



**WORLD FEDERATION OF ENGINEERING ORGANIZATIONS**  
**FÉDÉRATION MONDIALE DES ORGANISATIONS D'INGÉNIEURS**

# **WFEO Website Redesign**

## **Expressions of Interest (EOI)**

### **Background**

The World Federation of Engineering Organizations (WFEO) is strengthening its digital presence to better reflect its global vision and mission, improve access to information, and enhance engagement with its members and stakeholders.

A staging environment for the new WFEO website is already available, with the core technical infrastructure in place.

WFEO is now seeking qualified partners worldwide to support the redesign, revamping, migration, and implementation of its official website, as well as the development and integration of dedicated digital environments for key WFEO initiatives.

## **1. Institutional Context & Strategic Alignment**

### **1.1 About WFEO**

The World Federation of Engineering Organizations (WFEO) is an international, non-governmental organization representing the engineering profession worldwide.

Founded in 1968 under the auspices of UNESCO, WFEO brings together more than 100 engineering organizations, representing more than 30 million engineers, and works to advance sustainable development through engineering.

## **1.2 Objective**

The WFEO website is a key strategic platform for communicating and advancing this mission. WFEO seeks to create a modern, user-centered website with improved information architecture and a more coherent digital experience.

This Expression of Interest (EOI) aims to:

- Identify qualified and registered applicants;
- Evaluate applicants' capabilities against WFEO's requirements;
- Shortlist applicants for a subsequent Request for Offers (RFO) phase.

## **2. Scope Overview: Functional Requirements**

The assignment focuses on the revamping, migration, and implementation of the WFEO website within the existing staging environment and technical infrastructure, together with the development and integration of dedicated digital environments for key WFEO initiatives.

### **2.1 Implementation on Existing Staging Platform**

The selected partner will be expected to:

- Implement and integrate approved designs within the existing staging environment;
- Adapt the approved design system to the existing CMS and applicable technical requirements and constraints;
- Collaborate with the WFEO Secretariat and, where required, external technical service providers throughout implementation, testing, and deployment;
- Ensure appropriate documentation and handover of relevant design assets to WFEO Secretariat upon completion of the assignment;
- Provide an agreed period of post-deployment technical and design support to address implementation issues identified following launch, with the detailed duration and conditions to be defined during the RFO phase.

### **2.2 User Experience (UX) and Information Architecture**

- Review and redesign the website's information architecture to improve navigation, usability, and overall user experience;

- Define and optimize user journeys across WFEO's key audiences, initiatives, and digital platforms, including:
  - Governance bodies: Executive Board, Executive Council, and General Assembly;
  - WFEO Standing Technical Committees (STCs), Policy Implementation Committees (PICs), and Working Groups (WGs);
  - Executive Board Committees and Task Forces;
  - WFEO Member Organizations;
  - WFEO Institute users;
  - World Academy of Engineering users;
  - World Engineering Day audiences and participants;
  - WFEO Hackathon participants;
  - WFEO Engineering Global Awards audiences and participants;
  - The general public and other external stakeholders.
- Develop a coherent information architecture for both public and member audiences, with clear content hierarchy and intuitive access to WFEO's governance structures, activities, member organizations, and related initiatives and digital platforms.

## 2.3 User Interface (UI) and Visual Design

- Develop a modern and coherent digital visual language aligned with WFEO's existing visual identity;
- Redesign the homepage and priority internal page templates;
- Design reusable components and page templates, including:
  - Standard content pages;
  - Governance and committee pages;
  - Committee member profiles and directories;
  - WFEO Member Organization and Associate listings, directories, and focal-point profiles;
- **Develop dedicated UI concepts and layouts for WFEO's key digital initiatives, including:**
  - World Engineering Day for Sustainable Development (WED) microsite;
    - WFEO Hackathon webpage;
  - WFEO Engineering Global Awards webpage;
  - World Academy of Engineering portal or digital environment;
  - Integration points with the WFEO Institute.
- Ensure mobile responsive design across desktop, tablet, and mobile devices and alignment with recognized web accessibility standards and best practices.

