	Benefits for the audience, certification steps and requirements, case studies, contact
Why certify with PEFC	Benefits of PEFC certification and supporting evidence
Chain of Custody (CoC)	CoC models, paths by industry, certification costs, label, EUDR / RED coverage
Impact / Data	Impact figures, stories from the field, testimonials
"Find my standard" quiz (optional)	Guided questionnaire leading to the matching page (section 7.2.3)
About PEFC	Mission, governance
News and articles	News listing and detail, filter by topic
Content pages	Resources (documents, standards), national member pages, legal and privacy pages
Events	Events listing and detail
Find Certified	Page embedding the Find Certified search (section 7.6)
All pages	Navigation by audience, search, language selector, footer with links to PEFC tools; desktop and mobile

7.2.3 "Find my standard" quiz (optional)

Optional feature, priced separately (section 8.1).

- A short, interactive questionnaire to help visitors identify the PEFC certification or standard most relevant to their needs.
- Questions and results should be developed based on the agreed information architecture and user journeys.
- Results should direct visitors to the relevant information or next steps on the website.
- The questionnaire should be easy for PEFC editors to update without developer involvement.

7.2.4 Other features

- Contact forms (see protection requirements, section 7.4.1).
- Newsletter subscription forms that can be integrated with third-party email marketing platforms, allowing PEFC International and national members to use their preferred services.
- Integration of Find Certified (one.pefc.org) as an iframe.
- Clear and accessible links to the Label Generator and certification database, with placement determined by the agreed navigation and page designs.
- National members: members map on the homepage and national member pages (exist on the current site).
- Resources pages for documents, standards and technical documentation, with clear categorisation, filtering and search functionality to help visitors find relevant materials. Content is managed through the CMS.
- Videos hosted on external platforms (YouTube, Vimeo) and embedded.
- Events displayed with automatic time zone conversion for visitors.
- Events support links to external registration platforms and calendar export (ICS), retaining functionality available on the current website.
- Website search covering pages, news, events, standards and other resources, with relevant results and appropriate filtering options. Search should be intuitive and help visitors find information quickly.
- Legal and privacy pages, and a cookie consent management solution that supports applicable data protection requirements, including appropriate consent controls for analytics and third-party services. The solution must accommodate the Find Certified integration without unnecessarily restricting its functionality.
- Option to create a donation page with a link to or embedded form from an external payment platform.

Future development: The platform should allow new functionality and third-party services to be integrated without substantial redevelopment. This may include AI-powered features, such as a website chatbot to help visitors find information or tools to support content management. Such functionality is not required for the initial launch but may be considered as part of future development.

7.3 Functional requirements: CMS

7.3.1 Multi-site and national autonomy

The platform must support multiple websites managed through a shared CMS, with independent editorial access for each national member. National teams must be able to manage their own content, pages and navigation using a shared library of page templates and content blocks, while maintaining consistency with PEFC's brand guidelines.

PEFC International must have central administrative access across all websites, including the ability to manage shared templates, components and design settings. The platform should allow the shared library to be expanded as requirements evolve.

The platform must allow PEFC International to add further national member websites in future through a straightforward, largely self-service process, using the existing templates and functionality. Creating a new website should require minimal developer involvement, with clear and predictable setup and ongoing costs.

National members are responsible for managing their own domain registrations and DNS settings, independently of the CMS platform. The provider must support the connection of externally managed domains to the platform, including providing clear technical instructions and managing the necessary website configuration and security certificates.

A national team can…	
Edit text and images on existing pages	Yes
Manage content and translations in its site's language(s)	Yes
Upload and manage images, documents and other media for its own site	Yes
Add a new language to its site	No (set centrally)
Create new pages	Yes
Assemble page layouts from the shared block library	Yes
Add, reorder and configure content blocks	Yes
Build its own menus and site structure	Yes
Create country-specific sections	Yes
Change colours, fonts and visual style	No (set centrally)
Create new block or component designs	No (requests coordinated through PEFC International)
Manage user access for its own website	Yes (designated national administrators only)

7.3.2 Editorial features

The CMS must provide an intuitive and efficient editing experience for non-technical users, allowing routine content creation, editing and publishing without developer assistance.

- Preview of content in its final rendering before publication (required).
- Reusable content blocks.
- Media management (images, documents, PDF): search by name, fast loading, caption and alt text and the ability to replace existing files without unnecessarily changing their public URLs.
- Automatic thumbnail generation from the first page of uploaded PDF documents; manual upload only as a replacement option.
- Intuitive rich text editing, including clean pasting from Word, with support for headings, lists, links, tables and images placed within the text, as well as categories and related content.
- Events spanning several days with different hours each day, with linked documents in a single step.
- Event times entered in a reference time zone, converted automatically for visitors.
- Differentiated roles, including editors, national administrators and central administrators. National administrators can manage content and user access for their own website, while PEFC International retains administrative access across the platform.
- Publish and unpublish content.
- Scheduled publication: start and end dates of publication (available on the current platform).
- Menu entry and page content edited in the same place.
- Duplicate a content item or a page.
- Bin: deleted content can be restored by editors.
- Content review functionality, allowing editors to set review dates and identify pages or other content that may need updating.
- Save content as drafts and maintain a version history, allowing editors to review changes and restore previous published versions where necessary.
- Allow editors to prepare and preview changes to published pages without affecting the live version until the changes are approved and published.
- Editing of national member information (map figures, member page documents).
- Support the reuse and sharing of content between pefc.org and national websites, with options to maintain centrally updated content or create localised versions, including translations and country-specific adaptations.
- Editing of SEO fields per page (title, description, URL, image and text shown when the page is shared on social networks).

7.3.3 Multilingual

- Support multiple languages within each website (for example, Belgium), allowing editors to manage and update content in each language independently.
- Allow fixed interface text, such as buttons, labels and navigation elements, to be translated and managed through the CMS without developer intervention.
- Allow editors to create translated versions of existing pages while retaining their layout and content structure, with clear links between language versions.

7.3.4 Users and access

- The only authenticated area is the back-office. The public websites have no user accounts.
- Log in and log out, forgotten password reset, account activation from an invitation e-mail.
- PEFC International can invite users, assign roles and website access, and deactivate accounts across the platform. Designated national administrators can independently invite, manage and deactivate users for their own website, without access to user management or administrative settings for other websites.
- Contact form enquiries must be routed to the appropriate national member, using a configurable email address for each website and a PEFC International fallback where necessary. Enquiries should be sent by email without being stored in the CMS.
- The platform currently has approximately 72 back-office user accounts (Annex A.6). The proposed solution must support additional users as more national websites join the platform. Suppliers should identify any user-based licensing limits or additional costs.
- Two-factor authentication for all back-office users.
- Sessions can be ended at any time, for example when a user is deactivated.
- Maintain an audit log of significant CMS activities, including content changes, publication and deletion, and changes to user accounts and permissions, identifying the user responsible and the date of the action. There is no such log for the CMS today.

7.3.5 Content types

The current Tatamee CMS includes the content types listed below. This list is provided to help suppliers understand the existing website and its functionality, rather than as a requirement to reproduce the same content structure in the new CMS.

As part of the discovery and planning phase, the selected supplier will work with PEFC International to review the existing content types, identify current and future editorial needs, and recommend which should be retained, combined, simplified or replaced. The objective is to provide a flexible, intuitive CMS that supports PEFC's content needs without unnecessary complexity.

Type	Use on the current platform
News	Date, summary, images, categories (part of the URL), links to other items. Largest volume.
Documents	Uploaded file or external link, dates, categories. Listed on the resources pages; no detail page today.
Content pages	Rich text with embedded blocks. Most pages of the sites.
Events	Dates, address, online or in person, external registration link, calendar export. The online registration fields are not used (Annex A.4).
Member organisations	Directory of national members, with country figures shown on the map.
People and teams	Name, role, contact details. Personal data.
Projects, stories, SDG	Dated items with rich text and links to other items.
Videos, galleries, carousels	Still edited in 2026.
FAQ	One list per site.
Landing pages	Campaign pages shown when a campaign parameter is present in the URL. About 30 live, mostly in Portugal and Spain.
Categories	One tree per site, shared by all types, part of the news URLs.

The new CMS should support engaging, visually rich editorial content, including case stories, company spotlights and impact stories, using flexible templates and reusable content blocks. Editors should be able to create and adapt these pages independently, without requiring custom development for each story.

7.4 Non-functional requirements

7.4.1 Security

Requirements arising from incidents on the current platform:

- **Public forms and endpoints:** All public forms and relevant endpoints must be protected against automated submissions and abuse, using appropriate measures such as CAPTCHA, rate limiting and CSRF protection.
- **Automated traffic:** The platform must include effective protection against excessive automated traffic, including AI crawlers and malicious bots, to maintain website availability, performance and predictable hosting costs. Protection measures must minimise disruption to legitimate visitors and recognised search engine crawlers.
- **Caching:** Authenticated responses must never be served from a shared cache to another user. Caching for authenticated sessions must be controlled appropriately.
- **Service isolation:** The failure of one service should not cause unrelated services to become unavailable.

Requirements arising from the review of the current platform:

- **Access permissions:** Permissions must be enforced by the server. An editor without publishing rights must not be able to publish content, regardless of the request submitted.
- **Unpublished content:** Drafts and unpublished content must not be accessible by URL to users without the appropriate permissions.
- **Secrets management:** API keys, passwords, tokens and other secrets must be stored securely and must not be exposed in source code or content databases.
- **Embedded scripts:** Editors must not be able to insert arbitrary scripts into pages. Third-party scripts, including analytics and consent management tools, must be managed through a controlled mechanism. The current platform contains approximately 46 embedded code blocks, which must be reviewed with PEFC before migration.
- **Back-office authentication:** See section 7.3.4.

7.4.2 Performance, caching and quality

Website performance

- The websites must load quickly and perform reliably across desktop and mobile devices, including for visitors with slower internet connections. Suppliers must describe their approach to performance optimisation and how performance will be measured and maintained.
- Backend responses must include appropriate cache directives (Cache-Control) to support efficient caching.
- Public pages and media are served through a caching layer (CDN or equivalent) to ensure fast loading and minimise unnecessary requests to the backend. The caching system must automatically update or invalidate affected content when changes are published, so that updates are normally visible to visitors immediately or within a few minutes, without requiring manual intervention. Suppliers must specify the maximum expected delay between publication and changes becoming visible on the live website.

Platform reliability and quality

No specific technology is imposed. The platform must provide:

- Separate staging and production environments, with staging closely reflecting the production environment.
- Automated build and deployment processes, with appropriate testing before production releases.
- Regular backups and a tested restoration procedure. Suppliers must specify backup frequency, retention periods and expected recovery times.
- Release notes documenting changes made in each production release.