## **2.4 Content Structure and SEO**

- Restructure and improve the presentation of existing content to enhance clarity, readability, and discoverability;
- Optimize content presentation for governance, member organizations, institutional activities, and strategic information;
- Review and optimize key on-page SEO elements, including page structure, metadata, headings, internal linking, and URL organization, while preserving existing search visibility during migration and deployment;
- Provide optional support for content editing and rewriting, with the final scope to be agreed with WFEO;
- Ensure continuity of existing web analytics and tracking during migration and deployment.

## **3. Members and Governance Digital Environment**

The selected partner will support the redesign and structuring of WFEO's membership and governance digital environment, including:

### **3.1 Governance Bodies and Committees**

- Structure and clearly present WFEO governance bodies, including their roles, composition, and institutional responsibilities;
- Develop individual profiles for relevant governance and committee members, where applicable, including photographs, CVs, and short biographies.

### **3.2 Member Login and Restricted Access**

- Design and implement secure access to member-only content and resources, including appropriate user roles and access levels.

### **3.3 Member Organizations Directory**

- Redesign the global Member Organizations section;
- Develop a structured and searchable directory of WFEO Member Organizations;
- Enable filtering and categorization by region, country, and membership type.

## 4. WFEO Initiatives and Related Digital Platforms

### 4.1 WFEO Institute

- Integrate the WFEO Institute Learning Management System (LMS) into the wider WFEO digital ecosystem, ensuring coherent navigation, user experience, and visual consistency;
- Ensure that the integration provides users with clear access to the Institute while maintaining consistency with the WFEO website's information architecture and visual identity.

### 4.2 World Academy of Engineering

- Develop a dedicated digital presence for the World Academy of Engineering, aligned with WFEO's visual identity and wider digital ecosystem while providing the Academy with a clear and recognizable presence;
- Define the appropriate information architecture, user journeys, and content structure for the Academy;
- Recommend the most appropriate format within the WFEO digital ecosystem, whether as a dedicated section, multi-page environment, or microsite, based on its content and functional requirements.

### 4.3 World Engineering Day for Sustainable Development (WED)

World Engineering Day for Sustainable Development (WED), celebrated annually on 4 March, is WFEO's flagship global initiative and a major platform for engaging the international engineering community and wider public. The dedicated website is currently distinct from WFEO's, but its content is scheduled to be migrated back to WFEO's digital environment throughout the late 2027-early 2028 period.

- **By 4 March 2028**, develop a dedicated WED microsite linked to the main WFEO website, with clear information architecture, navigation, and a visual identity aligned with WFEO;
- Develop a structure capable of supporting annual WED editions, including event information, programs, resources, news, multimedia content, related initiatives and archives of past WED editions;
- Where existing WED content and digital assets are available for transfer, assess their potential migration and reuse; where such assets are unavailable, provide for the development of the microsite independently of the existing WED website.

#### 4.3.1 WFEO Hackathon

The WFEO Hackathon is an annual global initiative organized within the framework of World Engineering Day for Sustainable Development (WED).

- Develop a dedicated WFEO Hackathon webpage within the WED microsite;
- Create a flexible structure that can be updated for successive annual editions, including information on the theme, participation, key dates, resources, prizes, results, and related content;
- Ensure clear navigation between the Hackathon webpage, the wider WED microsite, and the main WFEO website.

#### **4.4 WFEO Engineering Global Awards**

The WFEO Engineering Global Awards will require a dedicated digital presence within the redesigned WFEO website, capable of supporting successive editions.

- Develop a dedicated webpage or multi-page section for the WFEO Engineering Global Awards;
- Provide a flexible content structure capable of presenting award categories, eligibility and participation information, key dates, recipients, and future editions;
- Ensure that the Awards are clearly accessible within the wider WFEO website architecture.

### **5. Migration of Existing Content**

The selected partner will support the migration of relevant existing content to the redesigned WFEO website and related digital environments, ensuring consistency of structure, formatting, links, and key metadata.

The detailed volume and scope of content migration will be defined during the RFO phase.