7.4.3 Search engine optimisation

- Search engine visibility is a primary success indicator (section 2.2). The new platform must follow recognised technical SEO best practices.
- The migration must minimise disruption to existing search engine visibility and organic traffic. Suppliers must develop and implement a comprehensive SEO migration plan, including URL mapping, redirects, technical SEO checks and post-launch monitoring. This applies to pefc.org and each national website as it is migrated. The URLs published today on each site are listed in Annex A (section A.7).
- Existing redirects must be reviewed and retained or updated where necessary. The current platform includes approximately 530 redirect rules in the application, alias domains redirecting to pefc.be and a server rule for furniture.pefc.org.
- Each website must have an automatically generated XML sitemap, with appropriate support for multiple languages, and configurable robots.txt rules.
- Pages declare canonical URLs and appropriate hreflang tags for multilingual or regional content. Neither exists today.

7.4.4 Accessibility

- The public websites must meet WCAG 2.2 level AA accessibility requirements, including colour contrast, keyboard navigation, text alternatives, accessible forms and compatibility with assistive technologies.
- Accessibility must be considered throughout the design and development process. Suppliers must describe how compliance will be tested and verified before launch, including the use of automated and manual accessibility testing.
- The CMS editing interface should also be accessible and usable by people with disabilities.

7.4.5 Hosting and data

- Suppliers must describe their proposed hosting arrangements, including the hosting provider, infrastructure and locations where website data, backups and personal data will be stored and processed. Hosting within Switzerland or the European Economic Area (EEA) is preferred.
- PEFC International currently uses Google Cloud, with infrastructure managed by its website provider and costs billed directly to PEFC. Due to the high hosting costs experienced with the current platform, PEFC is open to alternative arrangements, including Microsoft Azure or supplier-managed hosting. Suppliers should recommend the most appropriate solution, explaining their choice.
- The proposed hosting solution must be cost-effective, scalable and transparent. Suppliers must provide an estimate of ongoing hosting costs, explain the main factors affecting these costs and describe how usage and expenditure will be monitored and controlled, including in the event of unusually high automated traffic.
- The provider must be responsible for the technical management of the hosting environment, including configuration, maintenance, security updates, backups and troubleshooting, regardless of whether the infrastructure is hosted within a PEFC-owned account or managed by the provider.

- The platform and associated services must support compliance with applicable data protection legislation, including the EU General Data Protection Regulation (GDPR) and the Swiss Federal Act on Data Protection (FADP). Suppliers must describe their data protection arrangements, including third-party providers, subprocessors, data retention and deletion, and the respective responsibilities of PEFC and the provider.

7.4.6 Monitoring

- The provider must implement and manage monitoring and alerting from launch, covering website availability, performance, security and infrastructure usage.
- Monitoring must include the detection of unusual activity, such as significant increases in automated traffic or resource consumption that could affect website performance or hosting costs.
- The provider must be responsible for investigating and responding to technical alerts, with clear procedures for escalating significant incidents to PEFC International. Suppliers must describe their proposed monitoring arrangements, including how incidents will be identified, managed and reported.

7.5 Content migration

The migration will be carried out in phases, with pefc.org and the new CMS as the initial priority. National member websites will migrate progressively, with the objective of completing all migrations within 18 to 24 months of the launch of the new platform. The new CMS must support this phased approach without requiring substantial redevelopment for each additional website.

The following requirements apply:

- **Migration planning:** The provider will work with PEFC International to review existing content and define the migration approach, identifying which content should be migrated, updated, rewritten, consolidated or removed. PEFC International and national members will retain responsibility for editorial decisions and content approval.
- **Migration responsibilities:** The provider must propose and implement appropriate tools and processes to migrate existing content efficiently, minimising manual work for PEFC International and national editors. Suppliers must clearly describe the division of responsibilities for content extraction, conversion, migration, editorial review, testing and publication.
- **Historical content:** Historical content, including news articles, documents and relevant event archives, must be considered as part of the migration plan. The scope and approach will be agreed with PEFC during the planning phase.
- **Phased transition:** The existing Tatamee platform will remain operational for websites that have not yet migrated during the transition period. The selected provider must cooperate with PEFC International, national members and the existing website provider to ensure a coordinated migration, with the aim of allowing PEFC to discontinue Tatamee once all websites have migrated.
- **Website launches and redirects:** Each website migration must include appropriate testing, URL redirects and coordination of the necessary DNS changes with the relevant domain administrator. National members will retain responsibility for managing their own domains.

- **Existing media links:** Existing public links to content and media must remain functional wherever possible, including links used in previously published newsletters and external websites. Approximately 3,800 content items and previously sent newsletters use dynamically resized image URLs (cdn.pefc.org/igen/...). The CDN and original file storage are also shared with the Label Generator. Suppliers must assess these dependencies and propose an appropriate approach to maintaining access to historical media.
- **Embedded content blocks:** The current platform contains approximately 2,700 content items with embedded content blocks, including images, quotations and document lists (Annex A.3). These blocks are based on a limited number of predefined types. Suppliers should propose an efficient migration approach based on identifying the existing block types and establishing agreed conversion rules for each, allowing content to be migrated consistently and, wherever possible, automatically. The conversion rules should be reviewed with PEFC before implementation, with representative samples tested to verify the results. Block types requiring manual conversion should be identified and the associated work estimated separately.
- **Migration volumes and costs:** Content volumes and further technical information are provided in Annex A. Suppliers must identify any migration limitations, dependencies or additional costs, including those associated with national websites migrating in later phases.
- **Decommissioning:** The decommissioning of the existing website and CMS infrastructure will be coordinated with PEFC International and the existing provider, taking account of websites still using Tatamee and any remaining dependencies of the Label Generator.

7.6 Integrations

System	Owner	Expected integration
Find Certified (one.pefc.org)	PEFC	Iframe embedded in pefc.org
Label Generator	PEFC	Links from the website. Continuity: see section 7.7.
Newsletter services	PEFC International / national members	Newsletter subscription forms must support integration with third-party email marketing services selected by PEFC International or individual national members. Suppliers must describe supported integrations, configuration options and any additional costs.
Matomo	PEFC International / national members	Analytics integration configurable for each website, including support for consent management and relevant privacy requirements.
YouTube / Vimeo	PEFC International / national members	Embedding of externally hosted videos within website pages.
Form submissions	PEFC (national teams)	Contact requests routed per site. Today: e-mail to an address set per site (section 7.3.4).

The platform must support the configuration of integrations at individual website level, allowing PEFC International and national members to use different third-party services where appropriate. Suppliers must describe which integrations are available as standard, how additional integrations can be implemented and any associated setup or ongoing costs.

Newsletter creation and sending

PEFC International currently creates and sends newsletters through a Mailchimp integration in Tatamee. The existing integration is difficult to maintain and is not required to be reproduced.

Suppliers should describe their recommended approach to newsletter creation and sending, including whether this should be integrated into the new CMS or managed through a separate platform. Any proposed integration or development work should be priced separately.

The new platform should support newsletter subscription forms that connect to the relevant mailing list service used by each website.

7.7 Continuity of the Label Generator

The PEFC Label Generator is a separate application and is not included in the scope of the website redevelopment. It is currently connected to the Tatamee platform through several shared components, including user accounts and authentication, database, file storage and CDN, and public pages (see section 6.1.1).

PEFC International plans to migrate the Label Generator to a separate platform during 2027, independently of the website redevelopment. However, the timing of this migration is not yet confirmed, and some dependencies on the existing infrastructure may remain when the new website launches.

The existing website provider will continue to maintain the Label Generator and its supporting infrastructure for as long as it remains on Tatamee.

The selected provider must take these dependencies into account when planning and implementing the website migration and cooperate with PEFC International, the existing website provider and those responsible for the Label Generator migration to avoid disruption to the application.

The maintenance, redevelopment and technical separation of the Label Generator are outside the scope of this RFP. Any additional work required from the selected provider to support the transition will be agreed and priced separately.

7.8 Project organisation and deliverables

PEFC International will appoint a main project contact responsible for coordinating internal input, providing feedback and approving key deliverables. Other PEFC staff and national members will be consulted at relevant stages of the project.

The selected provider will be responsible for the day-to-day management and coordination of the project, including planning, monitoring progress, managing technical dependencies and identifying and resolving issues.

Suppliers must describe their proposed project management approach, taking account of PEFC's limited internal resources and the phased implementation of the new platform.

The following requirements apply:

- **Project team:** The provider must appoint a dedicated project manager as PEFC's main contact and identify the key team members responsible for design, development, migration and testing. Any subcontractors and their responsibilities must be clearly identified.
- **Project plan:** The provider must prepare and maintain a detailed project plan covering the main phases, deliverables, milestones, responsibilities and dependencies. The plan must distinguish between the initial launch of pefc.org and the subsequent migration of national websites.
- **Project coordination:** Regular progress meetings must be organised, supported by concise written updates highlighting progress, upcoming decisions, risks and any issues requiring PEFC's attention. The provider should propose an appropriate meeting frequency and working arrangements. The provider's project team must be available for meetings and coordination during PEFC International's normal working hours (CET/CEST).
- **Reviews and approvals:** The project must include clearly defined opportunities for PEFC to review and approve key deliverables, including the information architecture and navigation, design, CMS functionality and website readiness before launch. Reviews should be planned and grouped where possible to minimise demands on PEFC's internal resources.
- **Testing and acceptance:** The provider will be responsible for technical testing and quality assurance before each launch. PEFC will participate in user acceptance testing, with the provider supplying clear test scenarios and resolving identified issues. Acceptance criteria for major deliverables and launches must be agreed in advance.
- **Phased rollout:** The provider must propose an approach for onboarding and migrating national member websites following the initial launch, including the support available to national teams and the expected time and resources required from PEFC and its members.
- **Risks and dependencies:** The provider must identify and actively manage project risks and dependencies, including coordination with the existing website provider and any external systems affected by the migration.
- **Post-launch support:** The provider must include a stabilisation period following each website launch, during which any issues arising from the implementation are promptly addressed. Suppliers must specify the proposed duration, arrangements and costs of this support.
- **Warranty:** Suppliers must specify the warranty period covering defects in the delivered solution, what is included and how issues will be resolved. Warranty arrangements must be distinguished from ongoing maintenance and support services described in section 7.9.

7.9 Hosting, maintenance and support after launch

The selected provider is expected to provide ongoing hosting management, technical maintenance, monitoring, support and development for the new platform following its launch, including the websites of national members as they progressively migrate to the new CMS.