### **6. Indicative Project Timeline**

The redesign of the WFEO official website and priority digital environments are expected to be ready for launch by 4 March 2027, with the dedicated WED microsite to be developed by 4 March 2028.

Applicants should take these target dates into account when proposing their indicative timeline.

## 7. Submission Requirements

Interested partners are invited to submit:

- Company, organization, or consortium profile and relevant experience, particularly with global or multi-stakeholder organizations;
- Examples of comparable website redesign and implementation projects (including any work with professional bodies, non-profits, or UN/INGO partners);
- Brief description of the applicant's proposed approach and how its capabilities align with WFEO's requirements;
- Indicative budget or fee proposal, including the proposed collaboration model; proposals including a framework resulting in/equivalent to an in-kind contribution of the vendor in exchange for an official partner/sponsor status would be highly regarded (see below).
- Indicative timeline for delivery, taking into account the target launch date.

Relevant supporting materials, where readily available, such as previous UX/UI audits, information architecture work, wireframes, interactive prototypes, or visual design examples.

## 8. Eligibility

This call is open to:

- Web design and digital communication agencies;
- Creative studios;
- Consortia or partnerships of qualified professionals.

## 9. Collaboration Models

WFEO welcomes expressions of interest under different collaboration models, including:

- Standard fee-based model;
- Hybrid model, combining a reduced fee with mutually agreed partnership recognition or visibility arrangements, subject to WFEO's institutional policies;
- Full or partial pro bono model.

Applicants should clearly indicate their proposed collaboration model in their submission.

## 10. Submission Procedure and Deadline

**Submission Deadline: Expressions of Interest must be submitted by 15 October 2026 at 23:59 (CEST / UTC+2).**

Expressions of Interest should be submitted electronically to:  
[partnerships@wfeo.org](mailto:partnerships@wfeo.org)

Email subject line:  
**EOI – WFEO Website Redesign**

For questions or requests for clarification, applicants may contact:  
[secretariat@wfeo.org](mailto:secretariat@wfeo.org)

## ANNEX: WFEO Digital Platforms and Reference Materials

| Digital Platform            | URL                                                                                                 | Expected Development                                                                                                                                                                      |
|-----------------------------|-----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| WFEO Official Website       | <a href="http://www.wfeo.org">www.wfeo.org</a>                                                      | -                                                                                                                                                                                         |
| WFEO Staging Website        | <a href="https://staging.wfeo.net">https://staging.wfeo.net</a>                                     | Existing staging environment for the implementation of the redesigned WFEO website, with migration of existing content and assets where available.                                        |
| World Engineering Day (WED) | <a href="https://worldengineeringday.net/">https://worldengineeringday.net/</a>                     | Develop a dedicated WED microsite linked to the WFEO website.                                                                                                                             |
| WFEO Hackathon              | <a href="https://worldengineeringday.net/hackathon/">https://worldengineeringday.net/hackathon/</a> | Develop a dedicated Hackathon webpage within the WED microsite.                                                                                                                           |
| WFEO Academy                | <a href="http://www.wfeoacademy.com">www.wfeoacademy.com</a>                                        | <p>The existing WFEO Academy platform is being rebranded as the WFEO Institute.</p> <p>Integrate the WFEO Institute Learning Management System (LMS) into the WFEO digital ecosystem.</p> |

|                                           |                                                                                                                                                         |                                                                                                  |
|-------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| <b>World Academy of Engineering (WAE)</b> | -                                                                                                                                                       | Develop a dedicated digital presence within the WFEO digital ecosystem.                          |
| <b>WFEO Engineering Global Awards</b>     | -                                                                                                                                                       | Develop a dedicated webpage or section within the WFEO website.                                  |
| <b>WFEO Strategic Plan 2026–2035</b>      | <a href="https://www.wfeo.org/wp-content/uploads/StrategicPlanReformatted.pdf">https://www.wfeo.org/wp-content/uploads/StrategicPlanReformatted.pdf</a> | Strategic reference document to inform the website redesign and presentation of WFEO priorities. |