Suppliers must propose an initial two-year maintenance, support and development agreement, with the option to renew annually thereafter. The agreement should operate on a calendar-year basis (1 January to 31 December), with arrangements for any initial partial year agreed separately. It must cover routine technical maintenance, monitoring and support, as well as an agreed allowance for ongoing improvements and development within a fixed annual fee. Suppliers must specify the annual costs, any anticipated price adjustments and the proposed renewal terms.

The provider must ensure continuous technical maintenance and support from the launch of the new platform, including during any period before the first full calendar-year agreement begins.

Arrangements for supporting national member websites as they progressively join the platform must be included in the proposed pricing structure.

The following requirements apply:

- **Hosting management:** The provider must be responsible for the technical management of the hosting environment, regardless of whether the infrastructure is hosted within a PEFC-owned account or managed by the provider. This includes configuration, updates, backups, security and troubleshooting.
- **Maintenance and updates:** Ongoing maintenance must include security updates, software updates, bug fixes and measures necessary to keep the platform secure, reliable and compatible with supported technologies.
- **Monitoring:** The provider must proactively monitor website availability, performance, security, infrastructure usage and unusual automated traffic. This must include monitoring for unexpected increases in hosting costs or resource consumption, with appropriate measures to prevent or limit excessive costs.
- **Incident management:** The provider must have arrangements for identifying, responding to and resolving technical incidents, including critical issues affecting website availability, security or functionality. Support must be available during PEFC International's normal working hours (08:30–17:30 CET/CEST, Monday to Friday), regardless of the provider's location. Suppliers must describe their proposed response and resolution targets, escalation procedures and arrangements for support outside normal working hours.
- **Support for editors:** PEFC International will act as the main point of contact for technical support requests concerning the platform and national member websites. The provider must offer a clear process for submitting, prioritising and resolving support requests. National members will normally channel requests through PEFC International.
- **New websites:** The maintenance and support arrangements must accommodate the progressive addition of national member websites to the platform. Suppliers must explain how recurring costs will change as further websites are added.

- **Ongoing development:** The annual agreement must include an agreed allowance for improvements and development, in addition to routine maintenance and bug fixes. PEFC International will determine the priorities for this work. The provider must work with PEFC to plan and schedule improvements throughout the year, with regular reporting on development capacity used and remaining. Unused development capacity will not automatically carry forward to the following contract year.
- **National member development:** National members may commission and fund additional development for their own websites. Such work must be coordinated with PEFC International to ensure compatibility with the shared platform. Where appropriate, PEFC International may put national members in direct contact with the provider to arrange and pay for this work.
- **Reporting:** The provider must provide regular, concise reporting on platform performance, availability, security, incidents, maintenance activities and development work, highlighting any issues requiring PEFC's attention.
- **Costs:** Suppliers must provide a clear breakdown of recurring costs, including hosting, technical maintenance, monitoring, support, the annual development allowance, software licences and third-party services. Suppliers must explain how development capacity is calculated and managed, identify any limitations or exclusions, and specify any anticipated annual price adjustments. Any usage limits, additional charges or factors that could cause costs to increase must be clearly identified.

Maintenance of the existing Tatamee platform, including the Label Generator while it remains hosted there, is outside the scope of this RFP and will continue under the existing arrangements until the relevant services have migrated.

7.10 Documentation and deliverables

The provider must supply clear, practical documentation and training to enable PEFC International and national members to manage their websites independently and support the long-term maintenance and development of the platform.

The following requirements apply:

- **User documentation:** Clear, practical guidance for central and national editors covering routine CMS tasks, including creating and editing pages, managing navigation, using content blocks, uploading media, managing translations and administering user access. Documentation must be suitable for non-technical users and structured so that PEFC International can use it to train national member editors.
- **Technical documentation:** Documentation of the platform architecture, CMS configuration, content models, integrations, hosting arrangements, deployment processes, backups and recovery procedures. This must be sufficient to allow PEFC or another provider to maintain and develop the platform in the future.
- **Maintenance and support documentation:** A guide describing the arrangements for ongoing maintenance, monitoring, incident management, support requests and escalation procedures.

- **Training:** The provider must deliver comprehensive, practical training for PEFC International administrators, covering both routine content management and more advanced CMS functions, including the setup and administration of national websites. Training must include hands-on demonstrations and sufficient opportunity for questions. PEFC International will normally be responsible for training national member editors, using documentation and training materials supplied by the provider. Additional training or support from the provider may be arranged where needed.
- **Onboarding new websites:** Documentation and guidance for adding new national member websites to the platform, including the configuration of websites, languages, user permissions and domains. The process should be sufficiently straightforward to minimise the need for developer involvement.
- **Ongoing updates:** Documentation must be updated when significant changes are made to the platform or its functionality, including changes delivered through the ongoing maintenance and development agreement.

All documentation must be provided in English and made available to PEFC International in an accessible, editable format.

8. Commercial terms

8.1 Pricing

Suppliers must provide a clear and detailed commercial proposal covering the development, implementation and ongoing operation of the new website and CMS platform.

The following requirements apply:

- **Initial development:** A fixed price for the design, development, configuration, testing and launch of pefc.org and the core multi-site CMS, including the agreed content migration, documentation, training and post-launch stabilisation period.
- **National website migrations:** Separate pricing for the migration and launch of the national member websites identified in section 7.1. Suppliers must explain how these costs are calculated and propose a predictable pricing structure for websites migrating during the 18 to 24-month transition period, identifying any differences in complexity or scope that may affect the price.
- **Additional national websites:** Suppliers must specify any one-off setup costs and changes to recurring costs when additional national member websites are created on the platform.
- **Maintenance, support and development:** A fixed annual fee for the initial two-year maintenance, support and development agreement described in section 7.9, with the option to renew annually. The proposal must identify the services included and specify the development capacity available within the annual fee, including how this is calculated and managed.
- **Hosting and third-party services:** A breakdown of estimated annual hosting costs, software licences, subscriptions and other third-party services, identifying which costs are fixed, which depend on usage and which are payable directly by PEFC. Suppliers must explain the main factors that could cause these costs to increase.
- **Optional functionality:** Any optional features or services must be priced separately, with a clear description of what is included and any associated recurring costs.
- **Additional development:** Suppliers must provide day rates by role for work outside the agreed scope or annual development allowance, including work commissioned and funded separately by national members.
- **Assumptions and exclusions:** Suppliers must clearly identify the assumptions underlying their pricing, particularly regarding content migration, existing content types and national websites, as well as any exclusions, dependencies or potential additional costs.
- **Changes to scope:** Changes affecting the agreed scope or price must be documented and approved by PEFC International before additional work begins.

Suppliers must provide a breakdown of expected costs over the first three years, distinguishing one-off development and migration costs from recurring expenditure. The third-year maintenance and support costs should be provided on an indicative basis, together with any anticipated price adjustments and proposed renewal terms.

Suppliers must clearly state the assumptions used to calculate their three-year cost estimates, including the expected timing of national website migrations and the corresponding changes in recurring costs.

8.2 Ownership and reversibility

PEFC International must retain ownership of its website content, data and project-specific deliverables, and must be able to transfer the operation and maintenance of the platform to another provider without unreasonable technical or financial barriers.

The following requirements apply:

- **Ownership:** PEFC International will own all website content, data, documentation and custom-developed code and configurations produced specifically for the project, unless otherwise agreed.
- **Third-party components:** Suppliers must identify any proprietary, licensed or open-source components used in the solution, including applicable licence terms, restrictions and recurring costs. Any supplier-owned components must be licensed on terms that allow PEFC to continue operating and developing the platform, including through another provider.
- **Source code and access:** PEFC International must have access to the source code and relevant technical documentation throughout the contract. Suppliers must describe how code repositories, hosting accounts, domain configurations and other essential technical resources will be managed and accessed.
- **Data portability:** The platform must support the export of website content, media and relevant configuration data in commonly used formats, without unreasonable restrictions or additional costs.
- **Transfer to another provider:** On termination or expiry of the agreement, the provider must cooperate with PEFC International and any successor provider to facilitate an orderly transition, including the handover of documentation, source code, data, configurations and relevant access credentials.
- **Exit arrangements:** Suppliers must describe their proposed exit and handover arrangements, including any applicable costs and the assistance available to ensure continuity of service.

8.3 Confidentiality and data protection

Any information identified as confidential and shared by PEFC International during the procurement process must be treated as confidential and used only for preparing the supplier's proposal.

The selected provider will be required to enter into appropriate confidentiality and data protection agreements with PEFC International, including a data processing agreement where personal data is processed on PEFC's behalf.

The provider must comply with applicable data protection legislation, including the EU General Data Protection Regulation (GDPR) and the Swiss Federal Act on Data Protection (FADP), as relevant to the services provided.

9. Annexes

- **Annex A**: Current platform in figures: content volumes per site, other sites, editors, URLs.
- **Annex B**: Figma mock-ups and new brand guidelines.
- **Annex C**: Glossary.

The supporting materials referenced in the annexes, including the Figma design mock-ups, PEFC brand guidelines and website data files, are available in the following shared folder: https://pefcinternational-my.sharepoint.com/:f:/g/personal/hannah_prins_pefc_org/IgBVRoCyXW6uSoqPYhDAkds_ARD4Aj6GgKWp2x3iUUnMxuc?e=TSfzmh

Annex A: Current platform in figures

Figures from the production database on 1 October 2026, rounded. They count live content (not deleted, not in the bin). Visits: Matomo, January to December 2025, rounded.

A.1 Content and media per site

Site	Contents	Media files	Media size	Last content update	Visits in 2025
International (pefc.org)	3,600	7,800	17.4 GB	2026-10-01	350,000
Italy	3,300	3,300	4.3 GB	2026-09-18	38,000
Portugal	1,600	3,800	6.2 GB	2026-10-01	15,500
Belgium (FR and NL, about 640 contents each)	1,300	2,500	2.7 GB	2026-09-18	6,000
Spain	900	2,400	1.7 GB	2026-10-01	35,500
Denmark	560	1,800	4.9 GB	2026-09-22	6,500
Sweden	550	1,400	2.9 GB	2026-10-01	23,500
Chile	520	1,200	1.6 GB	2026-09-16	12,500
Poland	260	290	0.4 GB	2026-09-28	Not measured
Norway	220	330	1.1 GB	2026-09-11	14,500
Finland	140	530	1.5 GB	2026-08-20	Not measured
Dormant sites and photo contests (see A.5)		about 1,250	about 2.1 GB		

The whole platform holds about 14,300 live contents and 26,500 media files for 47 GB. All text content together is about 80 MB: the volume is in the files.

A.2 Content by type, status and pages

Type	Number
News	7,200
Documents	3,500
Articles (content pages)	1,100
Member organisations	560
Events	500
Stories	310
People	290
Projects	140
Other (videos, galleries, carousels, teams, sustainable development goals)	700

- Status of live contents: 82% published, 12% drafts, 6% unpublished. About 1,500 further contents are deleted.
- 1,570 pages and 4,170 layout blocks. About 540 blocks belong to deleted pages. 85% of pages are of three simple types (content page, list of child pages, menu folder).

A.3 Quality of the existing content

- 2,700 contents (about one in five) embed special blocks inside the text (images, quotes, document lists). This is the case for 65% of articles.
- 3,800 contents include images requested with an on-the-fly resizing address. Only 7 different formats are used.
- No content contains a script.
- 2% of media files have a description and 3% have an author.
- About 8,700 media files (one third, 16.5 GB) are not used anywhere.
- In Belgium, 87 news items and 36 events can be matched between French and Dutch without ambiguity, by date and image. Titles cannot be used, as they are translated.

A.4 Features no longer required or not used

- **Photo contests:** The platform supported 54 photo contests between 2019 and 2022. PEFC no longer organises these contests, so this functionality does not need to be reproduced in the new CMS.
- **Online event registration:** The current CMS includes built-in event registration functionality, but it has not worked reliably and is not used. PEFC instead uses external registration platforms. Built-in event registration is not required in the new CMS, although events must continue to support links to external registration platforms.

- **Copying blocks between pages:** The current CMS includes functionality to copy content blocks between pages, but this has not been used by PEFC. It does not need to be reproduced as a separate feature.

A.5 Other sites and spaces in the current platform

Site	Last news	Status
furniture.pefc.org	June 2024	Dormant
rubber.pefc.org	December 2024	Dormant
pefcweek19.org	October 2023	Dormant
pefckoulutus.fi	August 2022	Dormant
pefcukraine.com	December 2021	Dormant
standards.pefc.org	August 2023	Micro-site of pefc.org, about 140 contents, disabled since April 2026
pefcnordic.org	None	Micro-site of pefc.se, empty
labelgenerator.pefc.org	None	Informational microsite about the Label Generator, currently hosted on Tatamee. Expected to be incorporated into the new pefc.org.
20 photo contest spaces	None	Contests ended in 2022

Most of the websites and spaces listed above are expected to be decommissioned, particularly the older PEFC International microsites. They are not included in the core migration scope.

PEFC International will determine the appropriate treatment of each site, including any necessary archiving or redirects. Suppliers should identify any technical dependencies associated with these sites and indicate whether their proposed migration approach would involve additional work or costs relating to their decommissioning.

The content of labelgenerator.pefc.org is expected to be incorporated into the new pefc.org website rather than retained as a separate microsite. The Label Generator application itself is outside the scope of this RFP and must remain operational throughout the transition, as described in sections 6.1.1 and 7.7.

A.6 Editors

- 72 editor accounts on 1 October 2026, of which 16 super administrators. 48 of them also use the Label Generator.
- Each site has 11 to 19 accounts attached, including the dormant sites. Almost everyone has the same rights on every site.
- The same database holds about 23,000 Label Generator accounts (companies and national organisations). They are not part of the CMS migration.

A.7 URLs published today

Counted in the public sitemap of each site on 6 October 2026. Sitemaps list pages, news, events, projects, stories and documents. They do not list people, member organisations or landing pages.

Site	Pages	Files (documents)	Total
pefc.org	1,806	640	2,446
pefc.it	2,096	1,061	3,157
pefc.pt	1,031	185	1,216
pefc.es	723	118	841
pefc.se	149	282	431
pefc.cl	220	181	401
pefc.no	156	78	234
pefc.dk	117	70	187
pefc.pl	141	42	183
pefc.fi	37	51	88
pefc.be	No sitemap published	n/a	n/a (about 1,300 contents in French and Dutch, see A.1)

The full list of these URLs is provided to bidders as a separate file, rfp-annex-a-published-urls-2026-10-06.csv (columns: site, URL, type "page" or "file"). It does not cover:

- pefc.be, which publishes no sitemap (about 1,300 contents in French and Dutch);
- people, member organisations and landing pages, which sitemaps do not list.

The five most visited pages of each site in 2025 are listed below (Matomo, January to December 2025, number of visits that included the page). The ten most visited pages per site are provided in a separate file, rfp-annex-a-top-pages-2025.csv.

Site	Page	Visits in 2025
pefc.org	/find-certified	153,758
	/ (homepage)	64,018
	/eudr	9,515
	/standards-implementation/standards-and-guides	8,345
	/find-certification-bodies	6,435
pefc.it	/ (homepage)	11,098
	/trova-certificati-nel-mondo	5,017
	/scopri-il-pefc/che-cosa-e-il-pefc	1,796
	/contatti	1,420

Site	Page	Visits in 2025
	/cosa-facciamo	1,329
pefc.es	/ (homepage)	10,470
	/find-certified	3,480
	/buscadores	3,413
	/descubre-pefc/que-es-pefc	1,870
	/pefc-eudr	1,387
pefc.se	/ (homepage)	4,460
	/sok-certifierade-foretag	4,188
	/vara-standarder/svenska-pefc-standarden	3,468
	/skogsagare/informationsmaterial	2,624
	/entreprenorer	1,012
pefc.pt	/ (homepage)	3,215
	/encontre-certificados	2,529
	/o-que-fazemos/porque-e-importante-cuidar-da-floresta/a-floresta-portuguesa	1,043
	/eventos-formacao/oferta-formativa	923
	/contactos/contactos	624
pefc.no	/vare-standarder/norsk-pefc-skog-standard	6,861
	/ (homepage)	3,865
	/baerekraftig-skogbruk/norsk-skogbruk-og-pefc/norsk-pefc-skogstandard-i-praksis	1,280
	/for-virksomheter/skogeiere-og-tommerkjoper/kurs-og-opplaring	946
	/finn-sertifisert	847
pefc.cl	/ (homepage)	2,908
	/expopefc	2,016
	/lo-que-puedes-hacer/elige-un-proveedor-certificado	776
	/find-certified	748
	/contacto	490
pefc.dk	/ (homepage)	2,589
	/find-certifikat	1,864
	/om-pefc	486

Site	Page	Visits in 2025
	/for-skovejere	476
	/kontakt-os	417
pefc.be	/fr (homepage)	2,148
	/fr/trouver-du-pefc	539
	/fr/eudr	526
	/fr/documents-techniques-1	336
	/fr/	297
pefc.pl, pefc.fi	Not measured	

Annex B: Mock-ups and brand guidelines

The following materials are provided separately to support suppliers in preparing their proposals:

- **Figma mock-ups:** Initial designs for the new PEFC International website. These illustrate the proposed visual direction but are not final designs. Suppliers should refer to section 6.3 for how these should be used.
- **PEFC brand guidelines:** The brand guidelines, including colours, typography, logos and their usage.

These supporting materials are available in the following shared folder: https://pefcinternational-my.sharepoint.com/:f:/g/personal/hannah_prins_pefc_org/IgBVRoCyXW6uSoqPYhDAkds_ARD4Aj6GgKWp2x3iUUnMxuc?e=TSfzmh

Annex C: Glossary

Term	Meaning in this document
"Find my standard" quiz	Short, guided questionnaire that directs a visitor to the page matching their situation (section 7.2.3).
Alt text	Text that describes an image, read by screen readers and used by search engines.
Audience entry point	Entry on the homepage and in the navigation that leads one audience to the content meant for it (section 6.2).
Back-office	The editing interface of the CMS. The only area of the platform that requires a login.
Brands and retailers	Companies that sell products containing forest-based materials and buy certified material.
Canonical URL	The preferred address of a page, declared to search engines when the same content can be reached at several addresses.
Central team	The editors at PEFC International, who manage pefc.org and can intervene on every site.
Certification bodies	Independent organisations that audit companies and forest owners and issue PEFC certificates.
Chain of Custody (CoC)	PEFC certification for organisations in the supply chain, including processors, manufacturers and traders. It enables the tracking of certified and recycled forest- and tree-based materials through the supply chain.
CMS	Content management system: the tool editors use to create and publish the content of the websites.
Content block	Reusable component, such as key figures, FAQs or case studies, used by editors to assemble website pages. Content blocks can be shared across websites within the CMS.
Dormant site	A site of the current platform with little or no editorial activity (Annex A.5).
EUDR	EU Deforestation Regulation. It requires due diligence on deforestation for products placed on the EU market.
Find Certified	PEFC's search tool for certified companies (one.pefc.org), fed by the certification database. Embedded in pefc.org, out of scope.
Forest owners and managers	Owners and managers of forests, including smallholders certified through group schemes.
General public	Visitors without a professional link to forest certification.
hreflang	Tag that tells search engines which language versions of a page exist.
Hypercare	Stabilisation period after a go-live, with reinforced support from the provider.

Term	Meaning in this document
Investors, analysts, journalists and NGOs	Audiences looking for reliable data on PEFC's impact and credibility.
Label Generator	PEFC application used by licence holders to generate PEFC labels. The application is outside the scope of this RFP but currently depends on the Tatamee platform (section 6.1.1). The separate informational microsite at labelgenerator.pefc.org is described in Annex A.5.
Landing page	On the current platform, a campaign page shown when a campaign parameter is present in the URL.
Mailchimp	Email marketing platform currently used by PEFC International to manage and send newsletters.
Matomo	Web analytics tool used and managed by PEFC.
Micro-site	On the current platform, a secondary site with its own domain, attached to a main site (for example standards.pefc.org).
Multi-site	One platform and one CMS serving several websites, each with its own domain, languages, editors and menus.
National member	PEFC member organisation in a country, which runs the national website. Also called national governing body (NGB).
On-the-fly image resizing	Current mechanism that resizes an image when it is requested (cdn.pefc.org/igen/...). Its addresses are written in existing content (section 7.5).
Page template	Predefined page structure (section 7.2.2).
Policymakers and institutions	Public bodies and organisations working on procurement, policy or advocacy.
RED	EU Renewable Energy Directive, which includes sustainability requirements for certain types of biomass used for energy.
Redirection (301)	Permanent redirection from an old URL to a new one. Helps preserve access to existing links and minimise disruption to search engine visibility when URLs change.
Related content	Block that lists the items linked to the item displayed, for example the documents linked to a news item.
Sitemap	File that lists the URLs of a site for search engines.
Supply chain operators	Companies that process or trade forest-based materials and need Chain of Custody certification.
Tatamee	Name of the current administration suite: CMS, Label Generator administration, account management.

Term	Meaning in this document
Two-factor authentication	Login that requires a second proof of identity in addition to the password, for example a code from a phone app.

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